2020 EVENT REPORT

OPEN FOR ALL - ANYTIME. ANYWHERE.
Open for All - Anytime. Anywhere.

2,422 community members registered to attend the Open Source Summit + Embedded Linux Conference Europe 2020 Virtual Experience, with 86% attending the event live. Attendees joined from 1,337 organizations in 85 countries around the globe, and 54% joined from Europe. 59% were first-time attendees.

Feedback from attendees was positive, with an overall satisfaction rating of over 93%. 94% of those surveyed said they plan to attend this event in the future, and 92% said they would recommend it to a friend or colleague.

Attendees hailed from a range of industry sectors including Energy, Health Care, Financial, Industrials, Consumer Staples, and of course Information Technology.

Attendees had a range of job functions including Architect, Developer, Executive Leader, Management, Legal/Compliance, DevOps, Product, and Business Development. 63% of attendees were in technical positions.

Attendees hailed from around the globe (85 countries) with the largest numbers of attendees joining from the US, Germany, India and the UK.
Attendee Survey Results:

- **93%** of respondents found the event to be a valuable use of their time.
- **94%** of respondents said they are likely to join a future Open Source Summit + Embedded Linux Conference Europe.
- **92%** of respondents would recommend attending Open Source Summit + Embedded Linux Conference Europe to a friend or colleague.
- **93%** of respondents found the conference content & sessions to be informative and useful.
- **84%** of respondents attend 4 or fewer conferences a year, making Open Source Summit + Embedded Linux Conference Europe a valuable place to connect with this audience.

“THIS WAS MY FIRST TIME - I WAS SO GLAD TO SEE HOW WELL ROUNDED THE TOPICS WERE THROUGH THE WEEK. NOT JUST TECH BUT INCLUSIVITY AND DIVERSITY WERE DISCUSSED. THANK YOU FOR THE OPPORTUNITY."
Participant Experience

Content


This year’s Program Committee included 51 members with 35% women. Together, they reviewed 520 submissions from our CFP. Thanks to the hard work of this committee, the content at the event was rated very highly by event attendees with 93% saying they found the conference content and sessions to be informative and useful.

Open Source Summit Europe Program Committee Members:

Chris Aniszczyk, CNCF
Jono Bacon, Jono Bacon Consulting
Lukas Bulwahn, LF ELISA Project & BMW
Donnie Berkholz, CWT
Malini Bhandaru, VMware
Divya Bhargov, Pivotal Software
VM Brasseur, Corporate Strategist
Jerry Cooperstein, The Linux Foundation
Jonathan Corbet, LWN.net
Carles Cufi, Nordic Semiconductor ASA
Frédéric Desbiens, Eclipse Foundation
Jake Edge, LWN.net
Lee Elston, The Linux Foundation
Kathy Giori, Independent
Ibrahim Haddad, The Linux Foundation
Darren Hart, VMware
Maureen Helm, NXP Semiconductors
Nicole Huesman, Intel Corporation
Starlord, Zilliz
Sunil Kamath, Microsoft
Greg Kroah-Hartman, The Linux Foundation
Shuah Khan, The Linux Foundation
Sasha Levin, Microsoft
Kim Lewandowski, Google & CD Foundation
Joshua Lock, VMware
Yanjun Ma, Baidu
Jeff McAffer, GitHub
Participant Experience

Open Source Summit Europe Program Committee Members (con’t):

Dr. Michael Meskes,
_Credativ_
Ron Minnich,
_Google_
Duane O’Brien,
_Indeed.com_
Nicole Pappler,
_AlektMetis_
Tim Pepper,
_VMware_
Tameika Reed,
_Women in Linux_

Steven Rostedt,
_VMware_
Nithya Ruff,
_Comcast & The Linux Foundation_
Shilla Saebi,
_Comcast_
Laura Santamaria,
_LogDNA_
Amye Scavarda Perrin,
_Cloud Native Computing Foundation_
Timothy Serewicz,
_The Linux Foundation_

Jason Smith,
_UL LLC_
Kate Stewart,
_The Linux Foundation_
Christopher Temple,
_Arm Germany GmbH_
Behan Webster,
_Converse in Code_
Dr. Han Xiao,
_Tencent AI Lab_
Elena Zannoni,
_Oracle_

Embedded Linux Conference Europe Program Committee Members:

Tim Bird,*
_Sony_
Frank Rowand,*
_Sony_
Jeffrey Osier-Mixon,

_The Linux Foundation_
Kate Stewart,
_The Linux Foundation_
Thomas Petazzoni,
_Bootlin_

Marta Rybczynska,
_Independent_
Yoshitake Kobayashi,
_Toshiba Corporation_

*indicates Program Committee Chair

“This year’s virtual OSSummit was very informative and fun. Hope to see future events as interactive as this.”
Participant Experience

Top 10 Most Attended Open Source Summit EU Conference Sessions:

1. Real-time Linux: What is Next? - Daniel Bristot de Oliveira, Red Hat (212)
2. A Technical Deep Dive into the QEMU Emulated NVMe Device - Klaus Jensen, Samsung Electronics (157)
3. Tutorial: DevOps_Training_Introduction-to-Containers-and Orchestrators - Rauno Riccardo De Pasquale, Newesis Srl (134)
4. Game of Protocols: How To Pick a Network Protocol for Your IoT Project - Frédéric Desbiens, Eclipse Foundation (130)
5. Efficient Syscall Emulation on Linux - Gabriel Krisman Bertazi, Collabara (124)
7. Linux Tracing with BPF, BCC and More - Mauricio Vásquez Bernal & Alban Crequy, Kinvolk (116)
8. Tutorial: Firewalls with NFtables - John Hawley, VMware (105)
10. A New Mount API - Christian Brauner, Canonical (101)

Top 10 Most Attended Embedded Linux Conference Sessions:

1. Tutorial: Debugging Embedded Devices using GDB - Chris Simmonds, 2net Ltd (418)
2. Beyond “Just” Booting: Barebox Bells and Whistles - Ahmad Fatoum, Pengutronix (405)
4. Tutorial: From an Idea to a Patch in the Linux Mainline - Marta Rybczynska, Various Projects (308)
6. Building Embedded Debian and Ubuntu Systems with ELBE - Köry Maincent, Bootlin (277)
7. Can I Build an Embedded Linux System with Clang - Khem Raj, Comcast (264)
8. Yocto Project and OpenEmbedded: A Collection of Best Practices - Alexandre Belloni, Bootlin (263)
10. Advanced Systemd for the Embedded Use-Case - Jeremy Rosen, Smile (251)
Participant Experience

Beyond keynotes and conference sessions, Open Source Summit + Embedded Linux Conference Europe 2020 featured other content offerings including:

- **6** Lightning talks
- **10** Tutorials
- **13** Ask the Expert sessions
- **11** Co-located events
- **5** Birds of a Feather (BoF) sessions
- **3** Interactive Learning Opportunities

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“WELL PLANNED, INFORMATIVE. LEARNED A PLETHORA OF NEW THINGS. IT WAS THE BEST USE OF TIME IN QUARANTINE. LOOKING FORWARD TO ATTENDING IT NEXT YEAR, HOPEFULLY IN-PERSON.”

“WITHOUT A DOUBT, THE BEST VIRTUAL EXPERIENCE I’VE HAD YET. LIVING UP TO ITS HYPE, THE EVENT HAD SO MUCH TO OFFER TO THE PARTICIPANTS. IT NEVER FELT LIKE A VIRTUAL EXPERIENCE AT ALL. KUDOS TO ALL THE ORGANISERS, SEE YOU NEXT YEAR!”
Session Recordings

Every session at the event was recorded and is available on the virtual event platform - for free - for anyone to access for 30 days after the event dates. By December, we will also upload all sessions onto The Linux Foundation Youtube Channel for anyone to view. These will include captioning for all sessions.

Sponsor Showcase

The virtual Sponsor Showcase comprised 22 sponsor booths. Attendees visiting the Sponsor Showcase experienced interactive demos, watched videos, could view and download resources, and chat with company representatives.

Attendees visited the showcase each day to learn about the latest projects and products and interact with other community members, and while the interaction that took place was nowhere near as high as it has been at in-person events in the past, booths still received a fair amount of traffic:

Over 3,034 booth visits in total

662 individual attendees visited booths in the Sponsor Showcase

Sponsors collected an average of 131 leads, with one sponsor collecting 306 individual leads.
"If you want to learn the DNA of open source technologies in areas around Linux kernel, cloud-native, serverless, machine learning, then don’t miss the next LF OSS + ELC conference."

"
Networking & Collaboration

The Open Source Summit + Embedded Linux Conference Europe platform provided a variety of networking opportunities for attendees. Connections and collaboration were encouraged through session chat, the global lobby chat, and video forums in lounges.

87% of attendees said they were able to network and collaborate effectively during the event.
Event Experiences

Attendees were encouraged to take a break and enjoy fun & games, wellness activities, and entertainment throughout the conference:

- Attendees enjoyed Entertainment before sessions began including a private magic show with 11 year old Aidan the Magician and Team Pub Trivia.
- Attendees competed to win prizes within the platform, participated in the fun games in the Red Hat Arcade, visited the Zen Zone for some much-needed relaxation, snapped a photo in the CNCF Virtual Photo Booth, and participated in the Fit & Fun-Raiser step challenge sponsored by IBM, which raised $5,000 for Black Girls Code.

"OPEN SOURCE SUMMIT & ELC EUROPE 2020 IS A GREAT EVENT THAT ENABLES ME TO LEARN AND EXPAND MY NETWORKING WITH OTHER OPEN SOURCE ENTHUSIASTS IN EUROPE AND AROUND THE WORLD."
Interactive Learning Opportunities

Beyond highly educational and informative keynotes and conference sessions, the event offered a number of additional opportunities designed to connect and strengthen our community and attendees’ experiences, including:

- **Ask the Experts** sessions were held daily with 13 community leaders sharing their expertise across a range of topics. 1,048 attendees participated in these sessions.

- The Linux Foundation Virtual Mentoring Series launched October 29th with **Writing Change Logs That Make Sense**, presented by Shuah Khan, Kernel Maintainer & Linux Foundation Fellow, giving community members the opportunity to learn, grow, and build their networks in the Open Source community. 28 attendees joined this interactive mentoring session.

- The **Technical Resume Writing Workshop** presented by Lindsey Anne Thorne, Managing Director at Vaco, gave participants guidance on the do’s and don’ts of writing a technical resume. 29 people attended to build their resume skills.

- Our Allyship Workshop: **Cracking the Conversation Code**, presented by Ashanti Bentil-Dhue and Gabrielle Austen-Browne of Diversity Ally, highlighted skill led instruction on how to crack the code of human to human conversations to make everyone feel included at work. We were excited to have 78 attendees join for a lively and interactive discussion.

**OVER 1,100 ATTENDEES PARTICIPATED IN THESE INTERACTIVE LEARNING OPPORTUNITIES**
Thank you Linux Foundation for organising this summit virtually this year. I had a great learning experience as a student and great time connecting with people during breakout sessions.
Co-located Events

The event also offered **11 co-located events** throughout the week, offering even more learning & networking opportunities for our attendees:

- **KVM Forum** - around 225 attendees
- **Linux Security Summit Europe** - around 125 attendees
- **9 Linux Foundation Project Mini Summits** -
  - FINOS Mini-Summit: Accelerating Open Source Software and Standards in Financial Services - 54 attendees
  - LF AI Mini-Summit - 41 attendees
  - Zephyr Mini-Summit - 116 attendees
  - Introducing DENT OS, switchdev NOS for the rest of us - 32 attendees
  - CIP (Civil Infrastructure Platform) Mini-Summit - 50 attendees
  - Open Source Drones Summit by The Dronecode Foundation - 68 attendees
  - Designing, Configuring and Verifying Linux Systems with Evidences for High Quality and Fault Mitigation - Activities in the LF ELISA Project - 54 attendees
  - Open Mainframe Mini-Summit - 42 attendees
  - Real-Time Linux Summit - 77 attendees

"I really enjoyed being part of such an excellent event ... an experience without a doubt enriching, thank you."
Open Source Summit + Embedded Linux Conference
Europe Demographics*

- 2,422 registrations
- 86% of registrants attended the live event
- Attendees from 1,337 organizations
- Attendees from 85 countries
- 54% of attendees from Europe
- 14% of attendees identified as women or non-binary individuals

Industry
- Consumer Staples 0.5%
- Materials 0.5%
- Consumer Discretionary 1%
- Energy 2%
- Financials 2%
- Healthcare 2%
- Non-Profit Organization 6%
- Professional Services 7%
- Telecommunications 8%
- Industrial Manufacturing & Machinery/Industrials 12%
- Information Technology 59%

Job Level
- VP 2%
- CXO / ED 5%
- Director 7%
- Academic 8%
- Manager 12%
- Other 30%
- Individual Contributor 36%

Job Function
- Legal / Compliance 1%
- Manager - OSPO 1%
- Media/Analyst 1%
- Product Management/ Product/Biz Dev 1%
- Manager - Other 2%
- Professor/Academic 2%
- Marketing / Business Dev/Marketing 2%
- Executive Management (VP/CxO/Executive Leader 4%
- Manager - Technical Teams 6%
- Application Developer (Front-end/Back-end/ Mobile/Full Stack) 7%
- Student 7%
- Development/Engineering/ DevOps/SRE/Sysadmin 8%
- Architecture/Architect 9%
- Other 10%
- Kernel/Operating Systems Developer 11%
- Operations - Sys Admin/ Systems/Embedded Developer 28%

*Note that all demographic information is based on the live attendees at the event. Additional registrations that are occurring after the event 'ended' are not recorded here.
Open Source Summit + Embedded Linux Conference Europe Demographics*

- Caribbean 0.50%
- Central America 0.50%
- Oceania 0.50%
- Africa 1%
- South America 1.50%
- Middle East 3%
- Asia 14%
- North America 25%
- Europe 54%

“DEFINITELY ENCOURAGE PEOPLE WHO ARE JUST GETTING STARTED TO ATTEND.”

“IN A VIRTUAL EVENT LIKE OSS EU ONE CAN EASILY FORGET THAT ONE ISSOCIALLY ISOLATED, AND IT ONLY PROVES THAT PEOPLE ARE MEANT TO BE CONNECTED AND TO COLLABORATE.”

*Note that all demographic information is based on the live attendees at the event. Additional registrations that are occurring after the event ‘ended’ are not recorded here.
The Open Source Summit + ELC Europe 2020 was nothing short of a success. There were a variety of items on the table. Sessions were informative and the speed meet ups for interacting with random peers was something exciting. Waiting for the next one.
Diversity

At Open Source Summit + Embedded Linux Conference Europe 2020, **29% of speakers and 14% of attendees identified as women or non-binary.** For speakers, this was a **9%** increase from 2019 (20% of speakers identified as women or non-binary) which we are really happy to see. For attendees, this was consistent with 2019 data.

Although we are pleased that our percentage of women and non-binary speakers has increased, we do not find our attendee numbers to be satisfactory and will continue to drive efforts to bring more diversity and inclusion into this event with an increase of both diverse speakers and attendees in future years.

Community Support

To encourage and increase the participation of a diverse community, The Linux Foundation offers diversity and need-based registration scholarships to our conferences. For Open Source Summit + Embedded Linux Conference Europe this year, we provided:

- **100** Diversity Scholarships
- **129** Need-Based Registration Scholarships
Online Reach + Traffic

With the event being entirely online this year, we created a social media plan designed to engage with our community, as well as expand our reach and drive new awareness.

Impressions were driven by promotional content, including informational post serieses such as: “Why Attend” and “Explore the Track”, promotion of individual sessions, speakers, sponsors, news announcements, and live-tweeting.

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Social Results:

Twitter

- Year over year comparison between event hashtags for the 10 day period surrounding the event show a 140% increase for #ossummit and a 8788% increase for #Ifelc.

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Online Reach + Traffic

The following image shows the spike in engagement with the event hashtag, #OSSummit, from October 19 - 30, 2020. The highest engagement was on October 26 (Day 1 of OSS + ELC EU 2020) with over 18M impressions.

#OSSummit View on Twitter +
Online Reach + Traffic

The following image shows engagement with the event hashtag, #lfelc, from October 19 - 30, 2020. The highest engagement was on October 26 (Day 1 of OSS + ELC EU 2020) with over 10M impressions.

"The Linux Foundation’s online conferences are the most well run in this time of global pandemic and crisis. I applaud the quality of content, and the quality of social engagement, both formal and informal."
Social Media Highlights

Facebook

Posts from The Linux Foundation’s Facebook page reached over 297K impressions from October 9-30, 2020, achieving over 5,700 individual engagements.

LinkedIn

From Time range: Oct 9, 2020 - Oct 30, 2020, The Linux Foundation’s LinkedIn page increased by 5.1K followers, for a total of over 128K. Posts made to our page during this timeframe garnered 421K impressions.

Media & Analyst Coverage Synopsis

The Open Source Summit + Embedded Linux Conference Europe brought an excited group of media and industry analysts to the event, eager to check out the latest updates from the global open source community.

Attending media included:

Tim Anderson, *The Register*
Marco Cavallini, *KOAN*
John Devins, *O’Reilly Media*
Sebastian Grüner, *Golem.de*
Tam Hanna, *Fauchus Pfauchus kft*
Lawrence Hecht, *The New Stack*
Thorsten Leemhuis, *ct & heise online*
Andrea Mauro, *vinfrastructure.it*
Jeremy Pas, *Les Enovateurs*
Gaetan Raoul, *LeMagIT*
Antony Savvas, *Antony Savvas*
Udo Seidel, *Heise*
Mayank Sharma, *TechRadar Pro*
Kerstin Stief, *Storage-Forum*
Alexander Williams, *The New Stack*
Adrian Bridgwater, *Forbes/Open Source Insider*
Tim Anderson, *Freelance/ The Register*
Kristian Kißling, *Linux Magazin*
Hartmut Wiehr, *Com! Magazin*
Marco Cavallini, *embedded.it*
Gaëtan Raoul, *Le Mag IT*
Andrea Mauro, *Vinfrasrtucture.it*
Jonni Bidwell, *Linux Format*
Jeremy Pastouret, *https://les-enovateurs.com*
Udo Seidel, *Heise/ iX Magazine*
Kerstin Mende-Stief, *Storage Forum.de*
Thorsten Leemhuis, *Heise/ ct Magazin für Computertechnik*
Mayank Sharma, *Freelance/TechRadar Pro*
Richard Ibbotson, *Freelance/ Linux New Media*
Media Highlights

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

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