

Measuring the Impact of Community Events

Brian Proffitt

Sr. Manager, Community Outreach

Open Source Program Office

@TheTechScribe



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Brian Proffitt

VP, Conferences

VP, Marketing & Publicity

@TheTechScribe



Measuring the Impact of Community Events

Brian Proffitt

Governing Board Member
@TheTechScribe





Measuring the Impact of Community Events

Brian Proffitt

Secretary

@TheTechScribe





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Secretary

@TheTennScribe



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

Community events typically involve multiple projects



Not all projects have the same goals, either.
Some of their goals can include:

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

Meet the challenges, but not head on

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

Maximize the benefits of community events

Measure all traffic



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

Can this translate to revenue?



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

- ▶ Human resources
- ▶ Marketing formulae
- ▶ ...Profit?

Questions?

Questions?

Thank you



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