LF AI Day Instructions for LF AI Day - ONNX Community Workshop - October 14

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LF AI Day 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.

Examples of previous LF AI Days: LF AI Day Shanghai 2019, LF AI Day Paris 2019, Virtual LF AI Day EU 2020

Ways the LF AI Foundation Can Help Support Your Event

The LF AI Foundation can help support your event in many ways, including:

1. LF AI Day event website creation - *Event Host to provide agenda and other content for website.*
2. Registration form creation on Cvent - *once launched, weekly registration reports will be sent to event host.*
3. Blog post and social posts announcing event once the website & registration form are launched.
4. Event graphic created to help promote the event.
5. Series of social posts on the LF AI Twitter & LinkedIn pages leading up to the event.
6. Zoom meeting setup - *for virtual events.*
7. Pre-event email & post-event email sent to attendees via Cvent.
8. Post-event recap blog & social posts with links to the recordings & presentations.

Requirements for Hosting an LF AI Day

If you are interested in hosting an LF AI Day, please review the checklist below carefully and reach out to events@lfai.foundation with your request.

Please include in your email request:

1. The community organization(s)/members(s) who are planning to host the event.
2. Location and format (in person or virtual).
3. Target event date.
4. Primary host contact name and email for the event planning and overall execution.

IMPORTANT: LF AI Days require the LF AI Foundation to budget for and find resourcing for event coordination support. Because of this, it is very important that you 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.

A minimum of 2 months lead time is required in order to plan for the resourcing required as well as to properly promote the event.

We look forward to working with you on an LF AI Day!

Event Checklist

The checklist below provides a detailed list of deliverables that must be completed by both the Event Host and LF AI in order to successfully plan an LF AI Day.

Once the Event Host has requested to host an LF AI Day, and LF AI staff have approved the event, this checklist page should be copied and used for the specific LF AI Day, and should be linked to the specific event wiki page.

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

Step	Completed?	Owner	Action Item	Target Deadline	Target Date	Instructions
INITIAL PLANNING						

1	☑	Event Host	Request to host an LF AI Day	2 months before event date	*This column should be filled in with target dates once an event date is set*	If you are interested in hosting an LF AI Day, please review this checklist carefully and reach out to events@lfai.foundation with any questions. **Please include in your email request:** 1) the community organization(s)/members(s) who are planning to host the event. 2) location and format (in person or virtual). 3) target event date. 4) primary host contact name and email for the event planning and overall execution. **IMPORTANT:** LF AI Days require the LF AI Foundation to budget for and find resourcing for event coordination support. Because of this, it is very important that you 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. **A minimum of 2 months lead time is required in order to plan for the resourcing required as well as to properly promote the event.**
2	☑	Event Host	Review the Resources for LF AI Community Hosted Events	2 months before event date	September 2020	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.
3	☑	Event Host	Review COVID-19 information related to events	2 months before event date	September 2020	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 to LF AI staff.
4	☑	Event Host	Email LF AI at events@lfai.foundation and request a meeting if you have questions about any of the required tasks or the event planning in general.	2 months before event date	September 2020	Please coordinate the meeting with LF AI if needed.
5	☑	LF AI	Approve/confirm the event.	1 week after initial request	September 2020	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.
6	☑	LF AI	Create an event wiki page using the Template Event Wiki and fill out the details for your event.	Within 1 week of event approval	September 2020	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. **The Event 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.
7	☑	LF AI	Copy/Clone this LF AI Day Instructions template and create a sub-page from your event wiki page.	Within 1 week of event approval	September 2020	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. Event Host and LF AI 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.**
8	☑	Event Host	Add in target due dates under the "Target Dates" column to the LF AI Day Event checklist based on your confirmed event date.	Within 1 week of event approval	September 2020	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.**
9	☑	Event Host	Send LF AI the two links for your specific event wiki pages.	Within 1 week of event approval	September 2020	Please share both the event wiki and instructions wiki page with LF AI staff.
10	☑	Event Host	Review the LF AI's target dates specific to critical deliverables.	Within 1 week of event approval	September 16	LF AI will review and advise of any concerns or recommended updates.
11	☑	LF AI	Add the event to the current year LF AI Events Overview wiki.	Within 1 week of event approval	September 18	LF AI will add accordingly based on the details shared by host. Example LF AI 2020 Events Overview
12	☑	LF AI	Add the event to the LF AI Events pages.	Within 1 week of event approval	September 18	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.
AGENDA / WEBSITE / REGISTRATION FORM CREATION						
13	☑	Event Host	Request LF AI staff speakers for event (if desired).	7 weeks before event	September 16	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. **Email your LF AI staff contact and include in your email 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.
14	☑	Event Host	Request LF AI to review event presentation content, overall agenda, etc. (if desired).	7 weeks before event	September 16	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.

15	☑	LF AI	Draft event website content form and registration setup forms and send to the Event Host to complete and approve.	8 weeks before event	September 16	LF AI will draft the form submissions based on the information provided by the host and will then will send the forms to the host to add missing items and finalization.
16	☑	Event Host	Draft an initial agenda for the event and add to the website request forms.	8 weeks before event	September 17	
17	☑	Event Host	Complete event website and registration set up request forms.	7 weeks before event / Within 1 week of receiving forms from LF AI	September 18	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 impact budget. Thus, the event approval requirement for LF AI Days.
18	☑	LF AI	Finalize the forms and send to the LF Events Team to begin the registration form build and website build.	Within 1 business day of receiving completed forms from Event Host	September 18	LF AI will submit the final forms to LF Events and work with the event host on any questions.
19	☑	LF AI	Send test links for event website and registration form on Cvent.	1 week after Event Host has sent completed forms	September 25	LF AI will send to Event Host: - Cvent link to review, test, and approve the registration set up. - Website preview link for review and approval.
20	☑	Event Host	Review, test, and approve the website and registration prior to launch.	3 business days after receiving test links from LF AI	September 30	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.
21	☑	LF AI	Launch event website and registration form	2 business days after receiving final approval from Event Host	October 1	LF AI will confirm launch approval to LF Events and update event host.
22	☑	LF AI	Update LF AI Events pages with the new event website and registration details.	Day of website launch	October 1	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.
23	☑	LF AI	Provide weekly event registration snapshots to Event Host.	Ongoing - every Friday leading up to event	October 2 October 11 Post-event Reg Report	LF AI staff will send host registration snapshots 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 privacy policy/GDPR regulations.**
24	☑	Event Host	Provide LF AI with any agenda and/or event website updates.	Ongoing		**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 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 note that any requested website edits will take about 1-2 business days lead time to complete.**
EVENT PROMOTION						
25	☑	LF AI	Draft event announcement blog post, social promotion, and mail list communication.	1 week before planned website launch	September 24	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)
26	☑	Event Host	Review and approve event announcement blog post and series of social posts.	2 Business days before website launch	September 29	**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.**
27	☑	LF AI	Schedule and publish event announcement blog post, mail list announcement, and social promotion series.	Day of Website Launch	October 1	LF AI will schedule and publish event announcement blog post, mail list announcement, and social promotion series as noted above.
28	☑	Event Host	Host should help promote event.	Ongoing		Hosts are highly encouraged to publish their own blog and/or social channel promotion. **Hashtag to use on social posts: #LFAIDay**

MEETING SETUP & ATTENDEE COMMUNICATIONS						
29	☑	**Event Host**	Request LF AI Foundation Zoom meeting for event use - *for virtual events only*.	3 weeks before event	September 23	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 a Zoom meeting link from your LF AI Staff. **Include in your email 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.
30	☑	**LF AI**	LF AI will provide Zoom link for use and account login credentials.	Within 3 business days of receiving request from Event Host	September 28	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 theZoom 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.**
31	☐	**Event Host**	Log into Zoom and read information on conducting meetings on Zoom to get comfortable with the platform - *for virtual events only*.	2 weeks before event	September 30	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. **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.)
32	☑	**LF AI**	Draft pre-event and post-event email content and send to host for review.	2 weeks before event	September 30	LF AI will provide draft emails for the host to edit/review/approve. **Pre-Event Email: Sent 1 week before event** - Meeting Details - Include final email copy and date/time to send to the registered attendees- Example **Reminder Email: Sent 1 day before event** - Send a reminder email to all attendees 1 day before the event with Zoom meeting details (for virtual events) **Post-Event Email: Thank You & CTA's - Send within 2 hours after event is over** - Final email copy and date/time 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 LF AI will be coordinating the work with LF Events and you will need to sign off prior to final queuing in the system. **For general reference, below are example 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
33	☑	**Event Host**	Review and revise/approve email content.	Within 3 business days of receiving content from LF AI.	October 5	**Please plan to have the final copy submitted no later than 1 week prior to the meeting to ensure the emails can be coordinated and tested in advance of the meeting.**
34	☑	**LF AI**	Send out pre-event email with Zoom meeting details.	1 week before event	October 7	
35	☑	**LF AI**	Add pre-event email details to registration confirmation email.	1 week before event	October 7	For those that register after the pre-event email goes out, but before the event.
36	☑	**Event Host**	Send final agenda to LF AI to add to event website (if applicable)	1 week before event	October 7	If you have any final agenda updates please submit them to LF AI. **Reminder on website 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 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.
37	☑	**LF AI**	Send out pre-event reminder email to all registered attendees.	1 day before event	October 13	
POST-EVENT						

38	☑	**LF AI**	Draft a post event blog post, social promotion, and mail list communication and send to the Event Host for review/approal.	1 business day before event	October 13	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 as soon as possible after the event, subject to resourcing availability. **Example post event blog post**
39	☐	**LF AI**	Send out post-event email to all registered attendees.	2 hours after event is over	October 14	
40	☐	**Event Host**	Send LF AI a link to the Zoom recording of the event - *virtual events only*.	Within 3 business days after event	October 19	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: **1. 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* **2. 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).
41	☐	**LF AI**	LF AI will provide final event registration reporting	Within 3 business days after event	October 19	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 privacy policy/GDPR regulations.** 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.
42	☐	**LF AI**	LF AI will file all event registration reports for internal use	Within 3 business days after event	October 19	LF AI staff will file all final reports (Cvent and Zoom) for internal reference purposes in designated event folder in shared drive.
43	☐	**Event Host**	Add copies of each speaker's presentation to the event wiki page.	Within 1 week after event	October 21	A link to all presentations will be added to the post-event blog post.
44	☐	**Event Host**	Review/Approve the post-event recap blog and add any additional information to the blog post.	Within 1 week after event	October 21	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. **Please provide your review as soon as possible per the deadlines shared in order to complete this item in a timely manner after the event.**
45	☐	**LF AI**	Schedule/publish the post event blog, mail list announcement, and social promotion.	Within 2 business days after blog post is approved by Event Host	October 23	**In order to schedule the blog post, LF AI will need a link to the Zoom presentation recording (Virtual events only) and all speakers' presentations must be uploaded to the event wiki page.** LF AI will schedule and publish post event blog post, mail list announcement, and social promotion series as noted above.
46	☐	**Event Host**	*OPTIONAL* Event Host Post Event Guest Blog Post	Ongoing		**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.
47	☐	**Event Host**	Event resource feedback	Ongoing		Please note: 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.