



ONE
SUMMIT
REGIONAL DAYS

ONE Summit Regional Days

Being a Host

Hosted By  THE **LINUX** FOUNDATION |  **LF** NETWORKING |  **LF** EDGE

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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 decisions 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



- 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



- 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?



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