OpenFabrics Alliance ~ Marketing Working Group

Meeting Minutes – 1-10-2014

Attendees:

Bill Lee – Mellanox

Jim Ryan - Intel

Rupert Dance – Software Forge

Gilda Foss - NetApp

Rebecca Moran – OpenFabrics Alliance

**Meeting Minutes-**

* **ISO Date Format**
* It was discussed and agreed upon that going forward we would begin using the ISO date format (year-month-day) for all documents. This will help with ease of sorting and finding documents by date. Use of date example; 2014-1-10
* **Developer Workshop / IBUG**
* Initial planning process has begun with identifying content and speakers.
* Gilda Foss will be joining the planning committee beginning at the next planning meeting.
* **2014 Marketing Plan**
* It was decided that to allow for other worthwhile opportunities for involvement the OFA would not be utilizing a booth at SC14. The plan is to still be involved in the SC technical programs.
* This would allow for our time and resources to be spread out among a variety of shows and activities, resulting in targeting a much broader audience.
* Other promotional activities discussed were:
* Sourcing other trade shows
* Seek speaking opportunities in member companies show booths
* Seek panel opportunities
* Host Webinars (once we have provided several of these we could put together a panel consisting of the top three of a series)
* Provide tech briefs
* Reinvigorate blog plan / website redesign
* **SC14**
* Participate in the SC technical programs (see below Milestone calendar for dates and info)
* It was suggested to joint host at BoF w/Anritsu

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| **Upcoming Event Calendar-** |  |  |
| InfiniBand Fabric Admin. Training | UNH-IOL | January, 14-15, 2014 |
| Programming w/OFS Training | UNH-IOL | January, 16-17, 2014 |
| OFA Developer Workshop | Monterey, CA | March 30-April 2, 2014 |
| OFA IBUG | Monterey, CA | April 2-3, 2014 |
| OFA Interop Debug Event | UNH-IOL | April 7-11, 2014 |

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| **Upcoming Milestones** |  |  |  |
| **SC14** | **New Orleans** | **November, 16-21, 2014** |  |
| Technical Program | Open | Deadline | Information Link |
| Tutorials | February 14 | March 31 | <http://sc14.supercomputing.org/program/tutorials> |
| Papers | February 14 | April 4 | <http://sc14.supercomputing.org/program/technical-papers> |
| Panels | February 14 | April 25 | <http://sc14.supercomputing.org/program/panels> |
| BoFs | February 14 | July 31 | <http://sc14.supercomputing.org/program/birds-feather-sessions-bofs> |
| Emerging Tech | February 14 | July 31 | <http://sc14.supercomputing.org/program/emerging-technologies> |
| Posters | February 14 | July 31 | <http://sc14.supercomputing.org/program/posters> |

* **Next Meeting will be held on Friday, January 31, 2014.**