Measuring the Impact of Community Events

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What we’ll discuss today

▪ The challenges of measuring community events
▪ Meet the challenges, but not head on
▪ Maximize the benefits of community events
The challenges of measuring community events
Community events have less direct measurement

Unlike industry commercial events, community events have a distinct lack of aspects to measure:

- Nobody is buying anything
- Business is less prioritized
- ROI is difficult to determine
Other problems

Obstacles to events are increasing

- Travel costs have increased
- Remote work/unforeseen consequences
- Sponsorship budgets
Community events typically involve multiple organizations

Not all organizations have the same goals. Some of their goals can include:

- Sales
- Community building
- Networking
- Job/employee seeking opportunities
- Brand awareness/thought leadership

Source: Chris Potter, (CC BY 2.0)
Not all projects have the same goals, either. Some of their goals can include:

- Fundraising
- Community building
- Networking
- Participant seeking
- Brand awareness/thought leadership

Community events typically involve multiple projects
Meet the challenges, but not head on
Create collateral that can be measured

When you have trouble measuring, create something that can be measured

- Whitepapers
- Landing pages via QR codes
  - What is the project? (Everybody)
  - How do I use it? (Users)
  - How can I improve it? (Contributors)
Create opportunities for participation

Active participation creates engagement and learning opportunities

- Onboarding
- Project goals
- Discussion
  - Project high level
  - Best practices
  - Events and announcements

Meet the challenges, but not head on
Maximize the benefits of community events
Collect as much data as you can in order to understand your audience

- Unique visitors
- Visitor interest
- Engagement
- Geography
- Sentiment/language analysis
Use data to set goals

Once the data is gathered, you can use it to improve many aspects of your community:

- Refine events planning
- Build collateral/documentation
- Strengthen weaker community areas
- Help set technical roadmaps
- Generate more informed commercial leads

Source: Public Domain
Maximize the benefits of community events

Can this translate to revenue?

When goals are defined, can they affect income/revenue?

- Human resources
- Marketing formulae
- ...Profit?
Questions?
Thank you

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