

CLOUD FOUNDRY DAYS

Value of Hosting a Meetup

Value of Hosting

- Extend host organization's visibility and presence in the developer & operations community for specific regions
- Establish a stronger public association with the Cloud Foundry brand
- Help build the Cloud Foundry community in a critical region for growth

Meetup Responsibilities

Meetup Ownership

Cloud Foundry Foundation's Responsibility

- A speaker from Cloud Foundry Foundation
- Recommended event schedule
- Signage template
- Giveaway t-shirt design
- Provide Cloud Foundry stickers
- Advertising on cloudfoundry.org
- Advertising on Cloud Foundry's Twitter
- Advertising to Cloud Foundry's email list
- Provide attendee survey content & execution



Lead Member Sponsor Responsibility

- Event logistics & management
 - Venue Selection
 - Food & Beverage
 - Audio/Visual/Production
 - WiFi
 - Room Set
- Registration
- Content & speaker management
- Attendee giveaways
- Post-event report
- Financial support & backing



Recommended Meetup Locations & Dates

Recommended Meetup Locations



Confirmed Dates

Location	Date	Host Company	Supporting Company	Foundation Executive
Sydney	October 18	EMC	TIBCO	Devin Davis
Melbourne	October 20	EMC	TIBCO	Devin Davis
Shanghai	October 25	GE	EMC & Anchora	Abby Kearns
Beijing	October 27	HPE	GE & IBM	Abby Kearns
Tokyo	November 11	Fujitsu	Apigee & Pivotal	Chip Childers
Singapore	November 15	TIBCO	Pivotal	Chip Childers
Hong Kong	November 17	TIBCO	Pivotal	Chip Childers

Meetup Blueprint

Venue Specifications

Meeting Space Requirements:

- Meeting space should accommodate a minimum of 300 people
- An ability to project and watch presentations or videos
- Provide whiteboards, screen & projector
- A stage for the host and speakers
- Consider how many people you anticipate attending, and be sure you have enough room and seats for attendees
- WiFi that can support anticipated attendance
- Conveniently located bathrooms

Additional Recommendations:

- A location for food and beverage set-up outside of the main stage area
- Look for a venue that is wide, rather than deep, with the shortest possible distance from audience members to the stage
- Determine the need for any additional smaller meeting rooms

Food & Beverage Specifications

Recommended for Half Day Program

- **Break**
 - Provide Coffee & Tea Service, Water & Fruit Juices
 - 1-2 snack items
 - **Continental Breakfast**
- OR
- **Lunch**
- OR
- **Evening Reception**
 - Recommend Non-Alcoholic Drinks & Beer & Wine*
 - 2 - 4 hors d'oeuvres

* If culturally appropriate / limit 1-2 drinks per person

Minimum Requirements

- Provide Coffee & Tea Service, Water & Fruit Juices
- 1 - 2 Snack Items



Registration Specifications

Required Registration Data Fields

First Name / Last Name (in English)

Company

Title

Email Address

Are you currently using Cloud Foundry?

What is your experience level with Cloud Foundry?

- Beginner
- Intermediate
- Expert

What is your company's stage of adoption?

- Already adopted Cloud Foundry
- Interested in adopting Cloud Foundry
- Exploring adoption opportunities
- I don't know

[Click here](#) if you would like to opt out of receiving information from Cloud Foundry in the future.

Confidential Attendee Information

Attendee information collected through registration is confidential and should only be used for the following purposes:

- Community building activities
- Sharing meetup updates & content
- Sharing future meetup information

Attendee lists may not be used for:

- Commercial or marketing purposes
- Lists may not be sold or shared with third parties (including other attendees) that are not directly involved in planning the meetup.

A/V & Production Specifications

Meeting Room Set-up

- Round tables of 6-7 people per table / anticipate a minimum of 300 attendees
- Small stage for speakers/panelists
- Podium on stage
- (1) Powerstrip at each table

WiFi Requirements

- Order wifi based upon total estimated number of attendees; bandwidth should be for general use (email, web search, etc.)

A/V Requirements

- Screen & projector
- For groups larger than 40 people, recommend ordering sound system & wireless lavalier microphone package

Sample Half Day Schedule

Time	Title
1 Hour	Meal Function – Continental Breakfast, Lunch or Reception *
10 Minutes	Welcome and Opening Remarks
30 Minutes	Presentation #1
30 Minutes	Presentation #2
30 Minutes	Presentation #3
20 Minutes	Break
30 Minutes	Presentation #4
30 Minutes	Presentation #5
10 Minutes	Closing Remarks

*Meal function times are flexible based upon the actual start time of the event.

Best Practices - Content

- **Purpose:** Drive adoption of Cloud Foundry, share knowledge & build Cloud Foundry Community
- Content should be focused on educating and informing, limiting the selling of products & services
- Attendees will have various skill levels; sessions should focus on beginning & intermediate level of attendees
- Select speakers that have extensive experience with Cloud Foundry
- Select variety of speakers, not just speakers from the sponsor/host company

General Best Practices

- Confirm / announce dates & times at least 3 months prior to the event
- Attendance should be open to the public
- For free events, consider using a nominal late cancellation / no-show fee, to reduce the number of no-shows
- Post event, keep the conversations going
 - Send post event thank you email
 - Share slides, videos, and other materials online

Branding

Marketing Assets

Host company will have access to the following marketing assets from Cloud Foundry Foundation:

- **Banner** - rotating banner with each Cloud Foundry Day on <http://cloudfoundry.org/> home page
 - Contact: Melissa Logan, mlogan@cloudfoundry.org
- **(3) Social Media Posts**
 - Contact: Jessica Rampen, jrampen@linuxfoundation.org
- **(1) Email Blast** per event sent by Cloud Foundry Foundation
 - Contact: Melissa Logan, mlogan@cloudfoundry.org
- **(2) Blog Posts**
 - Contact: Caitlyn O'Connell, coconnell@cloudfoundry.org
- **Meetup** displayed prominently on meet-up page <https://www.cloudfoundry.org/community/meetups/>
 - Contact: Melissa Logan, mlogan@cloudfoundry.org



CLOUD FOUNDRY DAYS

Branding Assets

Signage template is available for [download here](#).

T-shirt artwork is available for [download here](#).

Speaker presentation template is available for [download here](#).

Post-Event

Post-Event Report

Host company will provide Cloud Foundry with a post-event report including the below information:


- Number of attendees
- Regions/locations of attendees
- Access to attendee email addresses
- Things that worked well and what needs improvement for next year (or next event?)

CLOUD FOUNDRY DAYS

Contact Information

For additional information, please contact
Deb Giles
Event Coordinator
dgiles@linuxfoundation.org

Thank you for helping to build the Cloud Foundry Community!

The logo features a stylized lightbulb with a gear at its base, set against a background of concentric circles and a vertical bar, all in shades of blue.

CLOUD **FOUNDRY**
FOUNDATION