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Value of Hosting a Cloud Foundry Day

Value of Hosting a Cloud Foundry Day

- 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





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Cloud Foundry Day Responsibilities

Cloud Foundry Day Ownership

Cloud Foundry Foundation's Responsibility

- A speaker from Cloud Foundry Foundation if registered attendees exceed 300
- 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 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



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Past Event Locations

Past Event Locations



In 2016, Cloud Foundry Days were held by members in Tokyo, Shanghai, Sydney, Melbourne, Singapore and Hong Kong.

Going forward, we expect members to continue this global outreach. The Foundation can discuss location on a case by case basis with each member as they determine what best suits their needs and the broadened awareness of Cloud Foundry.



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Cloud FoundryDay Blueprint

Venue Specifications

Meeting Space Requirements:

- Meeting space should accommodate a minimum of 200 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 200 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





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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
 - Contact: Melissa Logan, mlogan@cloudfoundry.org
- **(3) Social Media Posts**
 - Contact: Brie Rogers, brogers@cloudfoundry.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
- **Cloud Foundry Day** displayed prominently on events page
 - Contact: Melissa Logan, mlogan@cloudfoundry.org

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](#).





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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?)



Contact Information

For additional information, please contact:

The Cloud Foundry Events Team
events@cloudfoundry.org

Thank you for helping to build the Cloud Foundry Community!



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