



CLOUD FOUNDRY DAYS

THE WHAT & THE WHY



CLOUD FOUNDRY DAYS

WHAT IS A CLOUD FOUNDRY DAY?

- A Cloud Foundry Day is a pop-up full- or half-day Summit hosted by a Cloud Foundry Foundation member in the venue and city of their choice
- As a member, you choose your primary topics and your speakers, and manage the invitation and registration process. The Foundation will co-market and provide swag.
- Members can co-host these events with one another to split responsibilities and cost.

WHY HOST A CLOUD FOUNDRY DAY?

- Extend your organization's visibility and presence in the developer & operations community in strategic regions.
- Bring Cloud Foundry to communities in critical regions for growth—for your business, for cloud in general and for open source broadly.
- Establish your organization as a trailblazer in cloud and the future of business.

THE WHO & THE HOW



CLOUD FOUNDRY DAYS

I'VE DECIDED TO HOST A CF DAY. WHAT ARE MY RESPONSIBILITIES?

- 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

WHAT ROLE DOES THE FOUNDATION PLAY IN A CF DAY?

EVENT PLANNING

- Our Events team provides recommendations within this packet on event schedule, logistics, etc.
- The Foundation will send a speaker if registered attendees exceed 300
- Provide [attendee survey content](#)

MARKETING

- Promotion on cloudfoundry.org
- Promotion on Cloud Foundry's Twitter
- Promotion to Cloud Foundry's email list

SWAG

- A signage template is provided in this packet
- A design for giveaway t-shirts is provided in this packet
- We will send Cloud Foundry stickers

CLOUD FOUNDRY DAY EVENT-IN-A-BOX 101



CLOUD FOUNDRY DAYS

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

Opt-in box: I agree to receive communications from [member company] and Cloud Foundry Foundation

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.

All communications must be opt-in to comply with GDPR regulations.

VENUE RECOMMENDATIONS

- 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
- 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

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.

FOOD & BEVERAGE RECOMMENDATIONS

RECOMMENDED FOR HALF DAY PROGRAM

CONTINENTAL BREAKFAST

BREAK

- Provide Coffee & Tea Service, Water & Fruit Juices
- 1-2 snack items

OR

LUNCH

- Boxed or Buffet, based on available seating
- Provide vegetarian, vegan and gluten-free options

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

A/V & PRODUCTION RECOMMENDATIONS

MEETING ROOM SET-UP

- Round tables of 6-8 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

BEST PRACTICES



CLOUD FOUNDRY DAYS

LOGISTICS

- 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
- Select speakers that have extensive knowledge of and experience using Cloud Foundry -- not just CF vendors and employees of the host company
- When sourcing speakers, inclusion should be a priority to ensure your line-up has good representation from different backgrounds. This means diverse gender identities, sexual orientations, ethnic and racial backgrounds, and abilities.

CONTENT

- Attendees will have various skill levels; sessions should focus on beginning & intermediate level of attendees
- Content should be focused on educating and informing, limiting the selling of products & services
- Content can be audience-driven, with sessions recommended for contributors or end users, or can be labeled by expertise level
- Post event, keep the conversations going with a drip campaign
 - Send post event thank you email
 - Share slides, videos, and other materials online

CODE OF CONDUCT

Cloud Foundry Foundation stands by its values and expects its members to do the same -- especially when these events are Cloud Foundry branded. We hold a collective vision for an ethical, people-first technology community and future, and stand firmly behind our values:

1. Be Open.
2. Be Inclusive.
3. Be Kind.
4. Be Transparent.
5. Be Curious.

Our Events are built on a shared ethos and Code of Conduct. Read more here:

- Cloud Foundry Foundation [Culture & Values](#)
- Cloud Foundry [Code of Conduct](#)
- Cloud Foundry [Events Code of Conduct](#)

PROMOTING YOUR CF DAY



CLOUD FOUNDRY DAYS

ASSETS

The Cloud Foundry Foundation will provide the following digital, social & marketing assets to help promote your CF Day:

- Visible Call to Action to register for Cloud Foundry Day on [home page](#)
 - Contact: Brie Rogers, brogers@cloudfoundry.org
- Cloud Foundry Day displayed prominently on [events page](#)
 - Contact: Brie Rogers, brogers@cloudfoundry.org
- (3) Social Media Posts
 - Contact: Brie Rogers, brogers@cloudfoundry.org
- (1) Include Cloud Foundry Day in monthly newsletter sent by Cloud Foundry Foundation
 - Contact: Brie Rogers, brogers@cloudfoundry.org
- (2) Blog Posts (1 pre- and 1 post-event)
 - Contact: Caitlyn O'Connell, coconnell@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](#).

All files, including logos, are available [here](#).



PAST CLOUD FOUNDRY DAYS



CLOUD FOUNDRY DAYS

PAST EVENT LOCATIONS

Cloud Foundry Days have been held by members in Boston, Bengaluru, Tokyo, Shanghai, Sydney, Melbourne, Sofia, Singapore and Hong Kong.

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.



THE PARTY'S OVER...



CLOUD FOUNDRY DAYS

POST-EVENT REPORT

I hosted a successful event! Now what?

Please write a post-event report (500-1,000) words that includes the following info:

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

Please include a CSV file of attendee email addresses that have opted in during registration process as an addendum to this report.

WRAP-UP BLOG

One of the benefits of hosting a CF Day is publication on the CF Blog. While the Foundation is happy to author a pre-event promotional blog, we ask that you as the host share a wrap-up blog replete with photos, stories, quotes and more!

- Share a draft with Caitlyn O'Connell at coconnell@cloudfoundry.org
- Please write your post in a Google Doc so we can edit collaboratively
- Keep content between 300 and 10,000 words
- Include lots of photos!

YOUR CONTACTS



CLOUD FOUNDRY DAYS

CONTACT INFORMATION

For additional information, please contact

SWARNA PODILA

Senior Director, Community
spodila@cloudfoundry.org



**CLOUD
FOUNDRY
DAYS**

Thank you for helping to build the
Cloud Foundry Community!

CLOUD FOUNDRY

