



Making an Impact with Mozilla
Community Marketing: Events

Logrando un Impacto a través de la
Comunidad de Marketing de Mozilla: Eventos



Background

Contexto





How do we engage
with outside events?

¿Cómo nos comprometemos
con acontecimientos exteriores?

photo credit: **stock.xchng**

Joining the Project

Sumándose al Proyecto



Bugzilla

A screenshot of the Mozilla IRC Network website. The page features a blue header with the Mozilla logo and the text "Mozilla IRC Network". Below the header, there are sections for "Channels", "Project Channels", "Channels in Other Languages", "Need General", "Events!", "Connection No", "Secure Conne", and "Quotes Datab". The "Project Channels" section lists various channels like #firefox, #thunderbird, #seamonkey, etc., with brief descriptions. The "Channels in Other Languages" section lists channels for Chinese, Danish, and Dutch.

IRC

A screenshot of the Mozilla Forum website. The page features a blue header with the text "FORUM". Below the header, there are sections for "General Discussion", "Campus Rep Project Ideas", and "Campus Reps Success!". The "Campus Rep Project Ideas" section contains the text "Got an idea to promote Firefox around other campus reps and the Mozilla community and get more people involved!". The "Campus Reps Success!" section contains the text "If you have given a talk, help and evangelized Firefox as a Campus Rep please share your story, links on Flickr, and tell the community about it".

SpreadFirefox or other
Mozilla Forums

Communicate and
Create Awareness Online

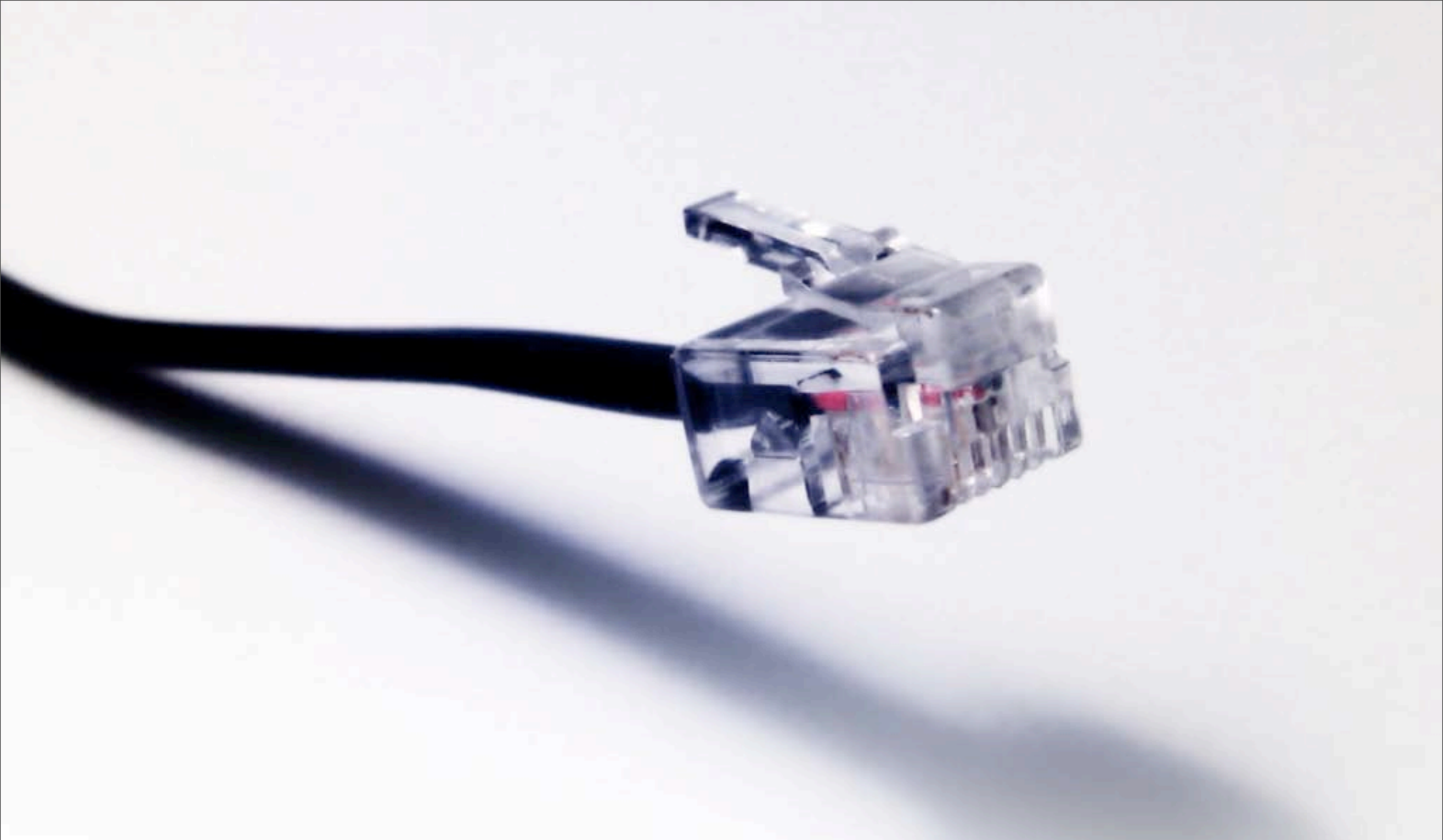
Comunicándose y Creando
Consciencia Online



Noise, noise, noise!

¡Ruido, ruido, ruido!

photo credit: **stock.xchng**



Why Take it Offline?

¿Por qué entonces
estar fuera de línea?

photo credit: **stock.xchng**

Online Channels
Can Be Scary!

¡Los canales virtuales
pueden asustarte!



... And a little overwhelming!

¡... Y saturarte un poco!

photo credit: **stock.xchng**

Event Basics

Principios de un evento



Events

- Engage & foster community
Promover y desarrollar a la comunidad
- Recruit new contributors
Reclutar nuevos miembros
- Idea share
Compartir ideas
- Drive awareness of Mozilla and critical issues
Conducir el descubrimiento de los conceptos de Mozilla y sus elementos principales
- Grow Firefox usage
Aumentar el grado de uso de Firefox
- Collaborate!
¡Colabora!





Where Can You Start?

¿Por dónde puedes comenzar?

photo credit: **stock.xchng**

A Few Questions

- What are you passionate about?
- Who's your audience?
- Where's your audience?
- How much time can you give?
- What sort of resources do you need?

Algunas Preguntas

¿Qué es lo que te apasiona?

¿Cual es tu audiencia?

¿Donde esta tu audiencia?

¿Cuanto tiempo pueden entregarte?

¿Cuales recursos necesitas?





Two Ways to Slice It

Dos maneras de dividirlo

photo credit: *Michael O'Neil Fine Art*

Tap into Existing Events

Unete a un evento existente

- Speak at a conference
- Organize a meetup
- Host a booth
- Pull together a Birds of a Feather (BoF) session
- Leverage international days such as Software Freedom Day

Expone en una conferencia

Organiza una reunion

Pon un stand

Pon juntas a las personas con los mismos intereses

Aprovecha los días como Software Freedom Day



Create Your Own

- Host a MozCamp
- Hold InstallFests or tutorials
- Host a booth at your university
- Organize a meetup for other enthusiasts
- Hold a virtual presentation with a Mozilla speaker
- And, of course, host a party...

Crea el tuyo

- Se el anfitrión de un MozCamp
- Organiza festivales de instalación y tutoriales
- Pon un stand en tu Universidad
- Organiza una reunión para otros entusiastas
- Organiza una presentación virtual con un charlista de Mozilla
- Y por supuesto, organiza una fiesta ...



Some Examples

Algunos Ejemplos



InstallFest/Tutorials



Fa la Cosa Giusta, Italia 2009

InstallFest/Tutoriales



Mozilla Paris Picnic

<http://www.spreadfirefox.com/node/3698>



Booth Fun!

Diversión en el Stand!

Meetups

Reuniones



Mozilla Denmark Meetup



Mozilla Paris Picnic

<http://www.spreadfirefox.com/node/3698>

MozCamp Mumbai



Local volunteer talks
and virtual presentations

http://mozcamp.in/mumbai/wiki/index.php/MCM_Sessions

Presentaciones virtuales y exposiciones de
voluntarios locales

Mozilla Walk About

Marchas de Mozilla



Taiwan 2006



Cologne 2009

Party!

¡Fiesta!



Virtual Presentations

Presentaciones Virtuales

- You find the venue and audience; we'll provide the speaker.

Tu encuentras el lugar y la audiencia; nosotros ponemos el expositor.

- Powered by Skype or Air Mozilla
Soportado por skype o Air Mozilla

- Topics and speakers are limitless -- no air travel!

Temas y expositores son limitados, no podemos pagar tickets aereos.



Welcome to Air Mozilla. This site utilizes the [HTML 5 <video> tag](#) and Open Video technologies so you'll need [Firefox 3.5](#) to view the content. If you are a Safari user, you can view this content after installing an open video [QuickTime Component](#) — the MGMT

The screenshot shows a live broadcast interface. On the left, a video feed shows a man in a blue shirt speaking into a microphone while holding a red laptop. Another man in a green shirt is visible in the background. On the right, there is a control panel with the text 'Welcome To Air Mozilla Choose a nickname', a text input field containing 'visitor731', a green 'Connect' button, and the text 'Chat provided by Mibbit'.

Previous Air Mozilla Live broadcasts are also available for viewing. Simply click the links below to load up the older programs.

- [Mozilla Project Status: 2009-08-31](#)
- [Mozilla Project Status: 2009-08-24](#)
- [Mozilla Project Status: 2009-08-10](#)
- [Mozilla Project Status: 2009-08-03](#)
- [Mozilla Project Status: 2009-07-27](#)
- [Mozilla Project Status: 2009-07-20](#)
- [Mozilla Project Status: 2009-07-06](#)
- [Mozilla Project Status: 2009-06-29](#)
- [Mozilla Project Status: 2009-06-22](#)
- [Mozilla Project Status: 2009-06-15](#)
- [Mozilla Project Status: 2009-06-08](#)
- [Mozilla Project Status: 2009-06-01](#)
- [Mozilla Project Status: 2009-05-18](#)
- [Mozilla Project Status: 2009-05-11](#)
- [Mozilla Project Status: 2009-05-04](#)
- [Mozilla Project Status: 2009-04-20](#)
- [Mozilla Project Status: 2009-04-06](#)
- [Mozilla Project Status: 2009-03-30](#)
- [Mozilla Project Status: 2009-03-09](#)
- [Mozilla Project Status: 2009-02-23](#)
- [Mozilla Project Status: 2009-02-09](#)
- [Mozilla Project Status: 2009-02-02](#)

- [Mozilla Service Week](#)
- [Summer Interns 2009 Presentations pt. 1](#)
- [Jay Patel: Campus Reps](#)
- [Doug Turner talks Location in Mozilla](#)
- [Jonathan Zittrain presents Herdict](#)
- [Sunil Gupta talks Personas](#)

[Return to The Air Mozilla Live broadcast](#)

Become Part of the Voice

Se parte de la voz





Become Part of the Voice

Se parte de la voz

Sample Topics

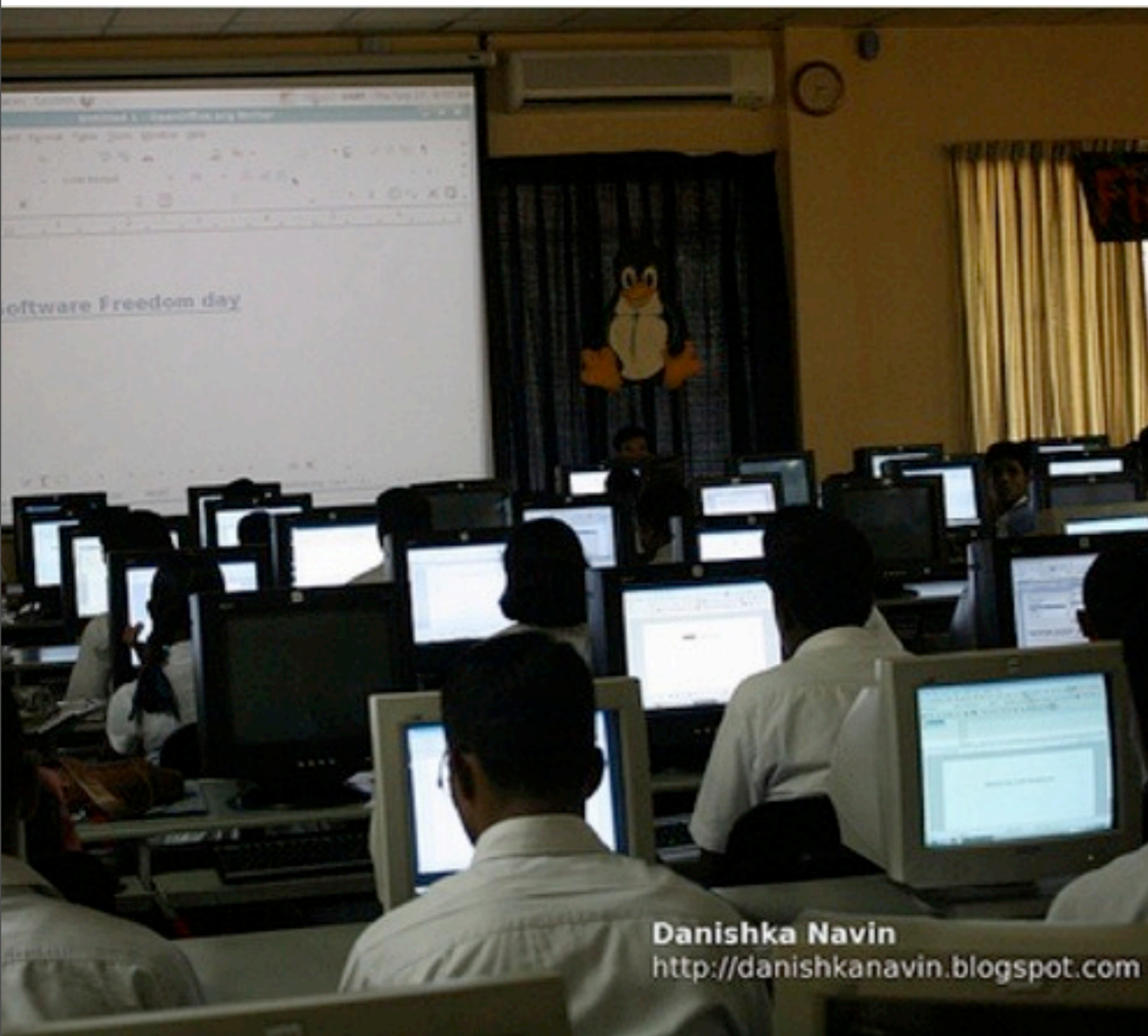
Ejemplos de temas

- Labs Projects
- Firefox & Open Web Technologies
<http://hacks.mozilla.org/>
- How to get involved in the Mozilla project
<http://www.mozilla.com/en-US/university/>
- Tutorials on Mozilla Technologies
- The Mozilla Manifesto and what it means
<http://www.mozilla.org/about/manifesto>
- Localization, how to get involved, why it matters
- Tell your own story about how you were inspired to get involved with Mozilla



Sample Events

Ejemplos de eventos



Danishka Navin providing FOSS Overview



Ubuntu Launch Party 2009

Identify Existing Events

Identificando eventos existentes

- FOSS Conferences
Conferencias FLOSS
- Technology Conferences
Conferencias Tecnologicas
- School Events
Eventos en las universidades
- Technology User Groups
Grupos de usuarios de tecnologia
- BarCamps, WordCamps, etc ...





Find a Venue

Encontrando un lugar

- University rooms or amphitheaters
Anfiteatros o cuartos de universidades
- Community centers
Centros comunitarios
- Internet cafes or LANhouses
Ciber cafes
- Your company or home
Tu empresa o hogar
- Recreation room at your apartment building or student hall
La sala de eventos de tu edificio
- Local park or picnic area
(El parque de tu comunidad o area de picnic)
- Existing conference (always ask)
Una conferencia que ya se este realizando
(*Siempre se requiere que preguntes antes...*)

photo credit: **stock.xchng**

Get the Word Out!

¡Que salga tu voz!



Get the Word Out: Social Networks

Que salga tu voz: Redes Sociales

The screenshot shows the Mozilla Firefox Facebook page interface. At the top, the Facebook navigation bar includes the logo and links for Home, Profile, Friends, and Inbox. The user's name, Sarah Elizabeth Doherty, and options for Settings and Logout are visible. A search bar is located on the right. The main content area features a large Firefox logo and a post from Mozilla Firefox dated September 28, 2009, at 10:14am. The post text reads: "Mozilla Firefox Only 5 days left for the Extend Firefox 3.5 Contest! Will you be the brain behind the next great Web innovation? http://bit.ly/bmCiD". Below the post, it shows that Dave Dash, Tara Shahian, and 429 others liked it, and there are 74 comments. A second post from Mozilla Firefox, dated September 21, 2009, at 1:43pm, promotes "One Web Day" and includes three photos of people celebrating. The right sidebar contains several advertisements, including one for Market Research on time and another for Facebook Ads.

Mozilla Firefox Facebook Page

www.facebook.com/pages/Mozilla-Firefox/14696440021

Pagina principal en Facebook de Mozilla

Get the Word Out: Social Networks

Que salga tu voz: Redes Sociales

The screenshot shows the Facebook interface for the 'Firefox Users' group. At the top, the Facebook navigation bar is visible with the user 'Sarah Elizabeth Doherty' logged in. The group name 'Firefox Users' and its category 'Global' are displayed. The 'Basic Info' section includes the name 'Firefox Users', category 'Internet & Technology - Software', and a description 'For people who use Firefox.' The 'Contact Info' section lists the website 'http://www.getfirefox.com/'. Below this, the 'Members' section shows 'Displaying 8 of 5,238 members' with a row of profile pictures and names: Eric Jacobi, Zoran Adžić, Shefqet Avdullau, Daniel Munoz Acevedo, Stefano Necchi, Bimo Septyo Prabowo, Giuliano Masseroni, and Ken Saunders. The 'Discussion Board' section shows 'Displaying 3 of 22 discussion topics' with three topics: 'Firefox 3.1 Beta 2', 'Your favourite extensions?', and 'Improve your Firefox bookmarking with TagSifter'. The 'The Wall' section shows 'Displaying 5 of 207 wall posts' with a text input field. On the right side, there is a 'Create an Ad' section for 'DeCarolus Design & Marketing Journal' and a 'Group Type' section stating 'This is an open group. Anyone can join and invite others to join.' Below that, the 'Admins' section lists 'Alex Hong (JC Davis)'. The 'Related Groups' section lists 'Linux', 'Ubuntu', and 'GNU / Linux users'. At the bottom right, there is an advertisement for 'THE LUXURY COLLECTION' with a 'Reserve Now' button.

Firefox Users Facebook Group
www.facebook.com/group.php?gid=2204688531

Grupo de usuarios de Firefox en Facebook

Get the Word Out: Social Networks

Que salga tu voz: Redes Sociales

orkut Home Profile Scrapbook Friends Communities sarah.a.doherty@gmail.com Logout search orkut

Mozilla Firefox

Home > Communities > Computers & Internet > Mozilla Firefox

description: For users and fans of Mozilla Firefox.
language: **English (UK)**
category: Computers & Internet
owner: James Herbert
type: public
content privacy: open to non-members
location: United Kingdom
created: January 28, 2004
members: 31,627

Search for "search orkut" in all orkut

manoj Ronnie! @V/<IT

Saravana sofu@3est1q01 Byeeeeeeeeee

§ajeena I GEorGE AbrAhAm

view members =>

forum

topic	posts	last post
<input type="checkbox"/> BEFORE JOINING HERE PLEASE READ THIS	1	10/3/09
<input type="checkbox"/> I have earned 620\$ just by scrapping see proofs	8	10/3/09
<input type="checkbox"/> ██████████★Adsense Doubler★██████████	1	10/2/09
<input type="checkbox"/> I Have earned 3400\$ see proofs then join	9	10/2/09
<input type="checkbox"/> CCNP Update at FreeExamKing.com	1	9/30/09

new topic report spam view all topics =>

Which is the best internet-browser ?

Your Internet browser is the key the World Wide Web. It is basically a must have application on your computer. Rate the above mention browsers: For more details reference from <http://www.honeytechblog.com/internet-browser/>

Created by: Honey

related communities

open source Open Source (42,062)

Slashdot (2,006)

Tabbed Browsing (1,242)

W3C XHTML 1.0 W3C CSS

Mozilla Firefox Orkut Community
www.orkut.com/Main#Community.aspx?cmm=2710

Comunidad de Mozilla Firefox en Orkut

Get the Word Out!

¡Qué salga tu voz!

The screenshot shows the top navigation bar of the Spread Firefox website. It features a search bar, a user profile dropdown menu with options like 'LOG OUT', 'MY STUFF', 'CREATE CONTENT', and 'ADMINISTER', and a main navigation menu with links for 'HOME', 'NEWS & EVENTS', 'PROJECTS', 'AFFILIATES', 'RESOURCES', and 'CAMPUS REPS'. The main content area has a heading 'We need you! Getting involved is easy. Here are three simple ways you can help everyone switch to Firefox:' followed by three colored boxes: 'Start' (red), 'Contribute' (orange), and 'Spread' (yellow). Each box contains a brief description and a '+ Learn more' link. To the right, there is a graphic with the text 'I <3 the web.' and a large red heart icon, with the text 'Love the web?' below it.

Create and post an event on SFX
www.spreadfirefox.com

Crea y postea tu evento en SFX

Get the Word Out!

¡Qué salga tu voz!

The screenshot shows the Meetup website interface for a group titled "The Mountain View Mozilla Meetup Group". At the top, there are navigation links for "Find a Meetup Group" and "Start a Meetup Group", along with "Login", "Sign up", "New Features", and "Help". The main content area is divided into several sections:

- Left Sidebar:** A vertical menu with links for Home, About, Calendar, Members, Photos, Mailing List, Message Board, Polls, Files, and Promote!
- Group Header:** "Welcome, Mountain View Mozilla Testers, Developers & Users!"
- Group Info:** Location: Mountain View, CA; Meetups: 7 so far; Rating: 5 stars; Founded: January 26, 2009. A red dinosaur head logo is featured.
- Join Section:** "Join The Mountain View Mozilla Meetup Group" with a description: "You'll get invited to our Meetups as soon as they're scheduled!". It includes a registration form with fields for Name, Email, and Password, a checkbox for "I agree to the Terms of Service", and a "Join us!" button.
- Members Section:** "What members are saying" with two testimonials. One from Steven Widom says, "Others should join this group to learn about testing and developing for Mozilla." Another says, "It is a great meetup as both veterans and newbie tester can meet and greet, and also being able to step into the amazing test experience."
- Organized by:** A profile for "marcia" with a photo and a link to "email me".
- Other nearby Meetup Groups:** A section with a small image of a mobile phone.
- What's new?:** A section with a date "Sep 23".

Mozilla Meetups

www.meetup.com/The-Mountain-View-Mozilla-Meetup-Group/

Reuniones de Mozilla

Get the Word Out!

¡Qué salga tu voz!

Welcome, Guest | Sign In | Sign Up | Help

upcoming
EVENTS & THINGS TO DO

SEARCH EVENTS SEARCH EVENTS

HOME MY EVENTS FRIENDS MORE + ADD AN EVENT this is YAHOO!

DETAILS & PHOTOS MAPS

The Mozilla DevDay Prague 2009

Friday October 2, 2009 from 9:00am - 5:00pm

Angelo Hotel
Radlicka 1g
Prague, [Get Directions](#)

Have a photo? [Add it here](#)

Been there, done that?

or

1 Person saved this event. [Show me](#)

Related Groups

- [NPTech](#)
- [Free Libre Open](#)
- [Open Source](#)
- [Mozilla](#)

Tags

- [web20](#)
- [conference](#)
- [workshop](#)
- [web](#)
- [javascript](#)
- [mozilla](#)
- [firefox](#)

Mozilla Europe is organizing an open developer-oriented conference in Prague, Czech Republic on October 2nd, 2009. The Mozilla DevDay will be an opportunity for developers and open source enthusiasts living in and around Prague to meet Mozilla staff, learn and participate in discussions around the Mozilla Project and its technologies. Confirmed speakers include Glyn Moody (Tech journalist and Open Source guru), Mike Beltzner (Director of Firefox) and Tristan Nitot (President of Mozilla Europe). The conference will be followed by a "Mozilla Hack Session", hosted by Mozilla Labs which will aim to encourage local developers to work around JetPack, a new project that explores new ways to extend and personalize the web.

The Mozilla DevDay Prague 2009 is open to the general public living in the Prague region.

This is a Free Event but you need to register as place is limited.

Upcoming.org

Get the Word Out!

¡Qué salga tu voz!



The image shows the Twitter homepage interface. At the top right, there is a link "Have an account? Sign in" with a dropdown arrow. Below this is the Twitter logo (a blue bird) and the word "twitter" in its signature font. To the right of the logo is the tagline "Share and discover what's happening right now, anywhere in the world." Below the logo and tagline is a search bar with the placeholder text "See what people are saying about..." and a "Search" button. To the right of the search bar is a yellow "Sign up now" button with the text "Join the conversation" above it. Below the search bar is a dark blue section titled "POPULAR TOPICS BY THE MINUTE, DAY, AND WEEK" with a help icon. This section lists various trending topics such as "X Factor", "Zombieland", "Louis Walsh", "NFL", "Cheryl", "Lady GaGa", "#imtwitadd", "Zombie", "#stoptheviolence", "Kandi", "Halloween", "Yes We Créu", "Olympics", "Follow Friday", "T-Mobile", "Google Wave", "Philippines", "Ondoy", "ODST", "#MusicMonday", "#Stoptheviolence", "#Googlewave", and "American Rec". At the bottom of the page is a footer with copyright information "© 2009 Twitter" and a list of links: "About Us", "Contact", "Blog", "Status", "Goodies", "API", "Business", "Help", "Jobs", "Terms", "Privacy", and "Language: English" with a dropdown arrow.

Twitter

Get the Word Out!

¡Qué salga tu voz!



This is [Identi.ca](#), a **micro-blogging** service based on the Free Software [StatusNet](#) tool. [Join now](#) to share notices about yourself with friends, family, and colleagues! [Read more](#)

[Register](#) [Login](#) [Help](#) [Search](#)

- [Brion Vibber joins StatusNet](#)
- [Laconica is now StatusNet](#)
- [Find a desktop or mobile client](#)

[Public](#) [Groups](#) [Recent tags](#) [Featured](#) [Popular](#)

Public timeline



tal82k got my new lenovo. got everything working under [!gnu](#) / [!linux](#). using dropbox to sync all my data in realtime between computers.

[a few seconds ago](#) from web



domelhor Google Wave - Conheça Este Novo Projeto do Google - <http://domelhor.net/tGWC>

[a few seconds ago](#) from api



chemalle Ja já vai começar a apresentação dos projetos do [#thackday](#). Acompanhe ao vivo no www.tinychat.com/thackday

[a few seconds ago](#) from xmpp



fabsh Really liking the latest [!launchpad](#) look! :)

[a few seconds ago](#) from web

EXPORT DATA

[RSS 1.0](#) [RSS 2.0](#) [Atom](#)

POPULAR NOTICES



A heron's spindly silhouette glides, black against gray, across the sky. September ends cold and cloudy.



[@metajack](#) you should try free and open source software some time. It's awesome!



Portmanteau of the day: Morack, n., a conflation of moron or "moran" with hack. A epithet for particularly stupid MSM journalists.



Coined a new term (at least until someone proves me wrong): MDD: Meeting Driven Design.

Identi.ca

Resources

Recursos



Resources

Recursos



Events

(all)

Select event terms to filter by

[Week](#) [Day](#) [Table](#) [List](#)

« October 2009 »

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 <i>Firefox at the SIB 2009</i> all day	2 <i>Firefox at the SIB 2009</i> all day	3 <i>Firefox at the SIB 2009</i> all day
4 <i>Firefox at the SIB 2009</i> End: 7:00 pm	5	6	7	8	9	10 <i>SFD San Martin de los Andes</i> Start: 9:30 am End: 4:30 pm

Events Calendar

<http://www.spreadfirefox.com/event>

Calendario de eventos

Resources

Recursos



Resources

Welcome to the Firefox Materials and Logos Repository!

This page is the official home of all the basic tools you'll need to start spreading Firefox. Whether you're hosting an event, printing flyers or just wondering how to explain to friends, family, acquaintances, etc why Firefox is the best browser, this is the place to begin.

For starters, we've uploaded some basic Firefox logos plus the latest information on Mozilla and Firefox messaging. We'll definitely be adding more materials in the future, though, so if there's something you think needs to be included here just email me your thoughts at [jslater at mozilla dot com](mailto:jslater@mozilla.com). Thanks!

Useful Links

- [Mozilla Community Marketing Guide](#)

Resources

- Project home
- You must [register/log in](#) in order to post into this project.

Materials

<http://www.spreadfirefox.com/resources>

Materiales

Resources

Recursos

Developer Day.

June 5, 2002 — Version 1.0 of the Mozilla Suite is released—the precursor to today's Firefox browser.

April 2, 2003 — A new roadmap shifts development goals from an integrated suite to separate applications (Firefox and Thunderbird).

July 15, 2003 — The non-profit Mozilla Foundation is born.

February 17, 2004 — Mozilla Europe, created to spur Mozilla's community and mindshare in Europe, is announced.

August 18, 2004 — Mozilla Japan, created to foster the growing Mozilla community in Japan, is announced.

November 9, 2004 — Firefox 1.0 is released.

December 7, 2004 — Thunderbird 1.0 is released.

March 4, 2005 — Mozilla China is founded in response to China's thriving Firefox community.

August 3, 2005 — The Mozilla Corporation is created as a wholly-owned subsidiary of the Mozilla Foundation.

October 19, 2005 — Firefox is downloaded for the 100 millionth time—before its first anniversary.

October 24, 2006 — Firefox 2.0 is released.

December 4, 2006 — The World Economic Forum selects Mozilla as one of the 2007 Technology Pioneers.

April 18, 2007 — Thunderbird 2.0 is released.

February 19, 2008 — Mozilla Messaging, a mail-focused Mozilla Foundation subsidiary, begins operations.

WHAT IS MOZILLA®?

Mozilla is a multifaceted effort to preserve choice and innovation on the Internet.

We're a global community, a public benefit organization and a technology for developers and users alike. We're motivated by a mission to promote openness, innovation and opportunity on the Internet, rather than business concerns, like profits or the price of stock. Yet Mozilla products still compete in a proprietary market, advancing technology in a revolutionary new way. Mozilla's Firefox® Web browser has over 180 million users and is created by an international movement of thousands.

The success of open source.

In 1998, Mozilla was created to host Netscape Communicator as "open source" software. For the first time, a software powerhouse was giving away the source code which made up its flagship product, allowing anyone to share and improve the software freely. This decision enabled the start of a global project.

The creation of the Mozilla project was a risky move. But, along the way, community members identified problems and made fixes. Others made new features happen. And still others took the

worldwide market share.



Mozilla Foundation

1981 Landings Drive
Building K
Mountain View, CA
94043-0801, USA
www.mozilla.org

**INTERNET
BY THE PEOPLE
FOR THE PEOPLE**

Mozilla Brochure
<http://www.mozilla.org/about/brochure/>

Folleto de Mozilla

Resources

Recursos

Set \$wgLogo to the URL path to your own logo image.

page discussion view source history

Marketing/Events

navigation

- Main Page
- Community portal
- Current events
- Recent changes
- Random page
- Help

search

Go Search

toolbox

- What links here
- Related changes
- Special pages
- Printable version
- Permanent link

Contents [hide]

- 1 How To Get Started
- 2 Events Calendar
- 3 Handouts
- 4 Speaker Biographies
- 5 Getting Support
- 6 Slides & recording from "Events" workshop of May 1st 2009
- 7 Contact Us

How To Get Started

The thought of public speaking or organizing your first event might sound daunting, but there are many ways to get started and a wealth of ideas and experiences to draw from. Some ideas:

- Speaking about Mozilla topic at an event near you
- Helping other community members at an event
- Organizing your very own Mozilla event, such as a Mozilla Developer meet-up, a "How to use Firefox" session, a [hackathon](#) or a [MouCamp](#)
- Representing Mozilla at an already established event, such as a FOSS conference

The first place to visit is the [Events Hub](#) on Spread Firefox for ideas and tips. The only requirement for being a speaker or event participant is a little passion and next step is to just make yourself known by dropping a line to the [Events Director](#) or posting in the [Spread Firefox Events](#)

<https://contribute.mozilla.org/Marketing/Events>

Community Marketing Guides

Set \$wgLogo to the URL path to your own logo image.

page discussion view source history

Marketing/Public Speaking

navigation

- Main Page
- Community portal
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- Recent changes
- Random page
- Help

search

Go Search

toolbox

- What links here
- Related changes
- Special pages
- Printable version
- Permanent link

The most effective way to get people involved and introduce them to Mozilla products is really face-to-face and as a passionate Mozilla community member you're really the best person to do this! Sharing your story on how and why you make time to volunteer for Mozilla, or what got you started, is the best topic of all. Further, there is nothing better than showing the diversity and distributed nature of our community than having the people in the Mozilla community speak for themselves.

Please do help us take advantage of all the opportunities to speak about Mozilla at industry conferences, technology user groups and community focused venues, such as schools and senior centers, all over the world.

How To Get Started

There is really no requirement for being a speaker other than being passionate about Mozilla. Speaking experience is a plus, but knowledge, involvement and enthusiasm for Mozilla go a long way. Please make yourself known by dropping a line to the [Events Director](#) or posting in the [Spread Firefox Events forum](#) with the topic and events (if applicable) that you're interested in speaking on.

Possible Speaking Topics

The Mozilla project is extremely broad and full of many facets, but here are a few suggestions for topics and activities:

- Tutorials on using Mozilla software
- The many ways people can get involved in the Mozilla project
- Technical tutorials on Mozilla technologies
- The Mozilla Manifesto and what it means
- Localization, how to get involved, why it matters
- Tell your own story about how you were inspired to get involved with Mozilla

The [Mozilla Presentations Library](#) has many ideas and information for speaking, and the [Mozilla Digital Memory Bank](#) is a digital archive of Mozilla history, but we would also like (mailto: to hear from you) on what else might be useful.

Honing Your Speaking Skills

If you are preparing for your first speaking event, the [Mozilla team](#) is happy to offer tips to help you prepare, and there are some very useful [resources online](#).

https://contribute.mozilla.org/Marketing/Public_Speaking

Guia de la comunidad de marketing

Resources

Recursos



Campus Reps Guide and Ning Network
www.spreadfirefox.com/campusreps
mozcampus.ning.com/

Guia de los Campus Reps y Red en Ning

Resources

Recursos



Collaboration via bi-weekly meetings, the marketing mailing list & Spread Firefox News

Colaboración a través de reuniones bi-semanales, lista de correos de la comunidad de marketing & noticias en SpreadFirefox

photo credit: **stock.xchng**

Resources

- Events Calendar
<http://www.spreadfirefox.com/event>
- Materials
<http://www.spreadfirefox.com/resources>
- Mozilla Brochure
<http://www.mozilla.org/about/brochure/>
- Community Marketing Guides:
 - <https://contribute.mozilla.org/Marketing/Events>
 - https://contribute.mozilla.org/Marketing/Public_Speaking
- Collaboration via bi-weekly meetings, mailing list and Spread Firefox news



Track Your Success

Muestra tu éxito



Track Your Success

Muestra tu éxito

The screenshot shows the Mozilla Community Marketing Team page. At the top, there is a navigation bar with links for HOME, NEWS & EVENTS, PROJECTS, AFFILIATES, RESOURCES, and CAMPUS REPS. A search box is located in the top right corner. Below the navigation bar, the page title is "Community Marketing Team". There are "View" and "Edit" buttons. The main content area features a section titled "Join the Mozilla Community Marketing Team!" with a paragraph of text and a list of "NEXT MEETINGS". The right sidebar contains a "Community Marketing Team" section with a list of links and statistics.

Community Marketing Team

View Edit

Join the Mozilla Community Marketing Team!

If you're one of the more than 300 million satisfied Firefox users all over the world, we invite you to take the next step and join the Mozilla movement.

Firefox is created by an open source community, made up of Mozilla employees, collaborators, volunteers and fans worldwide. If you've always wanted to get involved with Mozilla or are looking for new ways to contribute, now is your chance to connect with other passionate, creative, and dedicated people as part of the Mozilla community marketing team.

We host bi-weekly meetings to discuss Mozilla community marketing and explore new ways to spread Firefox and promote the open Web.

NEXT MEETINGS

- Wednesday, August 12 at 10am PDT / 17:00 UTC
- Wednesday, August 26 at 10am PDT / 17:00 UTC

How to join the meeting

- Dial-in Info: +1.650.903.0800, followed by 92# and then 7391#
- Or you can use our toll-free number: +1.800.707.2533, followed by 369# and then 7391#. If you're outside the US, use Skype to call in with our toll-free number.
- You can also watch the meeting live in Open Video at [air mozilla](#)
- For those that can't make the call or want to participate online, join us in [#marketing on IRC](#) ([irc.mozilla.org](#)).

Community Marketing Team

- [Project home](#)
- [Project calendar](#)
- [Create Image](#)
- [Create Discussion topic](#)
- [Create Poll](#)
- [Create Document](#)
- [Create Page](#)
- [Project forums](#)
- [Manage project forums](#)
- [Invite friend](#)
- [62 subscribers \(55\)](#)
- [Manager: jay](#)
- [My subscription](#)

Write up a post on Spread Firefox
www.spreadfirefox/cmt

Escribe un post en SpreadFirefox

www.spreadfirefox/cmt

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Leverage Social Media

Aprovecha los medios de comunicación social

Track Your Success

Muestra tu éxito



Tweet

Track Your Success

Muestra tu éxito

flickr® from YAHOO!

Signed in as sarahedoherty

Home You Organize Contacts Groups Explore

Search

Photos Groups People

Everyone's Uploads

mozilla

SEARCH

Full Text | Tags Only
Advanced Search

Sort: Relevant Recent Interesting

View: Small Medium Detail Slideshow



From Patrick...



From Mackley



From =Ben=



From Mackley



From flod



From Nano Taboada



From isforinsects



From cobalt123



From Jean Pierre



From Nano Taboada



From flod



From Gen Kanai

Groups

more...



/geeks
3,456 members | 34,891 photos



Th@t's Life
553 members | 8,061 photos

Photographers

more...



nitot - Paris, France
See related photos



intothefuzz - Berkeley
See related photos

Tag Clusters



Photos with tags like **firefox**, **browser** and **screenshot**

Post pictures on Flickr

Sube fotografías en Flickr

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The screenshot shows a YouTube channel page for 'Mozilla Firefox'. At the top left is the YouTube logo and navigation links: 'English', 'Videos', 'Channels', 'Community', and 'Upload'. At the top right are links for 'Sign Up', 'QuickList', 'Help', and 'Sign In', along with a search bar. Below the navigation is a tabbed interface with 'Videos', 'Subscribers', and 'Subscriptions'. The main content area features a channel profile for 'firefoxchannel' with a 'Subscribe' button. The profile includes the Firefox logo, channel name, join date (June 01, 2009), last sign-in (1 month ago), subscriber count (815), and channel views (22,711). Below the profile is a 'DIRECTOR' badge and links to Mozilla Firefox videos and the Spread Firefox community. To the right of the profile is a video player showing a woman with glasses speaking. The video has a play button overlay and a thumbnail for 'MOZILLA SERVICE WEEK' from Sept. 14 - 21, 2009. The video player controls at the bottom show a progress bar at 0:00 / 1:01. The URL 'http://mozillaservice.org' is displayed at the bottom of the video frame.

Create and Share Video

Crea y comparte un video

Track Your Success

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The screenshot shows a blog post by Sarah Doherty. The header is purple with the name 'sarah doherty' in white cursive and the tagline 'Always thinking. Always dreaming.' Below the header is a navigation menu with links for HOME, ABOUT, BLOG, LIFESTREAM, MANIFESTO, RESUME, and CONTACT. The post title is 'Maker Faire Africa and the Power of Community', dated Friday, August 21, 2009. The post features a banner for 'Maker Faire AFRICA' with the dates 'August 14-16, 2009' and location 'Accra, Ghana'. The banner includes icons for a gear, a hand, a building, and a bird. To the right of the banner is a photo of a person working on a mechanical device. The text below the banner begins with 'Last weekend Maker Faire Africa took place in Accra, Ghana. You might be thinking, so what, another Maker'.

Write up a summary on your blog

Publica un resumen en tu blog

Track Your Success

Muestra tu éxito



Gather testimonials

Reune Testimonios

photo credit: **stock.xchng**

Track Your Success

- Write up a post on SFX (www.spreadfirefox.com)
- Leverage social media
- Tweet
- Post pix on flickr (spread firefox)
- Create & share video
- Write up a summary on your blog
- Gather testimonials



We're Here to Help

Estamos aquí para ayudar



Mozilla Events Team

- Mary Colvig
- Sarah Doherty
- William Quiviger
- Irina Sandu
- Firefox (Will Travel!)



How can we help?

- Help formulate ideas
- Line up Mozilla speakers
- Review presentations
- Swag
- Connect you with local community members
- Find us on Mozilla IRC
#marketing
- Support your event logistically
- Drop us a line at
events@mozilla.com

¿Como te podemos ayudar?

Ayudando a formular ideas

Entregando speakers desde Mozilla

Revisando presentaciones

Material de marketing

Conectandote con los miembros de
tu comunidad local

Encuentranos en el servidor IRC de
Mozilla #marketing

Apoyandote en la logistica del evento

Escribenos una linea a
events@mozilla.com



Requesting Support

- Event (what, when, where)
- Topic
- Audience
- Suggested level of participation and cost
- Objective & goals for event

Solicitando apoyo

- Evento (Que, donde, cuando)
- Topico
- Audiencia
- Nivel sugerido de participacion y costo
- Objetivo y metas del evento



What's In It for You?

¿Qué hay para tí?



Fun



New Friends



Experience

Let's Brainstorm

¡Hagamos una lluvia de ideas!



photo credit: **stock.xchng**

Get In Touch

- Mozilla IRC (irc.mozilla.org) #marketing
- events@mozilla.com
- marketing@lists.mozilla.org
- Join our bi-weekly calls



photo credit: [stock.xchng](#)



Thank You!

¡Gracias!



mozilla

Firefox®

Sarah Doherty

sarah@mozilla.com