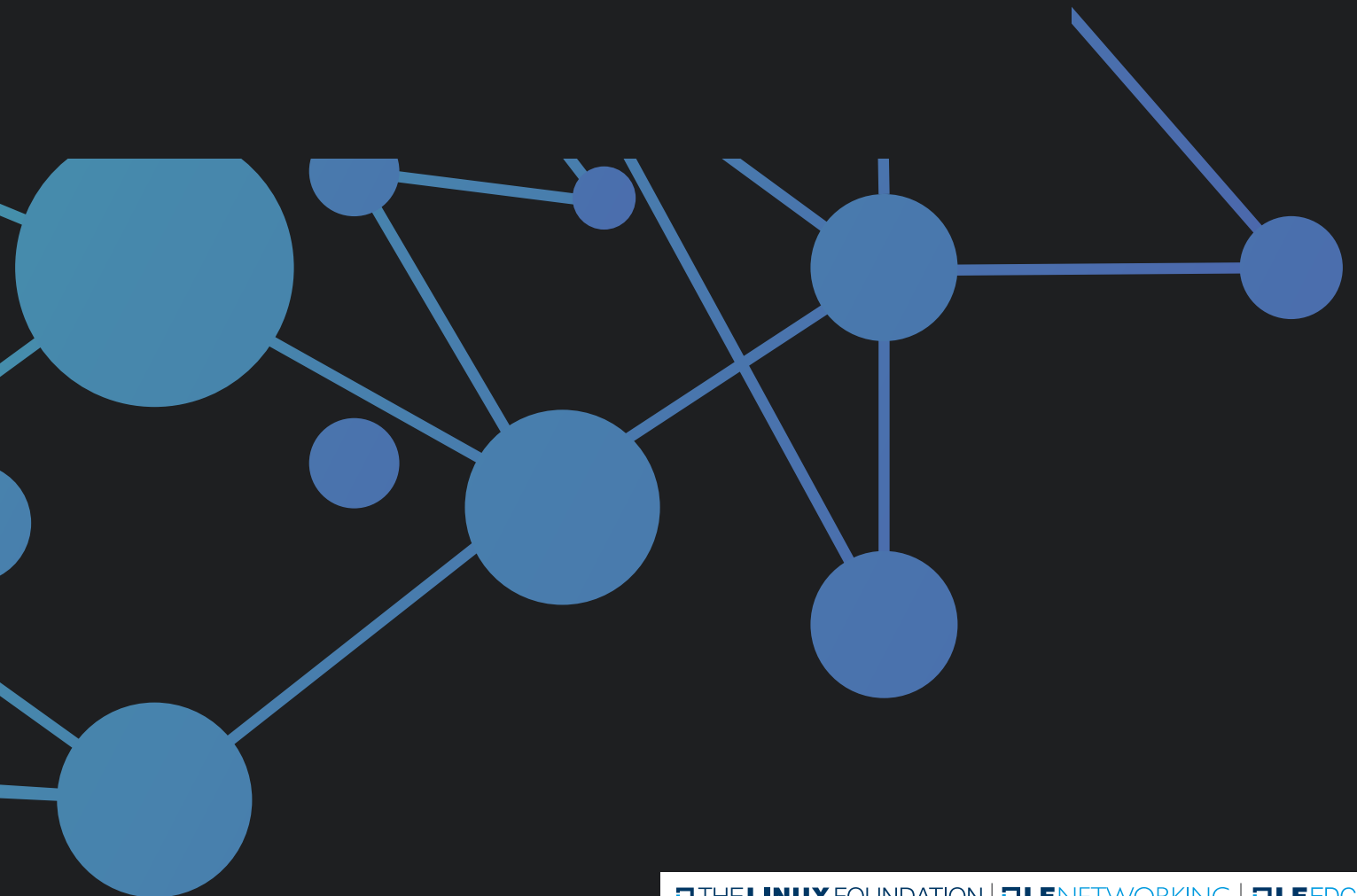ONE SUMMIT

Conference Transparency Report

ONE Summit 2022
Networking, Access, Edge, & Core
November 15–16

# ONE Summit 2022 Transparency Report

November 2022

ONE Summit 2022 gathered **523** attendees from **193** organizations in **29** countries around the globe. **73%** hailed from North and South America. **405** participants were in-person and **117** joined virtually.

Feedback from attendees was positive, with an overall average satisfaction rating of over 97%. 96% said they would recommend it to a friend or colleague.

## Registration and demographics

This year's event attracted an incredible mix of attendees from across the open networking & edge ecosystems.

- Attendees came from a range of industry sectors including **Energy**, **Health Care**, **Financial**, **Industrials**, **Materials**, **Consumer Staples**, and of course **Telecommunications** and **Software**. **More than 32% were from Telecommunications companies**.

- Attendees with a range of job functions including Architect, Developer, Executive Leader, Management, Legal/Compliance, DevOps, Product, and Business Development. **48% of attendees were in technical positions**.

- Attendees from **193** organizations

- Attendees from **29** countries

- **73%** of attendees from North and South America

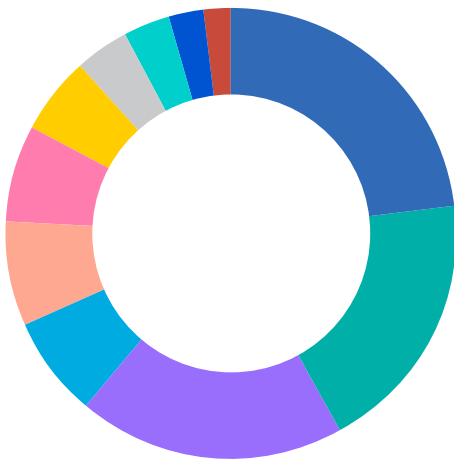- **10%** of attendees identified as women or non-binary individuals
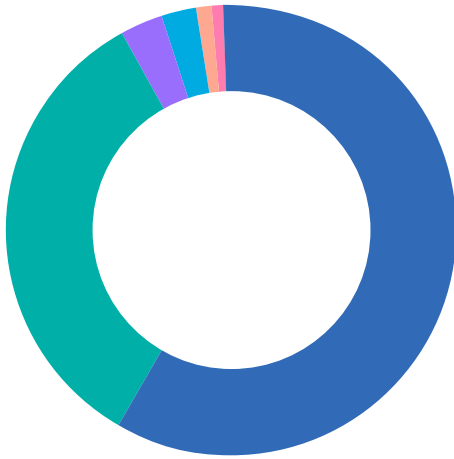
Industry Breakdown

- Information: **58%**
- Telecom: **33%**
- Professional: **3%**
- Non Profit: **3%**
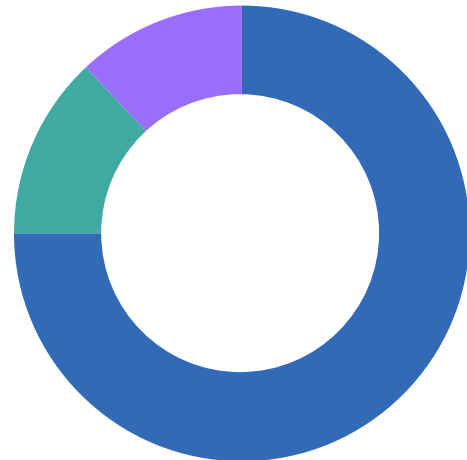- Consumer Goods: **1%**
- Other: **1%**
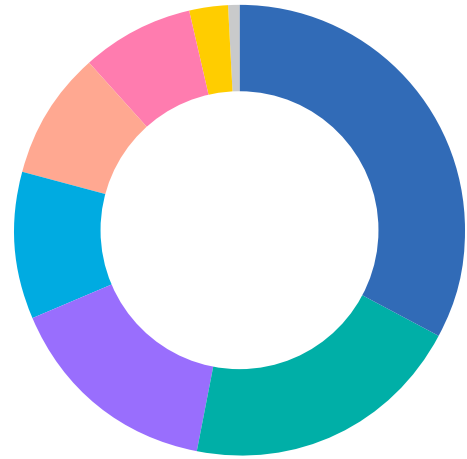
Job Level Breakdown

- Individual Contributor: **33%**
- Director: **20%**
- Manager: **16%**
- VP/SVP/GM: **11%**
- Other: **9%**
- CXO / ED: **8%**
- Academic: **3%**
- No Value: **1%**

Job Function Breakdown

- Manager – Technical Teams: **23%**
- Product/Biz Dev: **19%**
- Other: **19%**
- Systems/Embedded Developer: **7%**
- Manager – Other: **7%**
- Marketing: **7%**
- Manager OSPO: **5%**
- Media Analyst: **4%**
- Student: **3%**
- Professor/Academic: **3%**
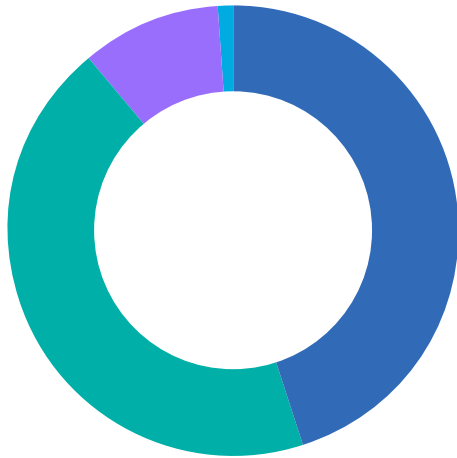- No Value: **2%**

Regional Breakdown

- North America: **75%**
- Asia: **13%**
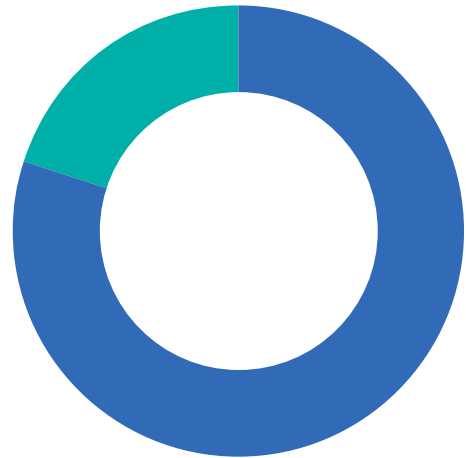- Europe: **1%**

Diversity

Gender diversity

- Man: 44%
- Woman: 10%
- Other Gender Identity: 1%
- Prefer not to answer: 45%

Speaker Gender Diversity

- Man: 80%
- Woman: 20%
- Other Gender Identity: 0
- Prefer Not To Answer: <1%

D&I initiatives

D&I | Gold

For the third year in a row, the Open Networking & Edge Summit received the highest rated Gold Badge from the CHAOSS D&I Event Badging Program, showing that we foster healthy D&I practices.

Our initiatives for diversity and inclusion included the following:

Complimentary Child Care

LF Networking was proud to offer complimentary, onsite child care services to ONE Summit attendees. This service was open to anyone that may need additional support in order to attend the event.

Travel Funding & Scholarships

To encourage and increase the participation of a diverse community, we were pleased to offer diversity and need-based scholarships and discounts to this year's event.

Travel funding and full conference registration was covered for 4 recipients.

Inclusive Speaker Orientation Course & Accessibility Resources |for Speakers

Presentation accessibility resources and access to the Linux Foundation's online orientation course to learn tips/tools to use when speaking to encourage inclusivity in presentations and messaging were provided to all speakers.

Nursing Room

A private nursing room was made available at the event to aid in the comfort and accessibility for our nursing attendees.

Communication Stickers + Interaction Buttons

Communication stickers and interaction buttons were available for attendees to indicate their requested level of interaction with both other attendees and press (including photographers and videographers).

All-Gender Restrooms

Specific restrooms were dedicated as all-gender for attendees who feel more comfortable using all-gender facilities.

Pronoun Stickers

Pronoun stickers were available for attendees to share their pronouns with other conference attendees. Attendees were expected to be respectful of all pronouns.

Content

Featuring **75+** talks including keynotes, workshops, breakout sessions, and lightning talks, ONE Summit delivered content across **5 tracks**: Emerging Technologies and Business Models, Industry 4.0, Operationalizing Deployment: Case Studies + Successes + Challenges Security, and The New Networking Stack.

This year's Program Committee included 19 members. Together, they reviewed 156 submissions from our CFP, a 54% decrease in submissions from 2020. A decrease was anticipated due to the requirement that presentations be provided in-person. Thanks to the hard work of this committee, the content at the event was rated very highly by event attendees with over 100% saying they found the conference content and sessions to be informative and useful.

Program Committee Members:

Rabi Abdel, Amazon Web Services
Lisa Caywood, Red Hat
Wenjing Chu, Futurewei
Roy Chua, AvidThink
Beth Cohen, Verizon
Trishan de Lanerolle, F5
Marc Fiedler, DT
Ranny Haiby, LF Networking
Daniel Havey, Microsoft
Kandan Kathirvel, Google

Catherine Lefevre, AT&T
Tom Nadeau, Spirent
Joe Pearson, IBM
Olivier Smith, Matrixx
Jim St. Leger, Intel
Cedric Thienot, Firecell
Tracy Van Brakle, AT&T
Qihui Zhao, CMCC
Amy Zwarico, AT&T

Top 10 Most Attended Conference Sessions:

1. **SONiC is the Future of Networking: Dell Technologies takes Open Source Networking Mainstream with Enterprise SONiC:** Saurabh Kapoor, Dell Technologies

2. **Edge Native – Bringing the Cloud-Native Development and Operations Experience to the Edge:** Frank Brockners, Cisco

3. **Day 0, 1 and 2 in the Life of an Edge Computing Deployment:** Beth Cohen, Verizon; Ildilkó Váncsa, Open Infrastructure Foundation; Gergely Csatari, Nokia

4. **The Power of Kubernetes CRDs to Automate the Underlay Network at the Edge:** Mauricio Jose Rojas Pino & Rohit Tumkur Pranesha, Nokia

5. **CAMARA – Building an Ecosystem for 5G Network Capabilities and Telco Edge Cloud:** Nathan Rader, Deutsche Telekom

6. **Demystifying Kubernetes Networking for the Enterprise and Service Providers:** Susan Wu, Google & Madhukar Krishnarao, VMware

7. **Understanding Multicluster Kubernetes Connectivity Options:** Shannon McFarland, Cisco

8. **Kubernetes as a Management Plane for Open Network Fabrics Running SONiC:** Mike Dvorkin, Hedgehog

9. **Advancing 5G to Future G Capabilities Through OSS:** Michael Anderson, NIWC-P & David Kirkwood, DARPA

10. **Lightning Talk: SONiC Data Center Automation W/ OpenDaylight:** Miroslav Miklus, PANTHEON.tech

ONE Summit 2022 featured:

11
Keynotes

63
Breakouts sessions

2
Workshops

5
Co-Located Events

Every session at ONE Summit 2022 was recorded and is available on the virtual event platform for 30 days. All sessions are also publicly available on The LF Networking Youtube Channel.

Sponsors

The Sponsor Showcase comprised 14 sponsor booths and the LF Networking Lounge & LF Edge Demo Pavilion. Attendees visited the showcase each day to learn about the latest projects and products and interact with other community members, and booth traffic was constant. 262 leads were collected with an average of 18.7 leads per sponsor.

Thank you to our 2022 Sponsors!

Diamond

Gold

Silver

Bronze

Reception Sponsors

Community Partners

Marketing and social media

ONE Summit 2022 marked a return to in-person events. Social media was an important tool in our efforts to reach potential attendees and included a strong digital marketing element with paid, targeted ads and posts across LinkedIn and Twitter. In addition, we employed a robust email marketing campaign to coincide with and complement broader outreach efforts as well as traditional PR (e.g., press releases + targeted press outreach and invitations).

The social media campaign elements included:

- A countdown to ONE Summit
- Announcements of keynote and session speakers
- Speaker cards for speakers to promote their sessions to their followers
- Sponsor thank-you posts
- Factoid campaign
- "Top reasons" (to submit a CFP, to register")
- Paid digital advertising, including:
  - LinkedIn targeting
  - Google ads
  - Sponsored Twitter posts
  - Celebrity Cameo video endorsement

Social results

Summary: There was a strong uptick in engagement and impressions during the 1-2 months ahead of ONE Summit. Total Twitter impressions across LFN and LF Edge accounts was **48k**. Hashtag use also increased.

LFN Twitter

Twitter activity on the LFN account increased significantly during the lead-up to ONE Summit, with a **124% increase in the volume of tweets**, **147% increase in overall impressions**, and **49% increase in LFN profile visits** (month over month):

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions
75 ↑141.9%	15.8K ↑147.6%	2,379 ↑48.8%	39 ↑11.4%

LF Edge Twitter

One month prior to ONE Summit, we saw a substantial increase in LF Edge's Twitter performance, with **100% increase in the number of account mentions**, **88% increase in impressions** and **38% increase in LF Edge profile visits** (month over month):

Tweets that engaged with attendees onsite were increasingly popular during the event, with Top Tweets from both accounts posting during the event:

LF EDGE @LF_Edge

28 day summary with change over previous period

| Tweets	Tweet impressions	Profile visits	Mentions
60 ↑157.1%	31.7K ↑88.2%	2,169 ↑37.7%	45 ↑100.0%

LF Edge's post about LF Edge's booth during the show earned **18K** impressions and **842** engagements. And LFN's Top Tweet promoting former LFN mentee, Nicholas Karimi's D&TF presentation, generated **143** direct engagements and over 1100 impressions.

Top Tweet, earned 1,115 impressions:

The usage of hashtag #ONESummit has increased exponentially leading up to the event. During the week of ONE Summit, the hashtag had **97 tweets**, **588 engagements** and **289k impressions**.
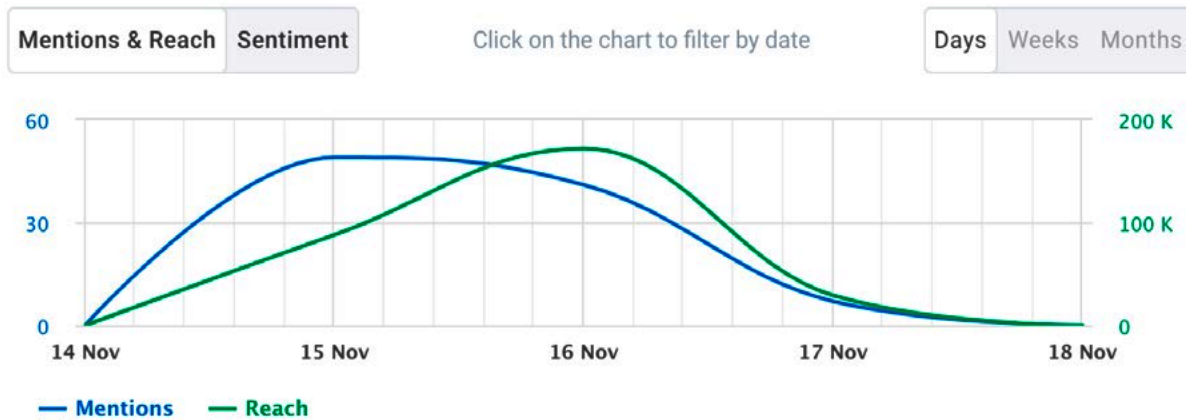
LFN LinkedIn

LFN LinkedIn's pageviews were up **56% i**n the lead-up to ONE Summit over the previous month, with an average engagement rate of **12% per impression** (vs. **6.5% the previous month**).

LF Edge LinkedIn

Although LF Edge's LinkedIn page was created two months ahead of the event, the traction of ONE Summit on its LinkedIn page didn't slow down. One month leading up to the event, we saw **207% increase in impressions** and **197% increase in engagements** on the LF Edge LinkedIn page over the previous, inaugural month.

Adjacent Community LinkedIn Accounts

Both SONiC and Nephio projects have actively promoted their co-located events at ONE Summit on LinkedIn. With both LinkedIn pages combined, we saw **151% increase** in total impressions and **137% increase in engagements**.

Performance Summary
View your key profile performance metrics from the reporting period.

| Impressions	Engagements	Post Link Clicks
20,103 ↗ 151.4%	1,630 ↗ 137.6%	915 ↗ 112.3%

Engagement Rate (per Impression)

8.1%

Both accounts gained significant visits at least one week prior to the event. The following image shows the number of impressions for both accounts by day.

Impressions
Review how your content was seen across networks during the reporting period.

Impressions, by Day
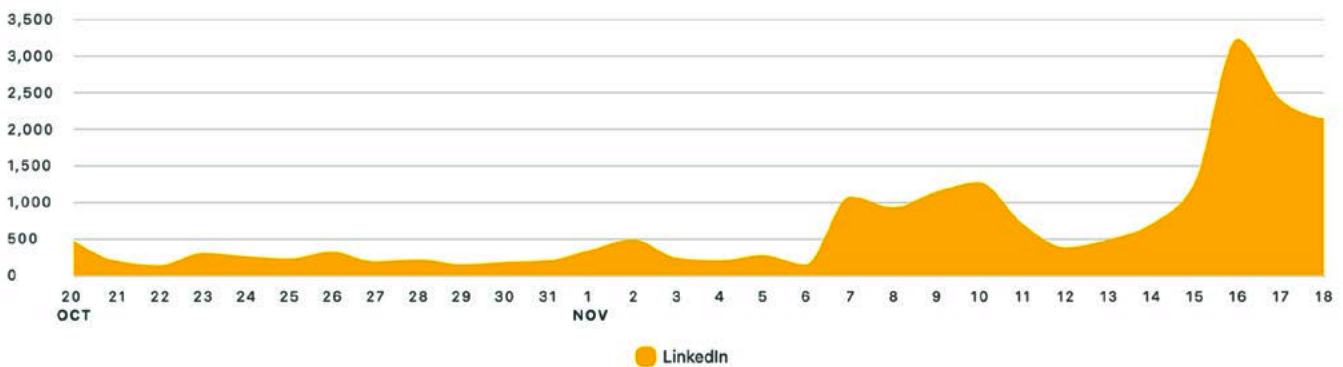
Email campaign

We instigated a robust email campaign, beginning in the summer months to encourage CFP speaking submissions, followed by a series of emails targeting registration. In total, 13 emails were successfully sent to between 45k-65k recipients within the ONE Summit database, with an average open rate of 40%. Emails sent included:

- Save the Date (March 17)
- CFP is Open (June 28)
- CFP Reminder & Reg Open (July 12)
- Top 5 Reasons to Speak at ONE Summit (July 27)
- Session Schedule Announced (September 6)
- Early Bird Reg is Ending (September 8)
- Preliminary Keynotes Announced (September 28)
- Co-located Events Highlight (October 11)
- 5G SBP Teaser (October 19)
- ONE Summit Alumni Discount (October 25) * sent only to past attendees
- Virtual Viewing Registration Available (November 1)
- Top Reasons to Attend (November 8)
- Last Chance to Register (November 14)

Media & analyst coverage synopsis

ONE Summit's return to in-person brought a handful of press analysts onsite to Seattle, with more attending virtually, including:

Steven Vaughaun-Nichols, ZDNet

James Crawshaw, Omdia

Roz Roseboro, Omdia

Will Townsend, Moor Insights & Strategy / Forbes

Roy Chua, AvidThink

Chetan Sharma, Chetan Sharma Consulting

Paul Parker-Johnson, ACG

Cynthia Artin, IoT Evolution World

Peter Cohen, RCR Wireless

Thanks to LF project and member news announcements, blogs, and articles written, we saw an aggregated readership of 56M from over 800 press mentions during the event window.
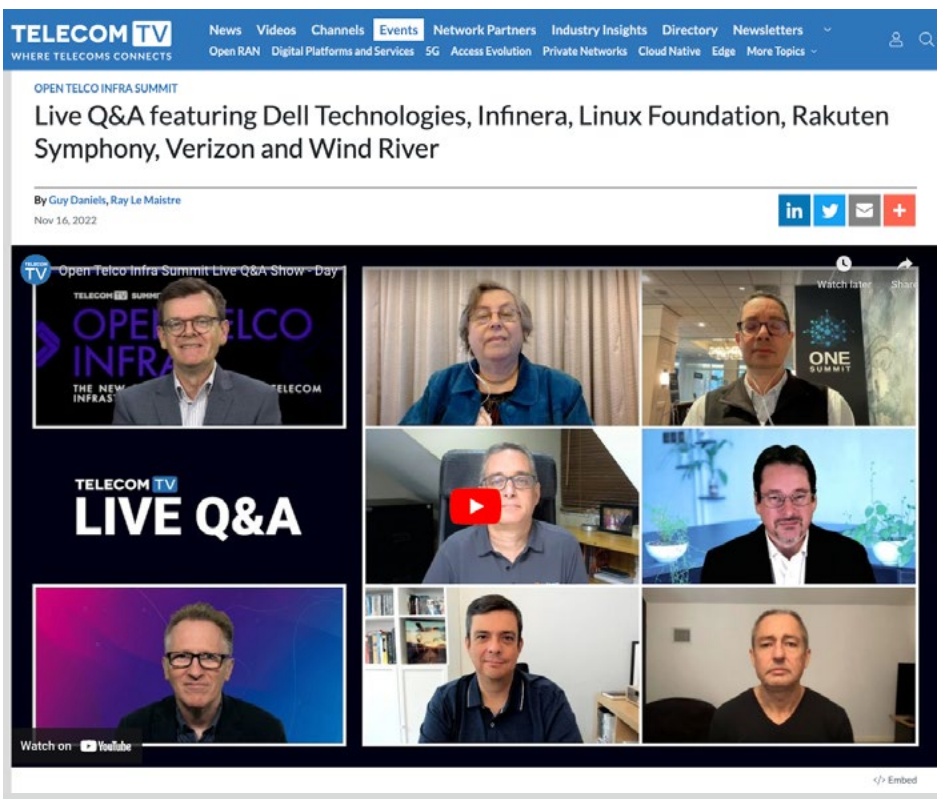
- Project Sylva
- DENT OS deployed within Amazon's Just Walk Out Third-Party Retail Store Locations
- LF Networking hits Tipping Point
- Emerson Joins LF Edge as Premier Member
- Marvell Joins SONiC as Premier Member

Media highlights

Here are a few media highlights from this year's event:

- **ZDNet:** Thanks to Open Source, 5G Cracks 50% of the Telecom Market
- **The Mobile Network:** Why the EU Big 5 Are Launching Sylva
- **TechCrunch:** LF Europe's Project Sylva wants to create an open source telco cloud stack
- **Light Reading:** Sylva joins Camara et al to solve edge puzzle
- **RCR Wireless:** Project Sylva Promises to Open Source Telco Cloud framework
- **TelecomTV:** Live Q&A featuring Dell Technologies, Infinera, Linux Foundation, Rakuten Symphony, Verizon and Wind River

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