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**

Bugzilla

IRC

SpreadFirefox or other
Mozilla Forums

Communicate and Create Awareness Online | Comunicándose y Creando Consciencia Online
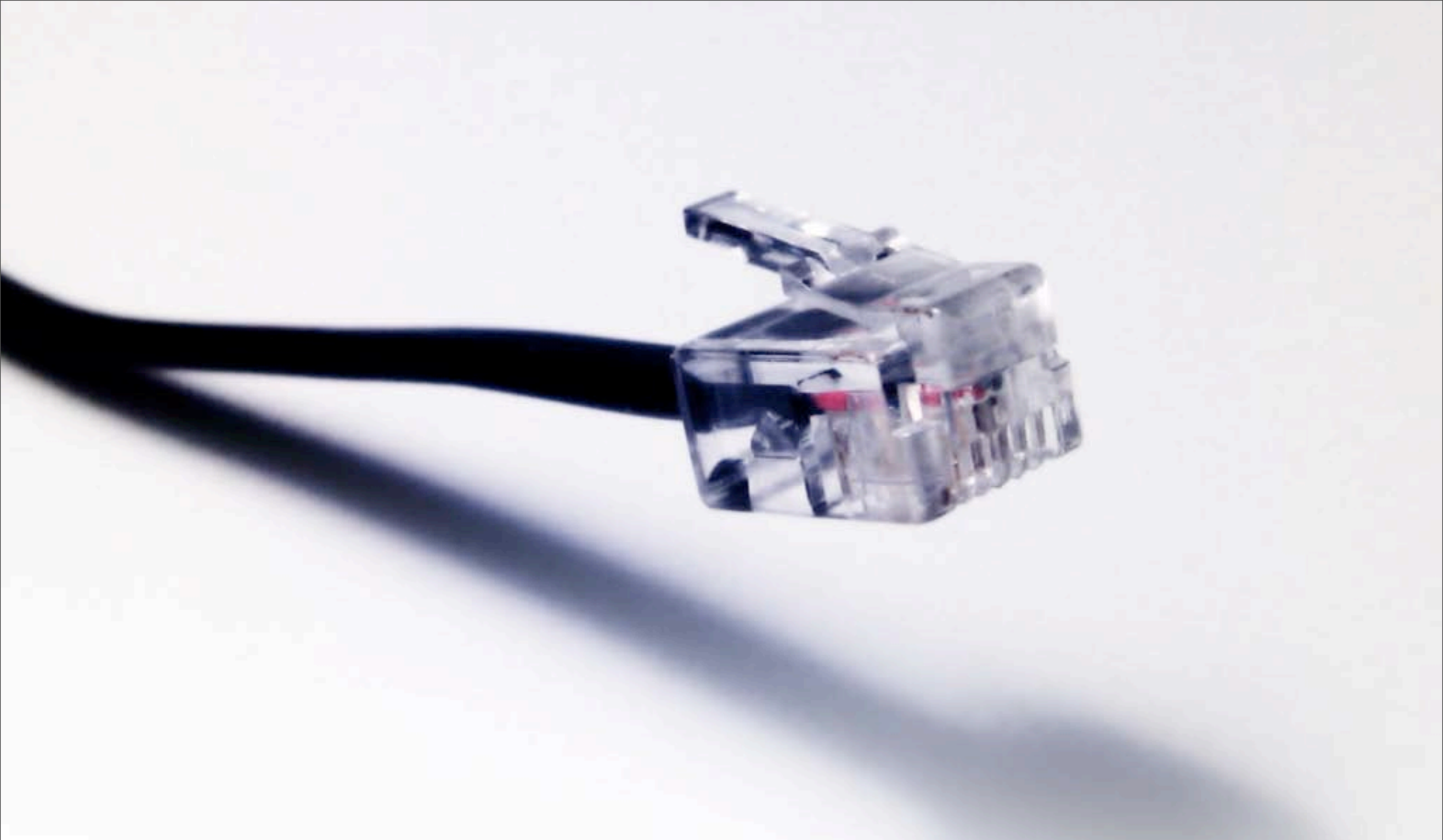

Noise, noise, noise! | ¡Ruido, ruido, ruido!

Why Take it Offline?

¿Por qué entonces estar fuera de línea?

Online Channels Can Be Scary!

¡Los canales virtuales pueden asustarte!

... And a little overwhelming!

¡... Y saturarte un poco!

Event Basics | Principios de un evento

Events

- Engage & foster community
  Promover y desarrollar a la communidad

- 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?

A Few Questions

- What are you passionate about?

  ¿Qué es lo que te apasiona?

- Who's your audience?

  ¿Cual es tu audencia?

- Where's your audience?

  ¿Donde esta tu audencia?

- How much time can you give?

  ¿Cuanto tiempo pueden entragarte?

- What sort of resources do you need?

  ¿Cuales recursos necesitas?

Two Ways to Slice It | Dos maneras de dividirlo

Tap into Existing Events

Unete a un evento existente

- Speak at a conference

  Expone en una conferencia

- Organize a meetup

  Organiza una reunion

- Host a booth

  Pon un stand

- Pull together a Birds of a Feather (BoF) session

  Pon juntas a las personas con los mismos intereses

- Leverage international days such as Software Freedom Day

  Aprovecha los días como Software Freedom Day

Create Your Own

Crea el tuyo

- Host a MozCamp

Se el anfitrion de un MozCamp

- Hold InstallFests or tutorials

Organiza festivales de instalacion y tutoriales

- Host a booth at your university

Pon un stand en tu Universidad

- Organize a meetup for other enthusiasts

Organiza una reunion para otros entusiastas

- Hold a virtual presentation with a Mozilla speaker

Organiza una presentacion virtual con un charlista de Mozilla

- And, of course, host a party...

Y por supuesto, organiza una fiesta ...

Some Examples | Algunos Ejemplos

InstallFest/Tutorials | InstallFest/Tutoriales

Fa la Cosa Giusta, Italia 2009

Mozilla Paris Picnic

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

Booth Fun! | Diversion en el Stand!

Meetups | Reuniones

Mozilla Denmark Meetup

Mozilla Paris Picnic

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!
  Topicos y expositores son limitados, no podemos pagar tickets aereos.

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
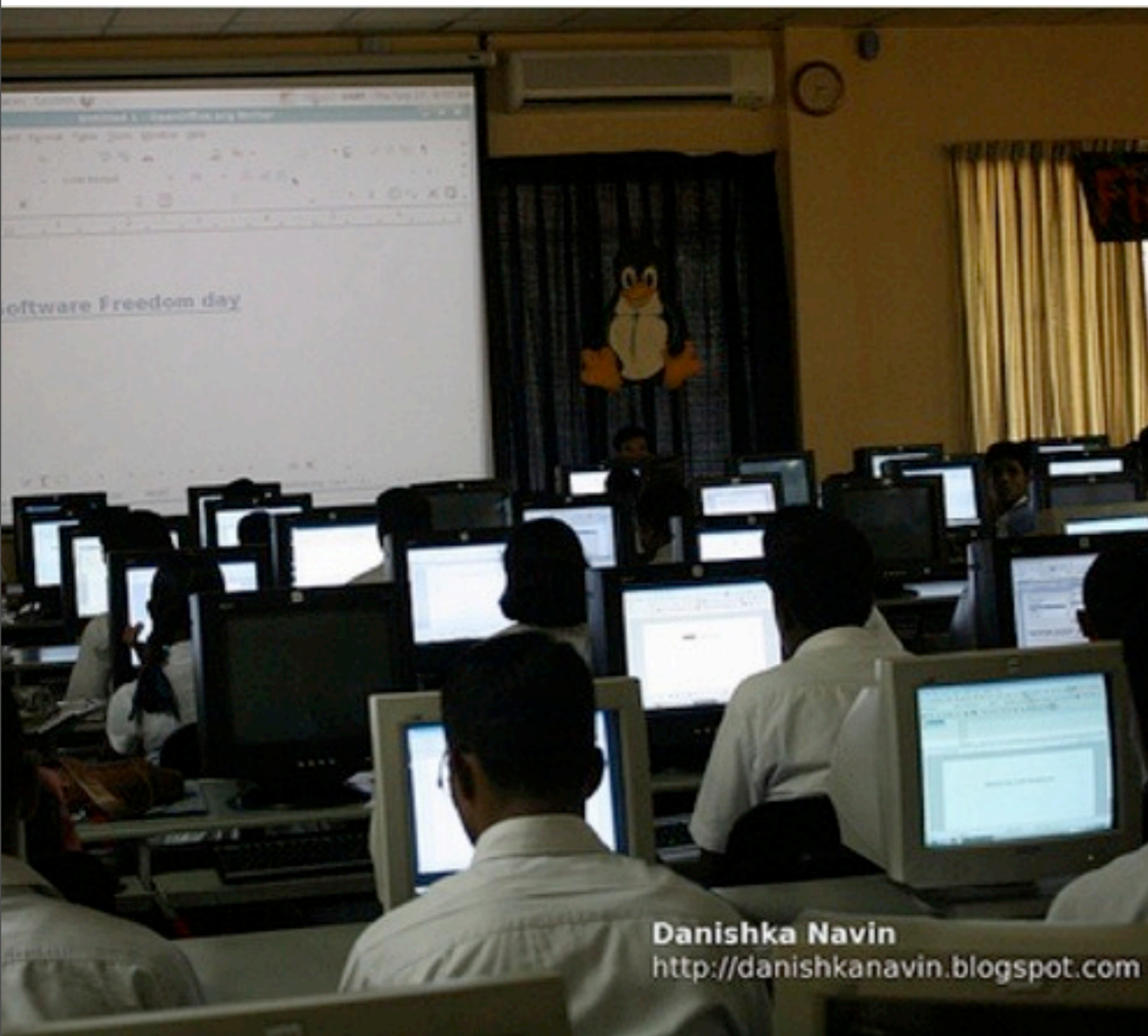
Danishka Navin providing FOSS Overview

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

Mozilla Firefox Facebook Page

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

Pagina principal en Facebook de Mozilla

Get the Word Out: Social Networks

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

Grupo de usuarios de Firefox en Facebook

Get the Word Out: Social Networks

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!

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!

Mozilla Meetups | Reuniones de Mozilla

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

Get the Word Out! | ¡Qué salga tu voz!

Upcoming.org

Get the Word Out! | ¡Qué salga tu voz!

Twitter

Get the Word Out! | ¡Qué salga tu voz!

Identi.ca

Resources | Recursos

Resources | Recursos

Events Calendar | Calendario de eventos
http://www.spreadfirefox.com/event

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. Thanks!

Useful Links

- Mozilla Community Marketing Guide

Resources

- Project home
- You must register/log in in order to post into this project.

Materials | Materiales

http://www.spreadfirefox.com/resources

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

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

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

Community Marketing Guides | 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 |

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

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

Track Your Success | Muestra tu éxito

Leverage Social Media | Aprovecha los medios de comunicación social

Track Your Success | Muestra tu éxito

Tweet

Track Your Success | Muestra tu éxito

Post pictures on Flickr | Sube fotografías en Flickr

Track Your Success | Muestra tu éxito

Create and Share Video | Crea y comparte un video

Track Your Success | Muestra tu éxito

Write up a summary on your blog | Publica un resumen en tu blog

Track Your Success | Muestra tu éxito

Gather testimonials | Reune Testimonios

Track Your Success

- Write up a post on SFx (www.spreadfirefox/cmt)

- 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?

¿Como te podemos ayudar?

- Help formulate ideas

    Ayudando a formular ideas

- Line up Mozilla speakers

    Entregando speakers desde Mozilla

- Review presentations

    Revisando presentaciones

- Swag

    Material de marketing

- Connect you with local community members

    Conectandote con los miembros de tu comunidad local

- Find us on Mozilla IRC #marketing

    Encuentranos en el servidor IRC de Mozilla #marketing

- Support your event logistically

    Apoyandote en la logistica del evento

- Drop us a line at events@mozilla.com

    Escribenos una linea a events@mozilla.com

Requesting Support

Solicitando apoyo

- Event (what, when, where)

  Evento (Que, donde, cuando)

- Topic

  Topico

- Audience

  Audiencia

- Suggested level of participation and cost

  Nivel sugerido de participacion y costo

- Objective & goals for event

  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!

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!

Sarah Doherty | sarah@mozilla.com