



Working Group Program Plan 2021

PROGRAM PLAN 2021

Our Current Mission

- To provide a **forum** for individuals and organizations
- to **build and promote** open source software, open standards and open collaboration models needed
- to **collaborate** on ...

Strategic Objectives

To promote technical development of ...

To drive adoption of...

Our Strategy

Growth

- **Increase membership** of the working group from within the larger Eclipse ecosystem, and outside.
- Onboard **new projects** and **expand the scope** of existing projects.
- Establish **membership engagement**.

Value

- Establish **use cases** technologies can provide **unique** business value.
- Support and showcase **commercial adoption**.

Innovation

- Actively **align project roadmaps** with core technological development, for the benefits of our members.
- **Lower barriers to adoption** by improving user experience and ease of deployment.

Growth - Objectives

- **Increase membership of the working group** from within & outside the larger Eclipse ecosystem
 - Aim for **1 new strategic member** this year
 - Encourage new participant members and guest members to achieve a good balance between industry and academia.
- **Onboard new projects and expand the scope of existing projects.**
 - Add **2-4 new projects** this year.
- **Establish membership engagement.**
 - Provide opportunities for members to **showcase** their work.
 - Set up **regular engagement** around the key projects.
 - Encourage participation and promotion in **local and international meetings**.

Value - Objectives

- **Establish use cases to provide unique business value.**
 - Promote **thought leadership** to outline, publish and promote relevant use cases.
 - Facilitate **technical demonstrations** / proofs-of-concept of these use cases.
- **Support and showcase commercial adoption.**
 - Support our members with **advice and technical support**.
 - Provide a **forum** for members to discuss and develop their use cases.
 - Leverage our **marketing** capabilities to showcase relevant projects.

Innovation - Objectives

- **Actively align project roadmaps with core technological development,** for the benefits of our members.
 - Collect requirements (technological and business) from members.
 - Advocate for member requirements with regards to project development, and core protocol development.
- **Lower barriers to adoption by improving user experience and ease of deployment.**
 - Identify current barriers.
 - Liaise with project and core developers to overcome the barriers.

Marketing - Planning for Growth

- Press relations and analyst relations
 - Content creation
 - Social media on EF channels to amplify and cross-promote including the creation of launch social kit, sharing news and updates, etc.)
- Growing the ecosystem requires the development and implementation of a **global marketing strategy** closely aligned with the program plan.
 - **Investment** is required to fund general marketing management, expanded press relations / analyst relations, content creation (e.g. white papers, case studies, eBooks), social media management, brand management, virtual event coordination, and advertising to grow awareness and participation
- As part of the planning process, **members should collaborate** on:
 - Providing **funding and requirements** to the Eclipse Foundation for the development and execution of the plan
 - Identifying marketing **priorities**, goals, objectives, and success metrics for the working group
 - Developing co-marketing strategies to enable **members to contribute** to driving outreach programs
 - Defining the trademark policy, if applicable, and refer to it for approval by the Steering Committee

Marketing Activities

Marketing Activities & Deliverables	Member Contributions	Eclipse Foundation (Requires Funding)
Event Coordination and Implementation	<ul style="list-style-type: none"> • 1x remote event (e.g., like a Zoom webinar) 	<ul style="list-style-type: none"> • Planning, promoting, and executing global events (physical/in-person and online/virtual such as multi-session events and webcasts)
Sponsored Conferences / Trade Shows	<ul style="list-style-type: none"> • EclipseCon (19 Oct 2020 17:15 CET) • suggestions by members for other conferences/venues • sponsor/subsidize members to participate there 	<ul style="list-style-type: none"> • Coordinating the presence and participation of conferences / trade shows
Press Relations / Analyst Relations	<ul style="list-style-type: none"> • (either very early for WG or already accomplished • Some coordination thru Eclipse Fdn (☐ could need a little bit marketing budget from the WG) 	<ul style="list-style-type: none"> • Developing and distributing press releases & managing analyst relations for working group
Content Creation	<ul style="list-style-type: none"> • 1 blog post / member per year • 1 social media post / member every month 	<ul style="list-style-type: none"> • Coordinating the creation of rich content, including blogs, articles, white papers, case studies, videos, surveys, tutorials, etc. for our target audiences
Social Media Management	<ul style="list-style-type: none"> • Some coordination thru Eclipse Fdn (☐ could need a little bit marketing budget from the WG) 	<ul style="list-style-type: none"> • Growing presence and reach of social media accounts (Twitter, Facebook, LinkedIn, other)

Budget Allocation

Budget Allocation 2020		Q1	Q2	Q3	Q4	CY21
Discretionary	Advertising	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
	PR/AR	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
	Content Creation	\$ 0	\$ 0	\$ 0	\$ 5,000	\$ 5,000
	• Website	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
	• Giveaways (writers/influencers/early adopters)	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
	• Events (sponsorship, T&E, swag)	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
• Meetups (pizza & beer)	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	
	<i>Subtotal Discretionary</i>	\$ 0	\$ 0	\$ 0	\$ 5,000	\$ 5,000
FTE	Eclipse Foundation Working Group G&A	\$ 0	\$ 0	\$ 0	\$ 0	\$ 750
	Eclipse Foundation Infrastructure & Support	\$ 0	\$ 0	\$ 4,500	\$ 4,500	\$ 9,000
	• Marketing Manager	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
	• Developer Advocate	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
	<i>Subtotal FTE</i>	\$ 0	\$ 0	\$ 4,500	\$ 4,500	\$ 9,750
Grand Total		\$ 0	\$ 0	\$ 4,500	\$ 9,500	\$ 14,750

Eclipse Working Group

