

# FCIA to T11 Liaison Report

April 11, 2019

T11-2019-00102-v000



# FCIA 2019 Marketing Plan Snapshot

## January – March

- Jan. – Begin developing infographic
- Jan. 20-23 – SNIA Members Symposium
- Feb. 26 – BOD press release
- Feb. 28 – Q1 Newsletter
- March – Briefing with Storage Switzerland
- March – Briefing with Principled Technologies

## April – June

- April – FCIA Marketing, shoot 2 min. video
- April – Blog on Gen 7
- April – Market Infographic (email, social, blog)
- May – Briefings with IDC and Gartner
- May 27 – Q2 Newsletter
- June – FCIA Marketing, shoot 2 min. video

## July – September

- July / Aug. – Solutions Guide + email blast
- July – Press release FMS activities
- Aug. 5-9 – FMS, analyst briefings, booth
- Aug. – FCIA Marketing, shoot 2 min. video
- August, Q3 Newsletter
- Sept. 24-27 – SDC, speaking opp.

## October – December

- Sept. – Blog on FMS
- Oct. – Q4 newsletter
- Oct. – Blog on SDC
- Oct. 2. – FCIA Marketing, shoot 2 min. video
- Oct. – Storage Visions (TBD)
- Dec. – FCIA Marketing, shoot 2 min video

## Public Relations Update

- Press Releases - Six scheduled for 2019, more will be added if needed
- Press and Analyst Interviews: 2018 eight interviews, 2019 three interviews with more being scheduled.

## Content Marketing Update

- 2019 Solutions Guide scheduled to be published August of 2019 in conjunction with FMS.
- FCIA Blogs are ongoing.
- FCIA Newsletter: Q1 was sent out in February and the Q2 Newsletter will be send out in June.

# 2019 Fibre Channel Solutions Guide Plan

Paper Topic	Author
Introduction	Mark Jones
Gen 7 Fibre Channel	Rupin Mohan
FC growth in media and entertainment market- performance is paramount	Joe Kimpler
FC growth and what is driving it, how it will remain relevant for the next decade	Mark Jones
New technologies in FC: FC-NVMe-2; congestion management	Rupin Mohan
Roadmap	Craig Carlson
The Making of FC Standards (ask if we can publish in SG)	Barry Maskas
FC analysis	David Rodgers; Jason Rusch
Hardware magicians – PHY interfaces	Dean Wallace; Barry Maskas

# FCIA Webcast Update: April 2019

- **Protocol Analysis 201**
- April 11<sup>th</sup> 10:00 am PT
  - Presenters: Yamini Shastry, David Rodgers
  - Moderator: Joe Kimpler
  - Pre-registrants: 278
- <https://www.brighttalk.com/webcast/14967/349710>

# FCIA Social Media

Need to engage more FCIA Marketing and T11 members.

**Please follow / like:**

Twitter: <https://twitter.com/FCIANews>, handle is @FCIANews

Facebook: <https://www.facebook.com/FCIANews/>

LinkedIn Company Page: <https://www.linkedin.com/company/fibre-channel-industry-association/>

LinkedIn Group: <https://www.linkedin.com/groups/138758>

**Please engage! Like, retweet, repost.**

Twitter: Please tag @FCIANews in your own posts, we will retweet if appropriate

Twitter/Facebook: Please hashtag #FCIA, #FibreChannel in your won posts and we will repost if appropriate

LinkedIn Group: Please post, engage

LinkedIn Company Page: Please engage: like, retweet, repost

# FCIA Target Industry Conferences 2019

Industry Conference	Date	FCIA Involvement
Flash Memory Summit, Santa Clara	August 5-9	Booth, Theatre? 64G FC Demo?
SDC, Santa Clara	September 23-26	Free table as SNIA partner Presentation?
Super Computing 19, Denver	November 17-22	Booth would have to be self-funded. Chris checking on costs.

# 2019 FCIA Meeting Schedule

- February 6, Fort Worth, TX (Host: Teledyne-LeCroy)
- April 10, Deerfield Beach, FL (Host: Macom)
- June 5, La Jolla, CA (Host: Broadcom)
- August 14, Sante Fe, NM (Host: Marvell)
- October 9, Couer d'Alene, ID (Host: FCIA)
- December 4, New Orleans (Host: SFF Committee)