



ONE Summit Regional Days Site Host Best Practices

These are best practices and mutual expectations for hosting ONE Summit Regional Days. The LFN is here to support with information, recommendations, and speaker curation to make our event successful. This list should help give you a jumpstart on proactive event planning and internal discussions. Good luck and let us know if you have any questions! Contact us at events@lfnetworking.org.

We encourage you to involve your internal events and IT staff early in the planning process to cement event logistics and network capabilities.

Venue Selection

- Aim for a venue that is large enough to comfortably fit your expected amount of attendees but not so large that it looks cavernous. Explore options to divide rooms with airwalls if needed.
- For plenary and larger sessions, a riser for the speaker is ideal.
- While not required, venues with access to smaller rooms allows options for breakout sessions.
- Classroom seating is generally best.
- Comfort facilities – Are there ample restrooms available? If you have strict escorting guidelines for attendees, will they need escorts to the restrooms? If so, have you considered enough “runners” to enable ongoing restroom access? Can you accommodate non-binary guests? If required, do you have a mother’s room available?
- Venue accessibility – are you thinking about enabling those with mobility issues?
- Is the venue easy to get to via taxi or public transportation?
- Parking at the venue – is it easy to find? Is there anything attendees need to know when they arrive? Is parking validation or collection of vehicle information necessary?
- Secure Wi-Fi for the event well in advance and conduct a Wi-Fi speed test a couple days before the event to ensure attendees have a good experience. Attendees and presenters will expect Wi-Fi access.
- A/V planning is key – everyone wants to see and hear the speakers! The following are things to consider:
 - Remote attendee access – do you want to enable remote participation, or simply listening in/attendance? Or are you comfortable with an in-person only experience?

- Have you planned for smooth speaker transitions with the projection equipment? Will speakers use their own laptops or need to provide their slides to a shared laptop before the event?
- Will everyone in the room be able to hear the speaker? Do you wish to enable participation by attendees, and, if so, will there be microphones available? If there are discussion sessions, how will microphone usage be facilitated? Stationary or roving? Designated runner(s) for roving?
- Confirm security and health procedures for the event. Do attendees need a special badge or to be escorted? Will attendees need to provide proof of COVID vaccination? Have their temperature taken? Who will validate and how?
- Catering – Hungry and non-caffeinated attendees are not a good audience. Things to keep in mind:
 - Breaks – Ideally, there should be two shorter breaks, one in the morning, and one in the afternoon, and there should be some form of caffeine and water provided. Snacks are lovely but optional. If you are not planning to provide catered breaks, consider timing with respect to the agenda.
 - Lunch – do you wish to cater this event? If so, are you prepared to accommodate dietary restrictions? If not, are there sufficient nearby restaurants such that attendees can self-cater?
 - Reception/Networking event – although optional, a concluding reception or fun activity can help create relationships and showcase the human element of open source. Whether or not food and beverage will be provided, consider some form of developer meet-up – connecting with the technical community will provide value.
- Can the venue provide power at the tables for laptops and phone charging?
- Have you considered making a quiet space available?

Content

- Diversity, Equity, and Inclusion are key to open source success; it's also LF policy. No all-men panels. No day of all-men presenters. Knowing your location, ensure you've considered ethnicity, class, gender, sexuality, and other factors.
- Reach out to local service providers and involve them in the program as much as possible (speaking, panels, etc) and ask to list them as an event "co-host" or something similar (even though they may not be providing a venue or sponsorship money). End-user involvement tends to aid in attendee recruitment.
- Note that events with speakers predominantly from the hosting organization have been poorly received by attendees.
- Begin the day with a 5-10 minute introduction to welcome attendees, talk through

logistics (bathrooms, security, lunch/breaks, etc.), share the agenda, and thank any sponsors. Remind attendees that feedback is important and to fill in the post-event survey once received.

- The LF speaker should give the first full presentation to discuss the open source networking projects landscape, the LFN vision, and how the projects all come together in the networking stack. They will be on hand throughout the day to help facilitate collaboration as needed (panels, breakouts, Q&A, etc.). This will set tone and overall framework.
- Incorporate content across a range of open source networking projects, covering different areas of the open networking stack, where possible.
- Depending on your local environment and expected audience mix, a combination of business level and technical content may be appropriate. Developer-focused sessions, tutorials, and demos are popular and should be considered for the afternoon or a potential second day, possibly in a separate track.
- Remember that this is an open source event – in this environment, we're all on the same team. Do not present sales pitches. Do not slam the competition or refuse colleagues from competitive companies from participating. LFN staff WILL enforce this policy.
- When possible, ask to review the speaker slides ahead of the event to look for opportunities to make suggestions.
- Consider a closing panel with the speakers from throughout the day to explore ideas/questions that came up during the day, and to discuss what's coming next.
- 9:00 am is an ideal start time. Consider local traffic patterns, venue accessibility, and time needed to check-in attendees.

Attendee Recruitment

- Invite relevant people in your network/company to attend and participate. Make this as broad an outreach as possible.
- Leverage your company and community channels (websites, email, Twitter, etc.) to promote the event. Once speakers have been confirmed, ask them to co-promote on their channels as well. Reach out to fellow companies in your local environment.
- Provide event information around your event as soon as possible to LFN staff to publish the website and start the promotions period. LFN Marketing will also use its channels to promote and market the event.

Local User Groups

- Local LFN and open networking User Groups unfortunately suffered during the COVID pandemic, although many were useful and vital avenues for local collaboration in the

past. As LFN looks to revitalize this program, consider whether you might be interested in helping to get a local meet-up group off the ground, and whether you might want to publicize this during the event.

- LFN is happy to work with you in creating and launching such a group!
 - In any event, strongly consider some form of developer meet-up during the event.

Food and Beverage

- Coffee, coffee, coffee, all day, all the time
- Provide healthy snacks during the breaks
- If providing lunch, be sure to consider dietary restrictions, including vegetarian, vegan, and gluten free, and make sure the restricted options actually constitute a meal. A side dish, snack or condiment is not a meal. You do not want hungry audience members.

Onsite Logistics

- Provide plenty of directional signs; remember this is likely the first time attendees have been to this venue.
- Work closely with reception staff to guide attendees to the registration and meeting areas.
- Suggested signs:
 - Directional
 - Wi-Fi login information at registration and entrance to the meeting room(s)
 - Registration sign
 - Thank you to sponsors and hosts
- Pre-print name badges to expedite onsite registration
- Be sure to have plenty of blank name badges for onsite registrations
- Sort name badges by last name
- You may wish to provide a branded giveaway to attendees; if so LFN Marketing can work with you on design and logo usage. If providing, be sure to give them to attendees during the check-in process.

The 3 Lositical Things Attendees Want Most

- Reliable Wi-Fi
- Caffeine
- Power for laptops

