



OPENFABRICS  
ALLIANCE

# POST MORTEM

OFA Workshop 2018

[ May, 2018 ]

# POST MORTEM AGENDA

- **Location**

- Co-Locating
- Alternative Venue

- **Program**

- Length
- Collaborative Activities
- Emcee / Template

- **A/V**

- **F&B**

- **Misc.**

# LOCATION

## Co-Locating

### ■ Motivations

- Potential increase in Workshop attendance, audience pool
- Makes shortening the Workshop a requirement
  - Results in potential cost savings

### ■ Drawbacks

- Removes flexibility regarding Workshop timing, location
- Requires aggressive promotional campaign to reach unfamiliar attendees
  - Workshop program should be finalized much further in advance to adequately promote
- Difficult to coordinate – requires solid contact involved with other event that is willing to help

### ■ Target focus/audience considerations

- Fabrics focused
  - Added benefit of co-promotion / joint activities with similar technical program
  - Attendees likely already familiar with OpenFabrics, existing interest in Workshop program
- Applications, user focused
  - Expands audience to include users, application developers that are likely unaware of OpenFabrics

- **MWG Recommendation:** Forego pursuit of co-locating with other industry events, focus on alternative venues with emphasis on cost reduction.

#### Potential Events:

- Cloud Expo
- Hot Interconnects
- Linux Community Events
  - Cloud Foundry Summit
  - The Linux Kernel Summit
  - Plumbers Conference
- NetDev
- OCP Summit
- Open Networking Summit
- SNIA Events
  - PM Summit
  - Storage Developers

# LOCATION

## Alternative Venue

### ■ Motivations

- Should achieve significant Workshop cost reduction
- Potential increase in Workshop attendance, audience pool
  - Taps into attendees from a specific venue

### ■ Venue considerations

- Connection to fabrics or target user
- Recommend having an internal contact at venue to facilitate introductions
- Close proximity to airport / technology hub / members
  - California (Bay Area, San Diego), Mass. (Boston), Oregon (Portland), Texas (Austin), Washington (Seattle)

#### Potential Venues:

- National Laboratories/Institutions
  - Argonne
  - Sandia
  - Lawrence Livermore
  - NCAR – Boulder
  - Oak Ridge
- Universities
  - Indiana University
  - Ohio State University
  - Santa Clara University
  - University of California – Berkeley
  - University of Texas – Austin
- Members
  - Intel Jones Farm Campus

- **MWG Recommendation:** Pursue alternative venue with emphasis on cost reduction – finalize list of targets and begin initial site search / evaluation.

# PROGRAM

## Length

- Unanimous feedback to shorten the overall Workshop length
  
- Pros
  - Reduced costs (logistic expenses and registration fee)
  - Less of an ask for attendees – more likely to get internal approval
  - Less arduous on attendees – most feel “fried” by the end of the week
  - More flexibility for location search
  - Could cut-down on usual Friday drop-off / speaker discontent
  - Allows TPC to be more selective with session submissions
    - Shorter Workshop could result in higher quality program
  
- **MWG Recommendation:** Reduce workshop from 3.75 days to 3 (at least)

# PROGRAM

## Collaborative Activities

- New collaborative activities were well received (scored 4.47 / 5 average in survey)
  - Think Tanks
    - Very popular, resulted in new OFA working group (system administration)
  - Bird of a Feather
    - Well attended (~30 attendees each)
    - Lots of networking in the hallways if not attending
  - Meet the Experts
    - Holding prior to Networking Reception was a good transition, fostered lots of good conversation
  - Lightning Talks
    - Some criticism, but students were a hit
    - Noticed some follow up conversations with the students and other LT presenters
    - Need to promote / solicit LT sign-ups more aggressively for 2019
  
- **MWG Recommendation:** Plan to repeat each for 2019

# PROGRAM

## Emcee / Template

- **Emcee**
  - Take better advantage of the Emcee to convey workshop-wide information and upcoming activities in a “big picture” way
    - Could help promote opportunities such as the Lightning Talks, At-Large Board nominations
  - 2018 may be an anomaly due to last minute emcee shift
  
- **MWG Recommendation:** Identify emcee and backup emcee that are involved in Workshop planning from the start
  
- **PPT Template**
  - Must be widescreen
  - Not all speakers used the template
    - Require OFA template use
    - Consider just an OFA title slide
  - Many poorly formatted presentations
    - Require speakers to submit slides by deadline to allow planning team to polish (formatting only)
    - Formatting issues may have been a result of standard PPT layout, unfamiliarity with OFA template
  
- **MWG Recommendation:**
  - Emphasize / enforce template use requirements and speaker deadlines once determined (no exceptions)
    - Have backup plans to fill-in timeslots where speakers disregard instructions
  - Implement slide review process – joint responsibility between TPC and MWG
  - Update submission portal to require more detailed abstracts and bios

# A/V

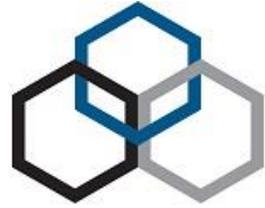
- Overall A/V setup was well received (scored 4.71 / 5 average in survey)
- Projectors
  - Some feedback for bigger projectors
  - Confirm aisle mic stands during walk through
- Slides
  - DropBox slide uploading/downloading process work very well, especially with the last minute slide updates from speaker
  - Posting slides to website prior to session was leveraged by most attendees
    - Helps some attendees that are seated in the back, have trouble reading off projectors
  - Turn off DropBox notifications prior to first session
- Layout
  - Chevron vs. classroom
    - Chevron not ideal for room splitting (BoF setup mentioned specifically)
    - U-shape (UN-style) conducive to collaboration
- **MWG Recommendation:** Repeat similar A/V setup, decide on layout with specific activities in mind during location search.

# FOOD AND BEVERAGE

- Overall F&B was well received (scored 3.82 / 5 average in survey)
  - A lot of tea drinkers, no requests for decaf
  - Coffee and tea left out all day was well utilized
  - Veggies weren't popular for Networking Reception snacks, stick to meat/cheese
  - Could reduce Light Breakfast and PM Break snacks (Breaks at 3:30pm or later can be ditched)
    - Most were full after lunch
  - Consider having coffee/snacks for a evening Think Thank activity
  - Brownies were a hit
  
- Consider using a pre-loaded meal card
  - Encourages attendees to explore more of the surrounding location, not anchored to the workshop
  
- Bottled water up on the podium for speakers
  
- **MWG Recommendation:** F&B options will be determined by MWG after venue selection

# MISCELLANEOUS NOTES

- **Pre-Workshop Promotion**
  - Start Workshop planning / TPC two months earlier to allow for better promotion
  - Many inquiries about the agenda prior to the Workshop
  - Could boost interest in collaborative activities (Think Tanks, Lightning Talks, Meet the Experts)
- **Room Blocks / Registration**
  - Consider lower room occupancy and reduced registration fee
  - Discount registration for members
- **Ad Hoc Meeting Rooms**
  - Reduce to one, offer as a member benefit (?)
- **Surveys**
  - Distribute at the start of each day so attendees can rate speakers in real-time
  - Offer a prize for participating – removes anonymity, but could generate much higher response rate
  - Feedback on every session could be overkill
- **Printed Agendas**
  - A handful of attendees requested printed agendas
  - Many referenced registration desk monitor agenda
    - Allows for last minutes speaker changes
- **Lanyards**
  - Many attendees requested lanyards
- **Purchase triangle to signal break ending**

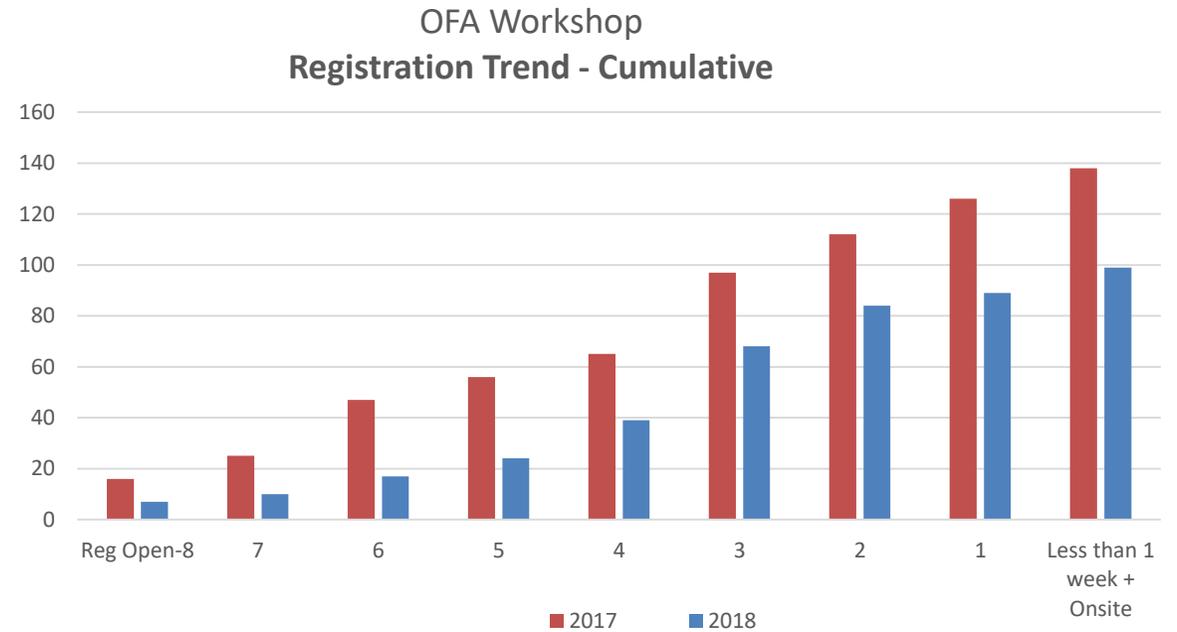


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**BACK UP**

# REGISTRATION

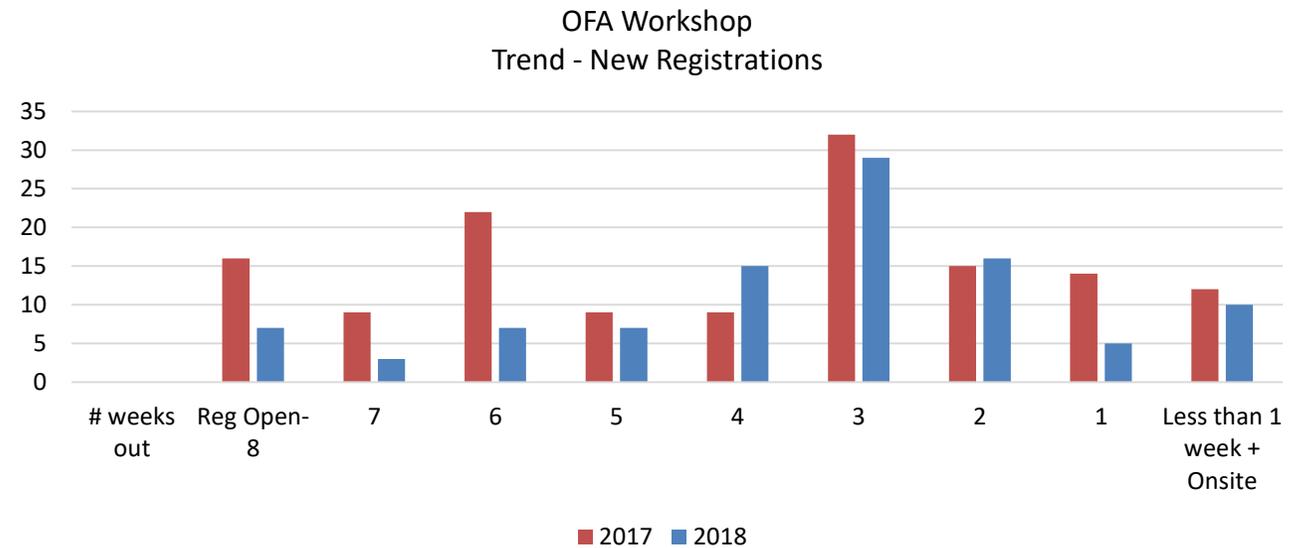
Cumulative Registration Count		
	2017	2018
# weeks out	Total # registrations	Total # registrations
Reg Open-8	16	7
7	25	10
6	47	17
5	56	24
4	65	39
3	97	68
2	112	84
1	126	89
Less than 1 week + Onsite	138	99



# REGISTRATION

Weekly Registrations		
	2017	2018
# weeks out	# new registrations	# new registrations
Reg Open-8	16	7
7	9	3
6	22	7
5	9	7
4	9	15
3*	32	29
2	15	16
1	14	5
Less than 1 week + Onsite	12	10

\*Early bird discount ends 3 weeks before event (3/19/18)



# ATTENDEE BREAKDOWNS / ROOM BLOCK PICKUP

## Registration by Country

Country	Number of Attendees
Canada	1
China	2
Israel	9
Switzerland	1
Japan	4
Germany	3
United States	81

## Registration by State

STATE	Number of Attendees
CA	17
IL	4
MA	6
MI	1
MN	0
NC	2
NH	0
NM	6
OH	2
OR	9
PA	2
TN	1
TX	7
UT	1
VA	1
WA	6

## Standard Room Block

Date	Day	Contracted Room Block	Rooms Picked Up
4/9/2018	Sunday	0	54
4/9/2018	Monday	58	54
4/10/2018	Tuesday	58	54
4/11/2018	Wednesday	58	53
4/12/2018	Thursday	43	46
4/13/2018	Friday	5	46

## Government Room Block

Date	Day	Contracted Room Block	Rooms Picked Up
4/9/2018	Monday	12	5
4/10/2018	Tuesday	12	5
4/11/2018	Wednesday	12	5
4/12/2018	Thursday	12	5

# 2018 SURVEY RESULTS

Please rate the following (1 lowest to 5 highest):

	Rating	# of Responses
Opening Keynote	4.19	16
Workshop Fees	3.69	16
Hotel Cost	3.63	16
Food	3.82	17
Internet	4.35	17
Registration	4.76	17
Audio/PA System	4.71	17
BoFs	4.07	14
Networking Opportunities	4.47	15
Intensity/hours per day/# of days	3.82	17
Location – Boulder	3.31	16
Overall Relevance	4.41	17
Overall Content Quality	4.17	17
Overall Content Delivery	4.24	17
Future Location Suggestions	Monterey, Tampa, Miami, San Diego, Austin, San Jose, Sunnyvale/ Santa Clara / Silicon Valley in general (3)	5

Please rate the following (1 not at all to 5 highly likely):

	Rating	# of Responses
How likely will you return next year?	4.29	17
How likely are you to recommend this Workshop?	4.35	17

How did you hear about the workshop?

- OFA mailing communication – (8 / 53.33%)
- OFA technical forums (e.g. working groups) in which I participate – (3 / 20%)
- Other industry organizations – (3 / 20%)
- Trade publication – (1 / 6.67%)
- Social media (LinkedIn, Twitter, etc.) – (0 / 0%)