

OGF21 Marketing Session Notes
October 15, 2007
JFE/WS

The session started with some background on where OGF marketing sees the current state of Grid, the current state of OGF, the goals of OGF marketing and some of the questions that need to be resolved (see the session PowerPoint slide deck).

Discussion Notes:

1) Comments on what OGF marketing needs to do:

- OGF needs to help people to understand who OGF really is, not what we were in the past or what we want to be – basically to clear up all the mis-perceptions
- OGF needs to have messages to governmental funding agencies about the benefits of what OGF does i.e., standards “levels the playing field”
- OGF needs promotional materials in the form of a few ppt slides that all members can use to talk about what OGF does and in an overview document that focuses on the benefits of what we do
- OGF should use the OGF landscape document as a living document for the members to rally around

2) OGF marketing needs more help from the OGF volunteers to both help craft messages and to help distribute messages

3) Comments on crafting a macro message for OGF:

- Stay away from the words ‘grid’ and ‘standards’
- What/why/how/who
- Example macro message: “OGF creates business value and enables scientific discovery for the global, knowledge based economy through the creation of open standards and best practices” (need to work in the idea of promoting the adoption of new distributed computing technologies)
- Check SNIA and IETF web sites for good examples of macro statements for organizations that are similar organizations
- Any messaging strategy need to take into account who the audience is...need micro messaging for separate audience types
- Discussion on train analogy (what business is OGF in)– are we in the business of laying tracks or are we in the transportation business
- We should focus on the products and services we produce for the macro message (3 buckets of value) and all messaging
- We need an elevator pitch as part of our messaging strategy

4) Comments on what the OGF Standards function needs from OGF marketing

- Communicate what the benefit is of the standard to potential users of the standard – we need some demand pull from users
- Internal to OGF – show what benefit a worker would get from contributing to a standards Working Group because we need more contributors

- Vendors will only use standards to make money or to save money

5) Discussion on what 1 thing OGF marketing can do to now to have a short term impact:

- Turn the “marketing crank” on 1 standard to learn what works and what doesn’t (suggestion was to use SAGA as the first standard to turn the crank on)
 - It has users and proof points
 - Identify targeted users (vendors and end users) and promote use