ONE Summit
Regional Days

Being a Host
ONE Summit Regional Days Overview

- This year ONE Summit comes to you!
- ONE Summit Regional Days are a series of member-hosted local events that bring the open source ethos and energy to 1-2 day events in geographies around the globe
- Opportunity to collaborate with technical community and decision makers in your local area
- Honors realities of travel restrictions with need to connect, transform, and innovate
- Enables member hosts to showcase their commitment to open source networking and community investment
Hosting a ONE Summit Regional Day

• What LFN Provides
  • Senior staff speaker
  • Marketing and promotional support using our channels
  • Open Source Ethos and Governance (Code of Conduct, Anti-Trust, etc.)
  • Registration Platform
  • Best Practices Guide

• What You Provide
  • Venue, including logistics support
  • Marketing Promotion
  • Knowledge of local audience and market needs

• In partnership
  • Overall agenda curation/development and speaker recruitment
    • You know the local landscape, speakers, and specific interests
    • We know open source, the global community, and LF projects
Logistics

• Involve your internal IT and Events team early and often!
• Covered in detail in Best Practices Guide, things to consider:
  • Room size and number – based on expected attendance and tracks
  • Event length
  • WiFi internet access
  • A/V
  • Remote participation
  • Catering
  • Health, Safety, Security
  • Accessibility – disability accommodation, parking, traffic considerations, etc.
  • Directional signage, badges, etc.
  • Potential giveaways
  • Registration and greeting
Content

- **DO NOT SALES PITCH**
  - This is an open source event – let’s take advantage of that to improve *our* ecosystem
  - Good example topic: “How we strategically consume and invest in open source”
  - Bad example topics: “Why you should buy our product,” “Why our open source developers are smarter than others”
  - Prohibited example topic: “Why our competitor is unworthy”
  - LFN staff WILL enforce this, including real-time on stage. Please don’t make us.
- LF Staff speaker will provide LFN, related networking project, and strategic information overview
- Consider the mix of technical and business-level content: what is your expected audience composition?
  - How many tracks do you plan to support?
- What local companies make sense to recruit?
  - End-users: would you like an end-user co-host?
  - Competitors: yes, definitely competitors
  - Broad mix across ecosystem and projects
  - Engage your specific interests with those of likely attendees – think ecosystem
- Do you want demos to feature, either on-stage or as side “booths?”
- We will work with you on agenda creation, speaker sourcing, creative session ideas – we want this event to be successful, interesting, engaging
Engage with your internal marketing and PR team to get the word out
You know your local market best, and your internal marketing team has valuable experience
Seriously, your internal marcom team knows what it’s doing
Partner with employers of your speakers – they also have internal marketing and PR teams with experience and knowledge
LFN will support and leverage our channels, and we’re happy to talk marketing strategy around this event
Essentially: This is *your* opportunity to showcase your commitment to and investment in open source
Developers!

- We strongly recommend some form of developer engagement
  - Local meet-up re-launch (see below)
  - Developer Reception
  - Technical content
  - Free time for advancing technical work
  - Demos or other showcase for developer achievements
- LFN open source user groups did not weather the pandemic
  - They had been a vibrant source of local collaboration for companies and developers
  - Grass roots, developer-led local interest groups
  - LFN provides platform, beer-and-pizza budget, and (virtual) staff presentations; local organizers design the interactions
- Are you interested in working with us to create/re-launch/re-invigorate a local meet-up group in your area?
- If so, do you want to use this event to publicize and recruit?