FCIA Marketing

April 2021
T11-2021-00109-v000

FCIA
FIBRE CHANNEL INDUSTRY ASSOCIATION

2021 Press Releases

- February 22: Fibre Channel Industry Association Elects 2021 Board of Directors as Fibre Channel Remains the Network Protocol of Choice for Datacenter Storage.

  - PRNewswire version [here](). 99 release postings; 2,967 views; 80 clicks

  - On FCIA website [here]().

  - On Storage Newsletter [here]().

  - Sent email blast — 18% open rate, 2% click rate.

  - Posted on social media

2021 Plugfest

- Any updates on 64GFC Plugfest
  - Sending out a Call for Interest (CFI) – going out in May
  - Q3 is the target timeframe

2021 Analyst / Editor Briefings

- Spokesperson: Mark Jones, President Emeritus

- Topics of discussion:

  - FCIA standards updates as publicized in FMS PR on 11/10

  - FCIA roadmap

2021 Content Calendar

Content type	Author	Publish date
Press Release	FCIA	February 22
Blog on FMS Tech Zone Video	Celeste	April
Q2 2021 Newsletter	FCIA	April
Social media / blog on Why FC?	TBD	May
Q&A from analyst briefings	TBD	TBD
Enterprise AI	TBD	TBD

2021 Fibre Channel Solutions Guide Ideas

Paper Topic	Author
FC growth and what is driving it; Solutions Guide Intro	Mark Jones
Approach Lucas about writing an article	Lucas Mearian, IDC
Might be on interoperability	David Rodgers (tentative) – Linda to work with David offline
TBD	Rupin Mohan
Roadmap	Check with Craig Carlson – any updates to include?
TBD	Celeste Crystal
TBD	Kiran Ranabhor
Fibre Channel Training Opportunities	Chris Lyon – Linda to work with Chris

2021 Industry Conferences

Conference	Date / Place	Description
OFC Conference	June 8-10, San Francisco, Live / Hybrid	The Premier Annual Event for Telecom, Optical Communications and Data Center Optics
Flash Memory Summit	Likely first week of August, TBD	Features NVMe, NVMe-oF, PM, advanced memory technologies, and key Open Source software
SNIA Storage Developers Conference	Sept. Combo virtual and live	Presentations on persistent memory, computational storage, cloud storage, NVMe-oF, machine learning, SMB, storage networking
SC21	Nov. 14-19, St. Louis	The international conference for high performance, computing, networking, storage & analytics
SDC EMEA and India		

Flash Memory Summit

- In 2020, FCIA was a Bronze sponsor; virtual showcase, Live Video.
- For 2021, organizers haven't decided on virtual vs. hybrid.
- Plan for remote demo if needed
- Mark mentioned demo videos on fabric notification features.
- Chris felt videos present good opportunities for more eyeballs and have long-shelf life
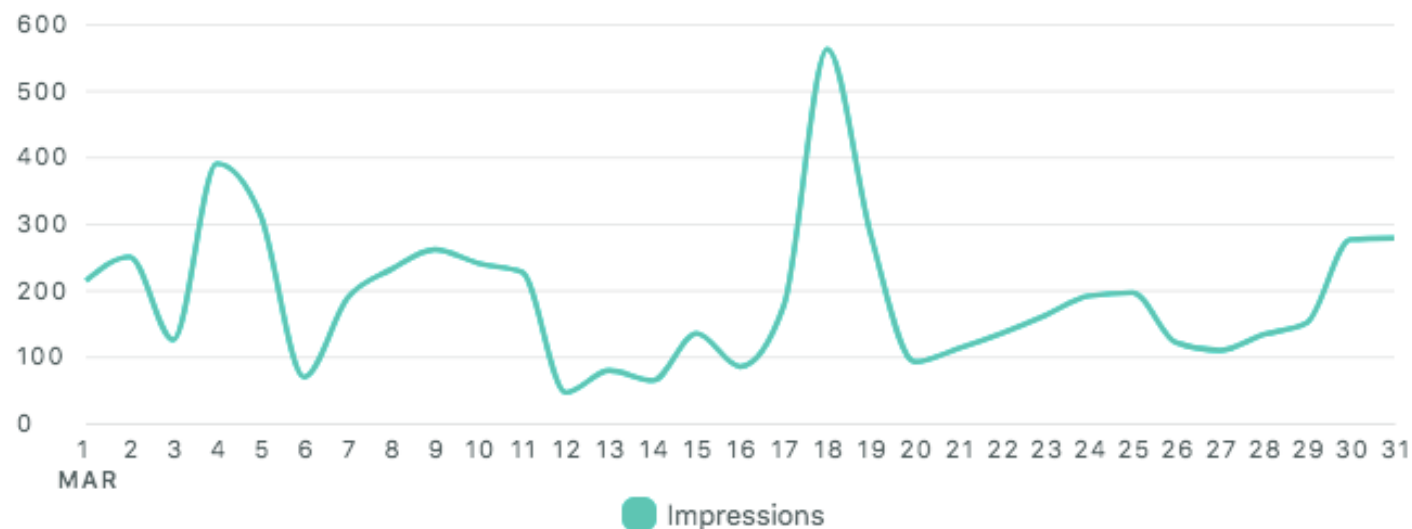
2021 FCIA Email Blast Schedule

Action	Date
Board of Directors PR	February 22
Newsletter	April 20
FMS Participation	TBD

March
FCIA Social Media Highlights

Twitter

Impressions, by Day

Impressions

306
(0 new)
Followers

16
retweets
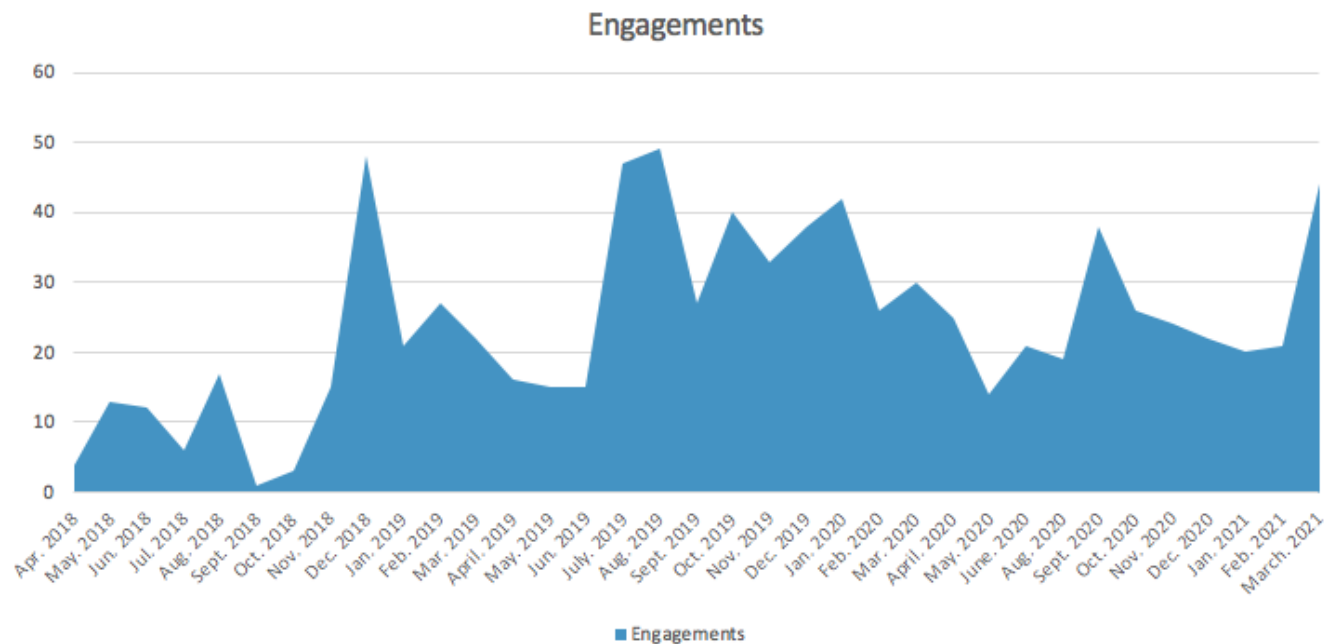
TOP TWITTER POST
598 Impressions
2 Retweets
6 Likes

March 17, 2021
No one deserves the status of FCIA President Emeritus more than Mark Jones. He has served as President of FCIA since 2009 and remains instrumental in driving engineering, product development and market adoption of **#FibreChannel** technology. Congratulations, Mark. **#datacenter**

March
FCIA Social Media Highlights

Facebook

Engagements

■ Engagements

104
(3 new) followers

511
Impressions

March 17, 2021

No one deserves the status of FCIA President Emeritus more than Mark Jones. He has served as President of FCIA since 2009 and remains instrumental in driving engineering, product development and market adoption of Fibre Channel technology. Join us in congratulating Mark for this well-deserved award. #FibreChannel #FC #datacenter #datastorage
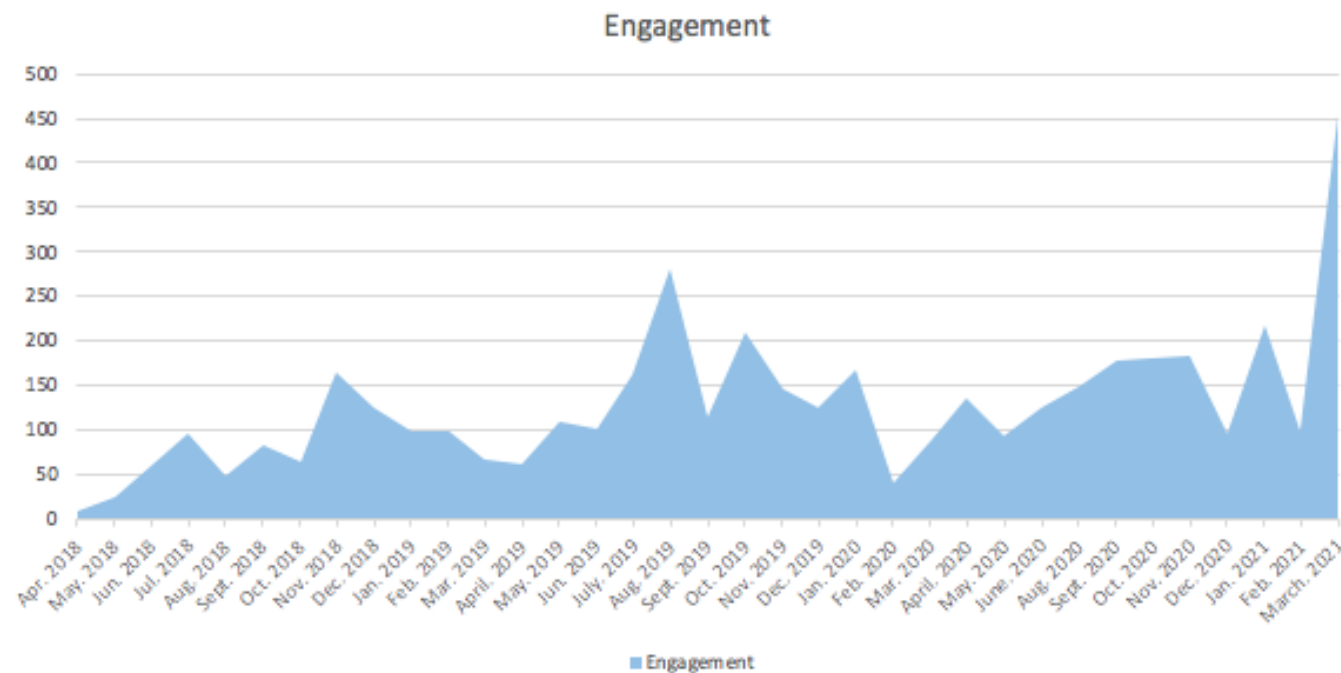
TOP POST
5 Likes
0 Comments
1 Share
5.4% Engagement Rate

March
FCIA Social Media Highlights

LinkedIn

Engagement

327
(24 new)
followers

5,728
Impressions

March 17

No one deserves the status of FCIA President Emeritus more than Mark Jones. He has served as President of FCIA since 2009 and remains instrumental in driving engineering, product development and market adoption of Fibre Channel technology. Join us in congratulating Mark for this well-deserved award. Celeste Crystal Scott Shimomura Chris Lyon #FibreChannel #FC #datacenter #datastorage

TOP POST

7.9% engagement rate
95 Likes
139 Clicks

FCIA
FIBRE CHANNEL INDUSTRY ASSOCIATION

New LinkedIn Followers

Wayne Tolliver · 3rd
PreSales Systems Engineer at Paessler AG - Designing scalable and resilient customer solutions

Kristian B. · 2nd
Senior Solution Sales Manager bei Huawei Technologies Deutschland GmbH

Chris Lowe · 2nd
System Support Engineer at IBM

Lothar Garb · 2nd
New Business Development bij Amphenol ICC

Hamed Zrelli · 3rd
Senior SAN Infrastructure & Storage Engineer

Samuel Leung · 2nd
Regional Director, Hong Kong & Taiwan ,Brocade Storage Networking at Broadcom Inc.

Kirk Laflamme · 3rd
Enterprise Solutions DC Architect

MOHAMED ZOUGDANE · 2nd
IT Infrastructure Engineer IBM SAN Storage Specialist

Michal Kosun · 2nd
SAN Storage Engineer at Rackspace

Proby Patel · 2nd
Sr. Enterprise Storage Engineer at Lincoln Financial Group

Users who engaged with FCIA

Don't see your connections?
Invite them to Follow FCIA!!

Twitter: @FCIAnews
Facebook: @FCIAnews
LinkedIn: Fibre Channel Industry Association (FCIA)

Chris Lyon · 1st
Datacenter Business
Development Manager Americas
at Amphenol ICC , President
Ethernet Alliance , Chairman FCIA

Chris Veenemans · 2nd
Brocade Netherlands, a Broadcom company | Fibre Channel
Storage Networking

Kirk Laflamme · 3rd+
Enterprise Solutions DC Architect

Marc Angelinovich · 2nd
Principal Product Marketing
Manager | Enabling sales by
transforming technologies into a
story they can narrate | Social
Evangelist | Content Creator

Scott Sinclair
@Scott_Sin Follows you
[Following]

Senior analyst for @esg_global on
infrastructure modernization, hybrid
cloud, or any innovation that offers
the better storage, usage, or
understanding of data.

987 Following   970 Followers

Celeste Crystal
@TheRealCelesteC Follows you
[Following]

Product Marketing and Education
@Broadcom #datacenter
#flashstorage #networking
Tweets are my own

3,740 Following   895 Followers

HPE Data Storage ✔
@HPE_Storage
[Following]

We deliver the world's most
intelligent storage built for our hybrid
cloud world to help you unlock the
full potential of your data.

8,980 Following   42.8K Followers

Scott Shimomura
@scottshimo Follows you
[Following]

Redefining #networking for #storage.
Head of #SAN Product #Marketing
@Broadcom. Swim dad, Gaucho, and
SCUMBAg. @Warriors @SFGiants
@49ers My tweets!

3,914 Following   2,147 Followers

AJ Casamento
@AJCasamento Follows you
[Following]

Solutioneer for Brocade
Communications (16+ years) and
frequent resident of Seat 21A (4 +
million air miles and counting)

200 Following   248 Followers

2021 FCIA Meeting Schedule

Date	Location	Host Org	Host Person
Feb 1-5, 2021	Virtual	N/A	N/A
Apr 5-9, 2021	Virtual	N/A	N/A
May 5, 10am 2021	Virtual Marketing Call	N/A	N/A
Jun 7-12, 2021	Virtual	Marvell	Craig Carlson
August 16-20, 2021	Santa Fe, NM	Broadcom	Steve Wilson
Oct 4-8, 2021	TBD	TBD	TBD
Dec 6-10, 2021	Deerfield Beach, Fl	Amphenol	Chris Lyon*