LF AI Day Instructions for LF AI Day - EU - June 22, 2020

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Overview

LF AI Days are regional, one-day events hosted and organized by local members with support from LF AI and its Projects. Learn more about the LF AI Foundation here. If you are interested in hosting an LF AI Day, please review the instructions on this page which include the required tasks you will need to plan for. Also included are recommendations and examples. Please review carefully and reach out with any questions by emailing events@lfai.foundation. We look forward to working with you on an LF AI Day!

To Do List

The to-do lis below will be used for tracking requirements and recommendations for LF AI Days. Upon confirmation from LF AI Community Host and LF AI Staff that the meeting is approved (details below on approval process), this page should be copied/cloned and used for the specific LF AI Day and should be linked to the specific event wiki (details below).

You will be assigned an LF AI staff person who will be your primary contact. For general questions on any of the items below, you can also email events@lfai.foundation.

To Do	Target Date	Completed	Owner	Notes
Review the Resources for LF AI Community Hosted Events			Event Host	Host must confirm they have read all the documentation resources. It is an important step as it includes planning information, expectations for LF AI Community Hosted Events, examples, and more.
Review COVID-19 information related to events			Event Host	As LF AI Days are associated with LF Events, we will have the expert support and guidance of that team regarding COVID-19 and it's impact to events. Support includes items such as: ▪ Messaging for website, self-certify travel restriction email template (this is what we would send to event attendees if asking them to certify that they have not traveled to China or South Korea in the 14 days prior to the event), signage text template for onsite at events, etc. ▪ Official updates from the Linux Foundation on this topic can be viewed here ▪ If you have specific questions please reach out
Request to host an LF AI Day		X	Event Host	As there are LF AI support and budget resourcing requirements associated with LF AI Days, please email events@lfai.foundation to confirm your interest and request to host an LF AI Day. A response on availability to resource the event on the requested date will be provided to you shortly after. Please include in your request 1) the community organization(s)/members(s) who are planning to host the event 2) location and format (in person or virtual) 3) event date 4) primary host contact name and email for the event planning and overall execution.
LF AI approval/confirmation of event		X	LF AI	LF AI will confirm moving forward with the LF AI Day and will provide you with the primary LF AI staff person you will be working with.
Schedule time with LF AI if you have questions about any of the required tasks or the event planning in general	May 20	x	Event Host	Please coordinate the meeting with LF AI if needed.
Requests for LF AI staff speakers	May 20	X (Confirmed with Ibrahim)	Event Host	In planning your agenda, if you would like to request an LF AI staff speaker, such as Ibrahim Haddad who is the LF AI Foundation Executive Director, please ensure you make the request early in your agenda planning so that we can do the best we can to accommodate based on schedule availability. Please include in your request 1) when (approximate time during agenda) you want the speaker to present 2) how long they should plan for their portion 3) messaging you would like them to cover.
Request for LF AI review of content	June 6		Event Host	In planning your agenda, if you would like LF AI to do a brief review of your presentation content please plan to make that request as early as possible so that we can do the best we can to accommodate based on schedule availability. LF AI will gladly review if time permits.
Create an event wiki page using the Template Event Wiki and fill out the details for your event		X Event Wiki here: LF AI Day - EU - June 22, 2020	Event Host	Follow the instructions noted on the Template Event Wiki page. This event wiki will serve as the site that you can use for your content planning, coordination with other community participants involved, to provide general information to attendees, and a space to post your event content. Host is responsible for keeping the event wiki updated. The event wiki will be the single source of truth for all who want to participate. You'll need an LF ID to edit the wiki. If you need to create an LF ID for the first time, click here.
Copy/Clone this LF AI Day Instructions template and create sub-page from your event wiki		X	Event Host	Creating the specific LF AI Day instructions page is critical to ensure all components for coordinating efforts with LF AI are completed and to help drive a successful event. Host and LFAI are responsible for keeping the wiki updated for their assigned tasks. The wiki will be the single source of truth for status on all tasks. If there is a missing item in the template that would be beneficial to other event hosts, please do provide the suggestion so that it can be added.

Send LF AI the two links for your specific wikis		X	Event Host	Please share both the event wiki and instructions wiki with LF AI staff.
LF AI will add the event to the current year LF AI Events Overview wiki		X	LF AI	LF AI will add accordingly based on the details shared by host. Example LF AI 2020 Events Overview
LF AI will add the event to the LF AI Events pages		X Event on LF AI website here: https://lfai.foundation/event/lf-ai-day-eu-june-22-2020/	LF AI	LF AI will add event to LF AI Events section on the website and on the LF AI Events Group Calendar on the wiki accordingly based on the details shared by the host.
Add in target due dates based on the event date			Event Host	Host must determine a plan to complete the required tasks and deliverables submissions. The dates can be targets with some modifications along the way but it is important that the lead times shared for the various tasks are incorporated to avoid missed deadlines and potential negative impact to event. Review the remainder of this tasks list and return to this item to input your dates. Notify LF AI when this is complete for their review of critical target dates specific to deliverables.
LF AI review of target dates specific to critical deliverables		X	LF AI	LF AI will review and advise of any concerns or recommended updates.
LF AI will draft and provide to host the event website and registration set up submission forms	May 15	X - Sent to Jamil on May 15	LF AI	LF AI will provide an event website and registration through Cvent. LF AI will draft the form submissions based on the information provided by the host and will then provide to the host to add missing items and finalization. Example event website and registration Forms should not be re-used as they are periodically updated by the LF Events team and the most current form should be used to facilitate a smooth process.
LF AI will complete event registration website and registration set up request forms	May 21	X	LF AI	LF AI will provide an event website and registration through Cvent. The two forms required will be provided to you by LF AI to help in completing. LF AI will coordinate the final form submissions to LF Events who will complete the set up of the event website and registration. Example event website and registration Host will need to complete the missing items in the forms and work with LF AI to finalize as soon as possible. Please note that you must plan accordingly to ensure you have at **minimum 2 weeks lead time** for the event website and registration to be built out, as completion will be dependent on an initial form review period, initial set up, reviews, and final launch approval. Please note that this website and registration and coordination efforts for them are items that require specific LF AI resources and budget impact, thus the event approval requirement for LF AI Days.
LF AI will work with host to finalize the forms and send to LF Events	May 21	X	LF AI	LF AI will submit the final forms to LF Events and work with the event host on any questions.
LF AI will send test links for event website and registration	May 26	X	LF AI	LF AI will send to host: • Cvent link to review, test, and approve the registration set up • Website preview link for review and approval.
Host will need to review, test, and approve the website and registration prior to launch	May 27	X	Event Host	Host will receive an email from LF Events via Cvent with a link to review, test, and approve the registration set up. Host will receive from LF AI the website preview link for review and approval.
LF AI will coordinate event website and registration launch	May 28	X	LF AI	LF AI will confirm launch approval to LF Events and update event host.
Plan out event website updates	June 2	X	Event Host	Please note that once the site is live, we can only support a handful of updates. If you anticipate several changes to the agenda for example, you should have the agenda details on the event website link to your event wiki or other space where the host can manage updates independently. A final update to the agenda leading up to the event is perfectly acceptable and should be planned in advance. Any website update requests should be sent to LF AI and they will coordinate updates via t LF Events. Updates must be sent in a format that outlines the changes clearly (such as Word document with change tracking), otherwise pages potentially have to be built again from scratch if it is not clear what is changing; this adds additional cost to the LF AI project which is not budgeted for. Please plan to submit any event website requests with an expected **1-2 business day lead time** to complete.
LF AI will provide event registration snapshots to host	June 5 June 12 June 19		LF AI	LF AI staff will send host registration snapshots periodically, typically once per week (usually Friday mornings) and can adjust the frequency leading up to the day of the event as needed. Note that details for registration reports will be limited to registration snapshots of registration totals as we cannot share attendee registration details based on GDPR policy.
LF AI will update event website and registration details to LF AI Events pages	May 29	X	LF AI	LF AI will update event website and registration details on LF AI Events section on the website and on the LF AI Events Group Calendar on the wiki.

LF AI will draft event announcement blog post, social promotion, and mail list communication	May 27 - First announcement	X	LF AI	LF AI will draft a short blog post, promotion on LF AI social channels (Twitter/LinkedIn plus social amplification coordinated with LF), and LF AI mail list communication (as applicable).The content for these communications will use information from the event website and pointers to registration. A draft of the blog will be shared with the event host prior to publishing. Example blog post Event announcement will also be shared via LF AI mail lists, including: outreach-committee, tac-general, generalmembers, governingboard, and project specific announce mail list if applicable. Social posts typically include (subject to change based on event details and timeline): • First announcement • Weekly post with reminder to register • Reminder 3 days prior to event • Reminder 1 day prior to event • Reminder day of event • ~30 minutes after event with details on when/where to find post event content (presentations and/or recordings) and thank you to attendees • 1 week or so after event sharing details about content now being available (date dependent on host confirming completion of content availability) Hashtag to use on social posts: #LFAIDay
Review and approve event announcement blog post	May 29	X	Event Host	LF AI will be preparing a short blog post to announce the event. The blog will be promoted on LF AI social channels (Twitter/LinkedIn plus social amplification coordinated with LF), and LF AI mail list communication (as applicable).The content for these communications will use information from the event website and pointers to registration. A draft of the blog will be shared with the event host prior to publishing. Example blog post Please provide your review as soon as possible per the deadlines shared in order for LF AI to start promoting your event as soon as possible.
LF AI will schedule and publish event announcement blog post, mail list announcement, and social promotion series	June 1	X	LF AI	LF AI will schedule and publish event announcement blog post, mail list announcement, and social promotion series as noted above.
Host should help promote event	June 2		Event Host	Hosts are highly encouraged to publish their own blog and/or social channel promotion. Hashtag: #LFAIDay
Confirm Email Communications (sent via CVENT)	June 15		Event Host	Host will need to provide to LF AI the following copy content for emails to attendees to be sent via Cvent: • Pre-Event Email: Meeting Details Sharing - Include final email copy and date/time to send (suggest sending 24 hrs prior to meeting) to the registered attendees the Zoom details - Example • Post-Event Email: Thank You & CTA's - Final email copy and date/time (suggest directly after the meeting) to be sent with thank you and the calls to action (such as visit a specific website, join mail list, where to view meeting content, etc.) - Example Please plan to have the final copy submitted no later than **4 business days prior to the meeting** to ensure the emails can be coordinated and tested in advance of the meeting. LF AI will be coordinating the work with LF Events and you will need to sign off prior to final queing in the system. For general reference, below are registration confirmation emails: • Registration Confirmation Email_More than 24 hrs prior to event.pdf • Registration Event Confirmation Email_24hrs or less prior to event.pdf
Request LF AI Zoom for event use - Zoom meeting or webinar	June 10		Event Host	If your event requires a Zoom account for use in either a Zoom meeting or webinar format, carefully review the Zoom Guidelines. Note: The Zoom account can host meetings with unlimited minutes for up to 500 participants. Thereafter, please request from LF AI a Zoom link for use. Include in your request 1) specific date/time (we must manage not overlapping with other meetings using the shared Zoom account) 2) name and email address of the person who will be the Zoom host (responsible for starting /stopping the meeting, managing the recording, etc.). We recommend a second person be identified to help the Host manage the meeting. This person can be designated by the host to be a co-host to help with monitoring the chat, muting/unmuting people if needed, etc.
LF AI will provide Zoom link for use and account login credentials	June 17		LF AI	Zoom link and account login credentials will be shared with the host. The Zoom meeting link will be set up per the standard settings recommended by LF AI and using the information noted in the Zoom Guidelines, in particular the information shared in the best practices blog post from Zoom. The goal is to find a balance between keeping the meeting easy for anyone to participate in, along with adding mitigation efforts for possible disruptions, please note the following: • A password will be required to join the meeting • Zoom link and password will be shared with all registered attendees via Cvent prior to the event, the Zoom link should not be listed publicly on the event website or event wiki

Zoom set up and testing	June 18		Event Host	Host must ensure they are prepared to make any changes applicable to their Zoom meeting settings (changes should be to individual meeting, not the overall account) per the Zoom Guidelines.
				
				The Zoom meeting link will be set up per the standard settings recommended by LF AI and using the information noted in the Zoom Guidelines, in particular the information shared in the best practices blog post from Zoom. The goal is to find a balance between keeping the meeting easy for anyone to participate in, along with adding mitigation efforts for possible disruptions, please note the following:
				
				• A password will be required to join the meeting
				• Zoom link and password will be shared with all registered attendees via Cvent prior to the event, the Zoom link should not be listed publicly on the event website or event wiki
				
				Host must ensure they test the Zoom in advance of the meeting. As the Zoom meeting will be set up on a shared Zoom account, please ensure you view any scheduled meetings in the account prior to testing to avoid interrupting any ongoing meetings. If you are unsure of how to confirm this, please ask LF AI staff to verify any conflicts in use during testing for the time you want to test.
				
				Zoom meeting best practices to plan for:
				
				• All meeting Co-Hosts must be designated as such at the start of the meeting by the Host so that they can assist with chat/questions monitoring, muting people if needed, removing people if needed, etc. - Only one person can login as the primary Host.
				• Share with attendees that they will be muted and to please remain that way until the questions/comments sections (or whatever format you decide) to reduce background noise
				• Share with attendees that they can submit questions via the chat which will be monitored (someone should actively monitor the chat and track a questions list)
				• Include a slide (or agenda note if no slides) at the start of the meeting that advises that the meeting will be recorded and verbally state it as well prior to starting the meeting recording
				• Include a slide at the end of the meeting that includes a wrap up of the meeting, including pointing attendees to any relevant follow up information or actions, such as:
				  ◦ Visiting LF AI website
				  ◦ Joining a projects mail lists (projectname-announce, projectname-technical-discuss, projectname-tsc)
				  ◦ And always let attendees know when to expect the meeting presentations and/or recordings to be available after the meeting and how they will be shared (post on LF AI Twitter/LinkedIn and/or via project announce mail list, etc.)

Plan how to coordinate sharing of meeting details with registered attendees (such as Zoom link and password)	June 15		Event Host	Host will need to plan how to coordinate the sharing of meeting details with registered attendees (such as Zoom link and password).
				
				For Zoom details, they can be sent to all registered attendees before the event via Cvent in the email communications. See details and example in Cvent communications task above.
				
				Example for Zoom link sharing:
				
				• Day before event around 12pm local time of event or when registration closes, the information can be sent to registered attendees at that time
				• If registration remains open until the event start or slightly before, the event registration confirmation email can be updated to include the Zoom details for the last few registrants
				• Prior to the the day before the event, the event registration confirmation will only include basic info and will state login details will be shared the day before the event via email
				• For general reference, below are registration confirmation emails:
				
				  ◦ Registration Confirmation Email_More than 24 hrs prior to event.pdf
				  ◦ Registration Event Confirmation Email_24hrs or less prior to event.pdf

Final agenda update on event website as applicable	June 5	X	Event Host	If you have any final agenda updates please submit them to LF AI. Reminder on updates: Please note that once the site is live, we can only support a handful of updates. If you anticipate several changes to the agenda for example, you should have the agenda details on the event website link to your event wiki or other space where the host can manage updates independently. A final update to the agenda leading up to the event is perfectly acceptable and should be planned in advance. Any website update requests should be sent to LF AI and they will coordinate updates via t LF Events. Updates must be sent in a format that outlines the changes clearly (such as Word document with change tracking), otherwise pages potentially have to be built again from scratch if it is not clear what is changing; this adds additional cost to the LF AI project which is not budgeted for. Please plan to submit any event website requests with an expected **1-2 business day lead time** to complete.
LF AI will provide final event registration reporting	June 26		LF AI	Once the event is done, LF AI will pull a final registration snapshot report from Cvent registrations and Zoom attendees to share with the host. Note that details for registration reports will be limited to registration snapshots of registration totals as we cannot share attendee registration details based on GDPR policy. An internal report will also be saved with attendee details for those that opted in to future communications from sponsors (LF Events can provide the report). • Please note that any future communications must be coordinated with and sent via LF AI per the opt-in details in the event registration. These users are entered into our marketing database ensuring all legal components of the opt-in communications are adhered to and that there is alignment across how often users are messaged.
LF AI will file all event registration reports for internal use	June 26		LF AI	LF AI staff will file all final reports (Cvent and Zoom) for internal reference purposes in designated event folder in shared drive.

Event Presentation/Recording Sharing	June 24		Event Host	Please review the following details surrounding event presentation and/or meeting recording sharing and complete as applicable to your event.
				
				• It is up to the event host where the recording and presentations are hosted depending on the community preference and how they normally collaborate. The two primary recommendations based on the commonly used collaboration spaces are:
				  ◦ On the event wiki
				  ▪ Example 1, Example 2
				  ▪ Note: LF AI Confluence/Wiki has an attachment maximum size of 500MB, with a max of 5 attachments per upload
				  ◦ On an event or project GitHub repo under some sort of presentations section
				  • Example
				  • Note: GitHub attachment file limit is 100MB
				• The use of Google drive is not advised unless absolutely necessary due to many community members in China not being able to access Google sites - If you need to go down this route please ensure you establish and communicate a way for those with Google access issues to request a different version of the content, such as emailing someone in the community with the request
				• In instances when the file sizes are very large, projects usually break up the recording into a few files for easier management and uploading to collaboration spaces
				• Wherever the content ultimately lives there should be a pointer to it on the event wiki (if the event wiki is not the main location for storing the content after the event)

Communications for Event Content (Recording/Presentations/Other)	June 24		Event Host	Once event content is posted accordingly, the link should be shared via the applicable channels (such as project announce mail list or Twitter) - Ideally whatever was stated in the post event email previously sent to all registered attendees. • LF AI will share the content link via LF AI social channels (Twitter/LinkedIn plus social amplification coordinated with LF)once the link is provided by the host

LF AI will draft a post event blog post, social promotion, and mail list communication	June 24		LF AI	LF AI staff will draft a post event summary blog and social promotion on LF AI Twitter and LinkedIn accounts (+Social amplification coordinated with LF). Hashtag of #LFAIDay will be used. The blog will typically include a thank you to attendees/hosts, point to the post event content, and call for any applicable actions from the community as applicable. The post event blog will also be shared via LF AI mail lists, including: outreach-committee, tac-general, generalmembers, governingboard, and project specific announce mail list if applicable. A draft of the blog will be shared with the event host prior to publishing. Target is to complete this item within 2-3 weeks after the event, subject to resourcing avaibility. Example post event blog post
Review and approve post event blog post	June 25		Event Host	LF AI staff will draft a post event summary blog and social promotion on LF AI Twitter and LinkedIn accounts (+Social amplification coordinated with LF). Hashtag of #LFAIDay will be used. The blog will typically include a thank you to attendees/hosts, point to the post event content, and call for any applicable actions from the community as applicable. The post event blog will also be shared via LF AI mail lists, including: outreach-committee, tac-general, generalmembers, governingboard, and project specific announce mail list if applicable. A draft of the blog will be shared with the event host prior to publishing. Please provide your review as soon as possible per the deadlines shared in order to complete this item within 2-3 weeks after the event.
LF AI will schedule/publish the post event blog, mail list announcement, and social promotion	June 26		LF AI	LF AI will schedule and publish post event blog post, mail list announcement, and social promotion series as noted above.
Event Host Post Event Guest Blog Post			Event Host	We invite event hosts to contribute to a guest LF AI blog post sharing event highlights/takeaways or other relevant post event content. LF AI can help coordinate the content publishing and social promotion via LF AI Twitter/LinkedIn channels (+Social amplification coordinated with LF) after submission request from host. Please visit the LF AI blog for blog guidelines and blog request form.
Requests for LF AI staff speakers	May 19	X	Event Host	If you would like to request an LF AI staff speaker, such as Ibrahim Haddad who is the LF AI Foundation Executive Director, please ensure you make the request early in your agenda planning so that we can do the best we can to accommodate based on schedule availability. Please include in your request 1) when (approximate time during agenda) you want the speaker to present 2) how long they should plan for their portion 3) messaging you would like them to cover.
Request for LF AI review of content			Event Host	If you would like LF AI to do a brief review of your presentation content please plan to make that request as early as possible so that we can do the best we can to accommodate based on schedule availability. LF AI will gladly review if time permits.
Event resource feedback			Event Host	Please note the following: The Resources for LF AI Community Hosted Events will be updated over time so please check back for updates prior to starting your planning efforts for a future event. If you have recommendations on how to improve these resources, please do share and submit updates directly on the wiki, your contributions are greatly appreciated. This will help drive continuous improvement with input directly from the LF AI community. Reminder: To edit any LF AI wiki page you need to be logged in using your LF ID. If you need to create one for the first time, click here.