

Live Streaming



Virtual

This session is being streamed live to other platforms.

If you choose to participate in the session by asking questions via chat or live (being brought on screen) your name, image, and or likeness will be shared publicly through the stream.

If you do not wish to participate in the livestream, please refrain from asking any questions during this session.

Building your Brand with CNCF





Bill Mulligan

Marketing Manager @ CNCF



@breakawaybilly



bamulligan



Shilla Saebi

Open Source Program Manager @ Comcast



@shillasaebi



CNCF Provides:

1



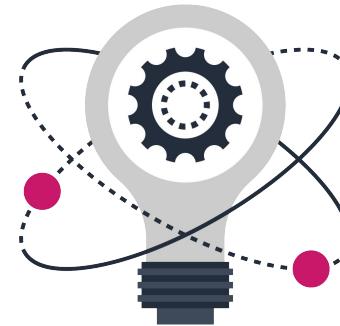
Marketing Amplification
and Brand Awareness

2



Cloud Native Community
Engagement

3



Thought Leadership Across Key
Technology Trends



Marketing Amplification and Brand Awareness

Broaden your reach and awareness in the community with CNCF marketing programs.



CNCF Marketing Committee

Participate in the marketing committee monthly to engage with your peers in the cloud native space.



Kubernetes Blogs + KubeWeekly

Both of these are community-driven efforts. CNCF members can submit cloud native stories and tutorials with the community.



CNCF Online Programs

Showcase your organization's open source technology by educating new and existing community members about best practices, trends, and new technologies through webinars, videos, and livestreams.



KubeCon + CloudNativeCon

CNCF organizes the world's largest open source developer conferences focused on cloud native technologies.



CNCF Blog

Showcase your thought-leadership and industry commentary, as well as share technical walkthroughs for CNCF projects here.



Public Relations & Analyst Relations Support

CNCF supports members with quarterly analyst reports including Top Analysts by keyword, quotes, and research highlights.



Community Engagement

CNCF is a constellation of open source projects. There are many programs to engage with our project's ecosystems and share their stories.

End User Case Studies



End User stories help elevate the technical conversations to business objectives and challenges. This program features real-world use cases and the impact these cloud-native projects are having on end users' businesses.

Ambassador Program



Become a cloud native advocate and be recognized for your expertise in the cloud native space. You will be empowered to educate local communities around the world to learn about CNCF projects and technologies.



Kubernetes.io Partner Placement

The kubernetes.io partner page includes separate lists for Certified Kubernetes, KCSP, and KTP partners. One CNCF member reports that 18% of their incoming leads start from kubernetes.io or cncf.io.



Kubernetes Community Days

Run a local event to bring together the cloud native community in your region. CNCF provides the platform, guidelines, and tooling to help make your event a success.



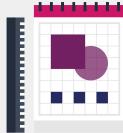
Linux Foundation Membership

The Linux Foundation (LF) is the organization of choice for building sustainable open source ecosystems. When you join CNCF, you also join the LF. This allows your organization to engage with the larger open source community, including representatives from more than 1,000 of the top technology companies around the world.



Thought Leadership

Networking and helping shape the cloud-native market.



Governing Board Participation

Participate in elections to serve on the [Governing Board](#) to oversee the vision of CNCF and work with the TOC. The world's largest names in cloud and software are part of the CNCF GB.



Certified Kubernetes

The Certified Kubernetes program ensures that your version of Kubernetes supports the required APIs.



Kubernetes Certified Service Provider (KCSP)

The KCSP program highlights a pre-qualified and vetted tier of service providers who have deep experience helping enterprises successfully adopt Kubernetes.



Kubernetes Training Partner (KTP)

The KTP program features training providers with deep experience in cloud native technology training.



Market Research

CNCF provides independent market research so members can keep their pulse on the open source ecosystem and where technology trends are heading.



TOC Contributor

CNCF's Technical Oversight Committee (TOC) provides technical leadership to the cloud native community.



Interactive Landscape Placement

CNCF's interactive landscape is a comprehensive view of all cloud native products and projects available in the ecosystem. Anyone looking to adopt cloud native comes here to review what technologies they should assess and adopt. The landscape had 5.9M pageviews in 2020 alone!

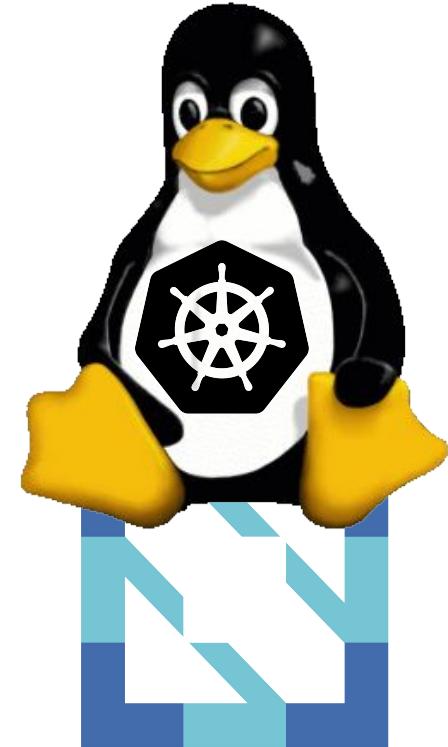


Meet MkMurdo Corp

Recently discovered Kubernetes in Antarctica has lead to an explosion of interest among the Penguin Population.

MkMurdo Corp was founded to meet these new demands.

They want to use CNCF to build a hot brand for an icy climate.



Marketing & Brand Awareness



CLOUD NATIVE
COMPUTING FOUNDATION

Branding

CNCF has documented our branding guidelines with a style guide, trademark usage, and CNCF logos. We review graphics and trademark usage to ensure they meet the guidelines.

Members who meet the requirements for these program can display the badge on their marketing materials and booth graphics

- [Kubernetes Software Conformance Certification program](#)
- [Kubernetes Certified Service Provider](#)
- [Kubernetes Training Partner](#)

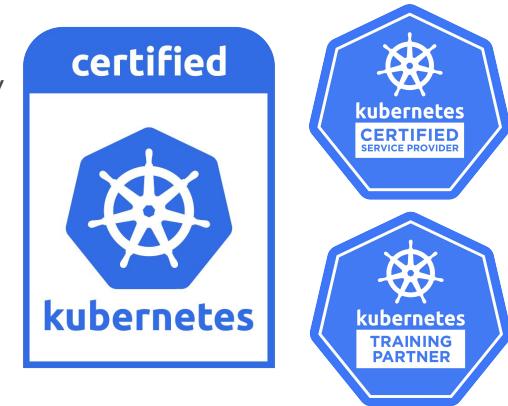
Questions on what you can or cannot do with the CNCF logo, project logos, or certification logos? Want a graphic review? Open a Memberdesk ticket or email info@cnf.io.

Resources:

[CNCF Style Guide](#)

[Trademark Usage](#)

[CNCF Logos](#): Projects, SIGs, events, Phippy



CNCF Store

Easily buy CNCF project related swag for your company, meetup, prize, or event

- Stickers
- T-shirts, masks, baby wear, sweatshirts, socks
- Water Bottles
- Books

Don't see what you want? Email store@cncf.io or create your own [for non-commercial uses](#)



Kubernetes Pride Decal



\$0.50

The Kubernetes Pride sticker is an indoor outdoor all weather vinyl decal with 3M permanent adhesive. Size: 1.5" x 1.13"....

Kubernetes Pride Flag



\$25.00

3 ft. x 5 ft.

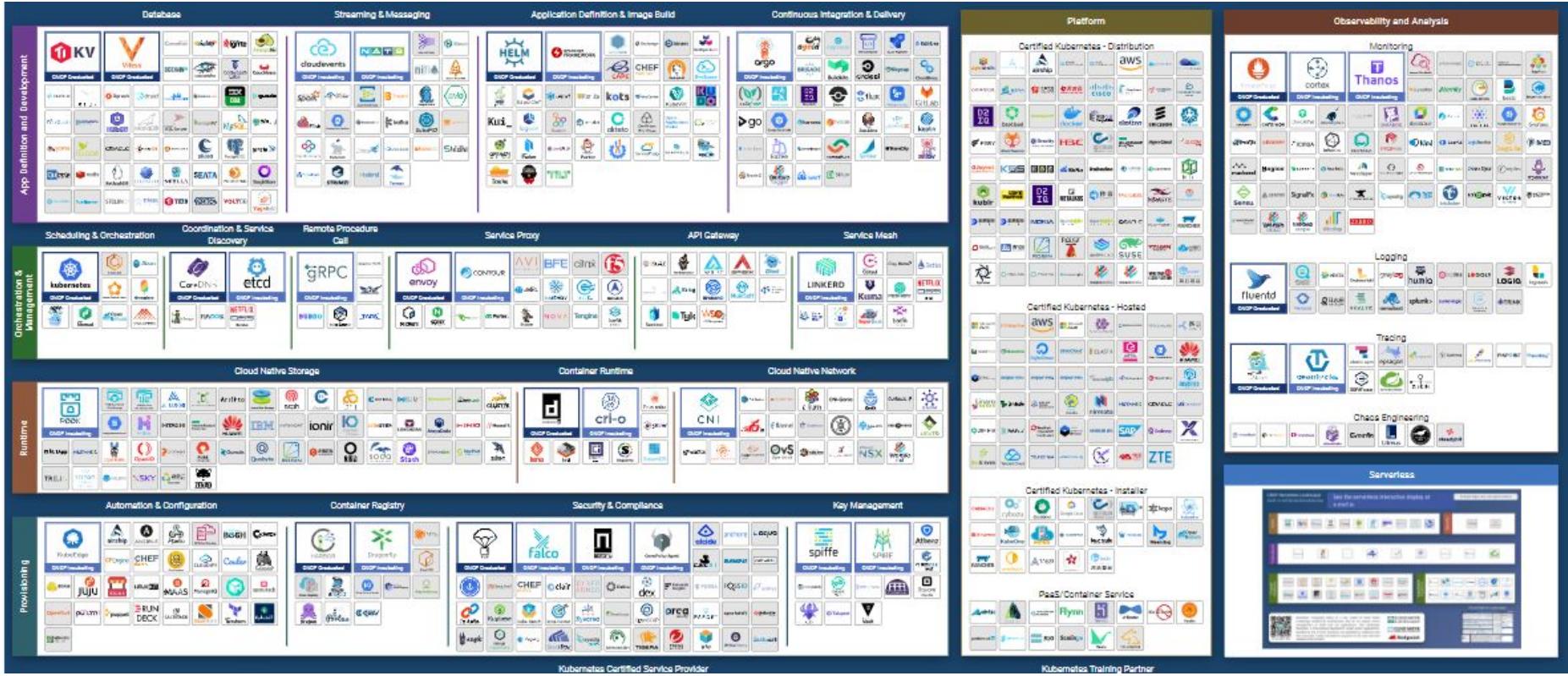
Kubernetes Pride Decal



\$0.50

Size: 1.55" x 1.5"





<https://landscape.cncf.io/>



Social Media Recognition

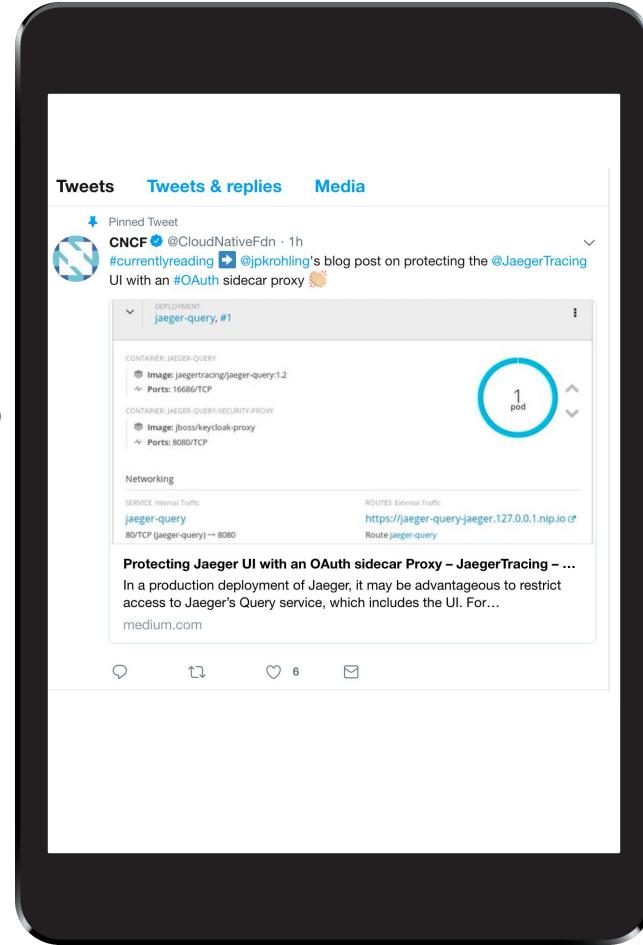
CNCF is happy to share ecosystem and vendor neutral content via our social channels.

Ecosystem content is **vendor-neutral and project-impartial** sourced from contributors, maintainers, ambassadors, news outlets, etc., including blog posts, news coverage, thought leadership bylines, technology demos, sketch notes, GitHub work, cloud native-specific Meetups, etc.

Project content is anything sourced from [CNCF's current Incubating and Graduated projects](#), including project news, roadmap updates, new releases, performance/security updates, blogs, conferences slides/videos, etc.

Check out our #socialmedia channel on Slack too!

To read the full social media guidelines please click [here](#).



Contribute to KubeWeekly - 15k+ subscribers



KubeWeekly

Community-driven effort.

CNCF members receive guidance and advice on content to best share your Kubernetes story or tutorial with the community.

KubeWeekly is a curated newsletter, where we share the latest happenings in the Kubernetes ecosystem across vendor integrations, open source contributions, exciting announcements, blog content, events and more!

KubeWeekly is sent out every Friday.

KubeWeekly Guidelines

Send any proposed content to kubeweekly@cncf.io

Subscribe



KubeWeekly #218: May 29, 2020

The Technical

Tutorials, tools, and more that take you on a deep dive into the code.

[Customise your Kind clusters: networking layer](#)

Katie Gamanji, American Express

[Kubernetes Backup and Restore with Velero](#)

Alen Komljen, Faire

[Packaging Cloud-native Applications With Gravity](#)

InfraCloud Team

[How VOI went DARK](#)

Georgy Korev, Voi Technology

[You need containers to build an image](#)

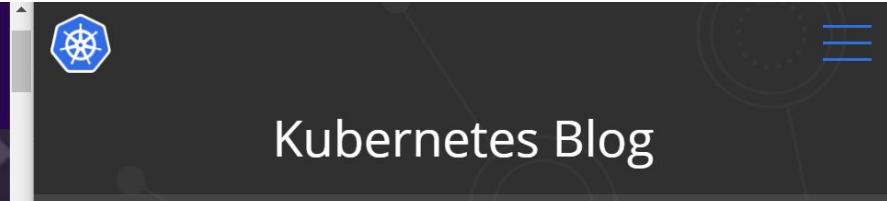
Ivan Velichko, Booking.com

[Kubetap Documentation](#)

Kubetap is an open source CNI-agnostic project that automates the process of proxying Kubernetes Services.



CNCF and Kubernetes Blogs - >300k views/month



Enhancing the Kubernetes Enhancements Process

BY LAURI APPLE + ANNA JUNG (VMWARE)

CLOUD NATIVE COMPUTING FOUNDATION

FEATURED

[Three Tenancy Models For Kubernetes](#)

Thursday, April 15, 2021 in Blog

Authors: Ryan Bezdicek (Medtronic), Jim Bugwadia (Nirmata), Tasha Drew (VMware), Fei Guo (Alibaba), Adrian Ludwin (Google) Kubernetes clusters are typically used by several teams in an organization. In other cases, Kubernetes may be used to deliver ...

[Read more](#)

[Local Storage: Storage Capacity Tracking, Distributed Provisioning and Generic Ephemeral Volumes hit Beta](#)

Wednesday, April 14, 2021 in Blog

Authors: Patrick Ohly (Intel) The "generic ephemeral volumes" and "storage capacity tracking" features in Kubernetes are getting promoted to beta in



CNCF and Kubernetes Blogs

CNCF Blog

- Accept content from CNCF members, project maintainers, and CNCF ambassadors
- Previously published vendor-neutral published content can be re-purposed on the CNCF blog
- Add a call-to-action to your blog!
- [CNCF blog guidelines](#)

Kubernetes blog

- Share your Kubernetes story or tutorial with the community ([Guidelines](#) for submitting a blog post)
- Unsuitable content:
 - Vendor product pitches
 - Updates without an integration or customer story
 - Reposted blogs

Submit your content through the [Member Desk](#)!



Online Program Options + Eligibility

Membership level	Live webinar	On-demand	Livestream (beta)	YouTube Playlist submission
Platinum (4 activities a quarter but only 1 live webinar, 1 livestream - you get to choose)	X	X	X	X
Gold (4 activities a quarter but only 1 livestream - you get to choose)		X	X	X
Silver (2 activities a quarter - 1 livestream - you get to choose)		X	X	X
Ambassadors		upon request	X	X
Projects		upon request	X	X



Online Programs (formerly CNCF Webinars)

CNCF webinars are offered to the community to educate about open source cloud native technologies. Webinars are offered by members, CNCF incubating and graduated projects, CNCF Ambassadors, and CNCF SIGs. Our program has expanded! Please see the information below and eligibility on the next slide.

- **Live webinars**
 - Only offered to Platinum members with 1 slot/week
 - Publish date - Tuesdays at 10am PST
- **On-demand webinars**
 - Members submit their own pre-recorded webinar and slides. Content cannot be from previous KubeCon + CloudNativeCons.
 - Publish date - Thursdays
 - Up to 5 slots/week
- **Livestream option**
 - YouTube Live, Twitch, Periscope and LinkedIn
 - Content must be live coding/demo - no presentations with slides, no product pitches
 - CNCF Ambassador will join the stream as co-host
 - Publish date - Wednesdays
 - Only 1 slot/week
- **YouTube Playlist submission**
 - Submit one pre-recorded video link (must be relevant to the last six months and can include previous KubeCon presentations) to be added to our curated theme playlists on YouTube
 - CNCF staff updates playlists 1x/week - Fridays

Requirements to note:

1. Any platforms, tools, or technologies you are describing must be open source.
2. Content should not be promotional, instead community focused and educational.
3. It is NOT okay to mislead or misrepresent features of CNCF projects.

[View the full guidelines on GitHub.](#)

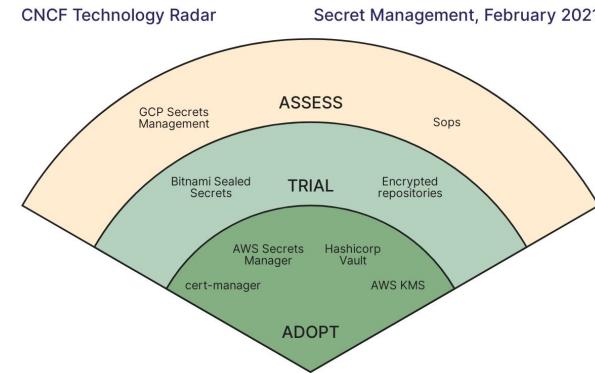
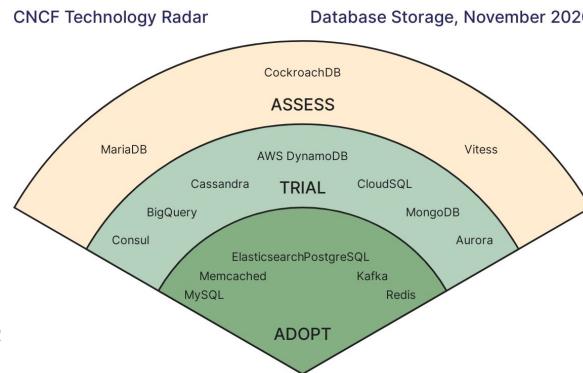
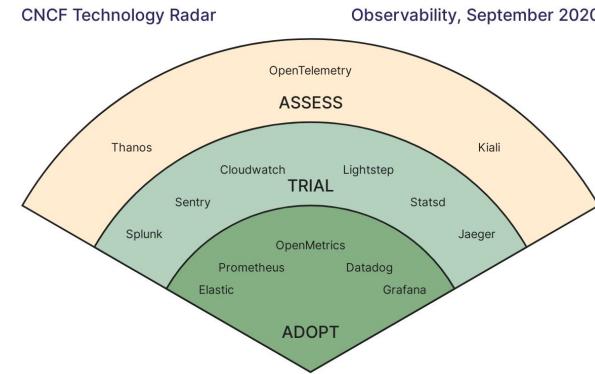
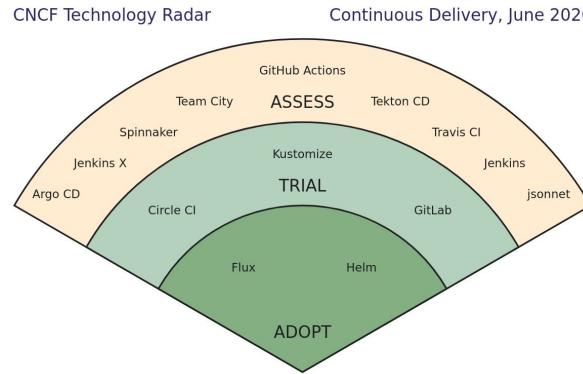
All webinars and livestreams are promoted through CNCF channels including website posting, email promotion, and social (as needed).

NEW! Use [Calendly](#) to book your slot. **Questions?** Feel free to email onlineprograms@cncf.io



CNCF End User Tech Radar

A technology radar is an opinionated guide to a set of emerging technologies. The CNCF End User Technology Radar is intended for a technical audience who want to understand what solutions end users use in cloud native, and which they recommend.



Referral Program



Grow the
community

For every End User Supporter or above that either a Vendor or End User refers, **CNCF will donate 5 virtual diversity scholarships** in the name of the referring company

Send to info@cncf.io



End User Cloud Native Case Studies



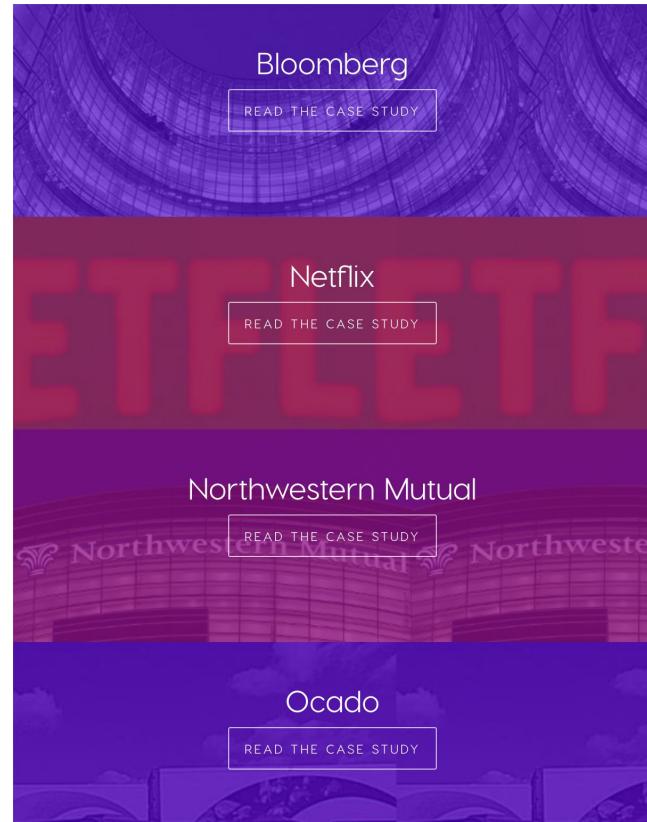
End User Case Studies

End User stories help elevate the technical conversations to business objectives and challenges. This program features real-world use cases and the impact these cloud native projects are having on end users' businesses.

Participate in our end user case study program to feature how to deploy cloud native technologies and share the impact they are having on end user's businesses.

We will highlight integration across all CNCF projects and include video testimonials and written components to be shared via our wide-reaching media channels and analyst relationships.

Have a case study idea or end user referral? [Review the guidelines](#). [Email](#) us with your suggestion.



“Kubernetes is a cornerstone for our seamless end-to-end developer experience. We are able to ship ideas to production using a single consistent and declarative API.”

— HENNING JACOBS, HEAD OF DEVELOPER PRODUCTIVITY AT ZALANDO

CNCF projects used



3,000+ production deployments per week

Team of 9 runs 140+ Kubernetes clusters

Wait time for a stack to come up with AWS went from 10-15 minutes to seconds



Community Engagement



CLOUD NATIVE
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Cloud Native Community Groups



Kubernetes Community Days ▾

Chapters

Events

Apply



Cloud Native Community Groups

Building Sustainable Ecosystems for Cloud Native Software



Cloud Native Community Groups

Explore by Region

[North America](#)[Central and South America](#)[Europe](#)[Africa](#)[Asia](#)[Oceania](#)[Virtual](#)[CNCF Hosted Projects](#)[Community Days](#)**CNCF LONGHORN
COMMUNITY**United States **CHAOS MESH COMMUNITY,
CA**United States **CLOUD CUSTODIAN
COMMUNITY, CA**United States **DISTRIBUTION COMMUNITY,
CA**United States **HELM COMMUNITY, CA**United States **KUBEVIRT COMMUNITY, CA**United States **LINKERD COMMUNITY, CA**United States **PORTER COMMUNITY, CA**United States **PRAVEGA COMMUNITY, CA**United States 



Ambassadors

CNCF Ambassadors

10,441 views

SHARE

CNCF Ambassadors

- Ailing "Eileen" Teng
- Alessandro Vozza
- Alex Ellis
- Animesh Singh
- Anjing
- April Kyle Nassi
- Ariel Jatib
- Ayrat Khayretdinov
- Baruch Sadogursky
- Bob Killen
- Chakradhar Rao Jonagam (Chak)
- Cheryl Hung
- Chris Gaun

This map was created by a user. Learn how to create your own. ×

Map data ©2021 Terms 2.000 km

Google My Maps



Kubernetes Community Days



Community-organized events that gather adopters and technologists from open source and cloud native communities for education, collaboration, and networking

Program Relaunch

- [See the launch blog post](#)
- Start a [discussion](#) or check [the issue board](#) to start your event today!
- Check out the [organizing resources](#)
- Find a KCD to speak at or sponsor on [Cloud Native Community Groups](#) under Community Days



Live Across 6 Continents!



Program Launched - Project Board

- KCD Africa (April)
- KCD Bengaluru (June)
- KCD Washington DC (November)
- KCD Spain (June)
- KCD Brazil (TBD)
- KCD Berlin (March 2022)

- KCD UK (September)
- KCD Korea (September)
- KCD Australia (October)
- KCD Netherlands (April 2022)
- KCD Mumbai (September)
- KCD Milan (September)

Under Discussion - Submit your event today!

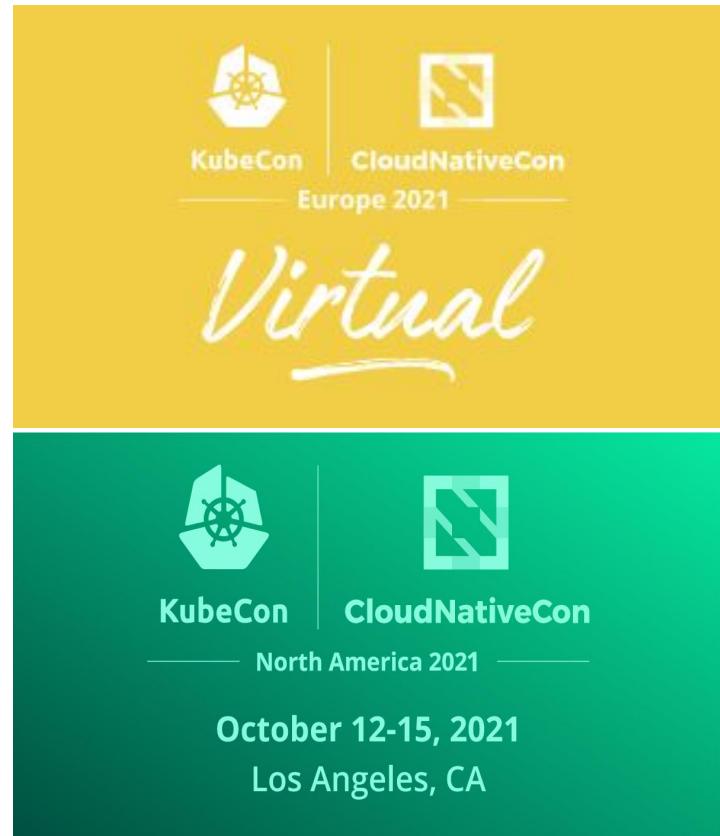
- KCD Latin America



Speaking at KubeCon

Share your latest and greatest ideas, projects, proposals, and practices with 20,000+ practitioners

KubeCon + CloudNativeCon NA CfP
still open! Submit your talk today

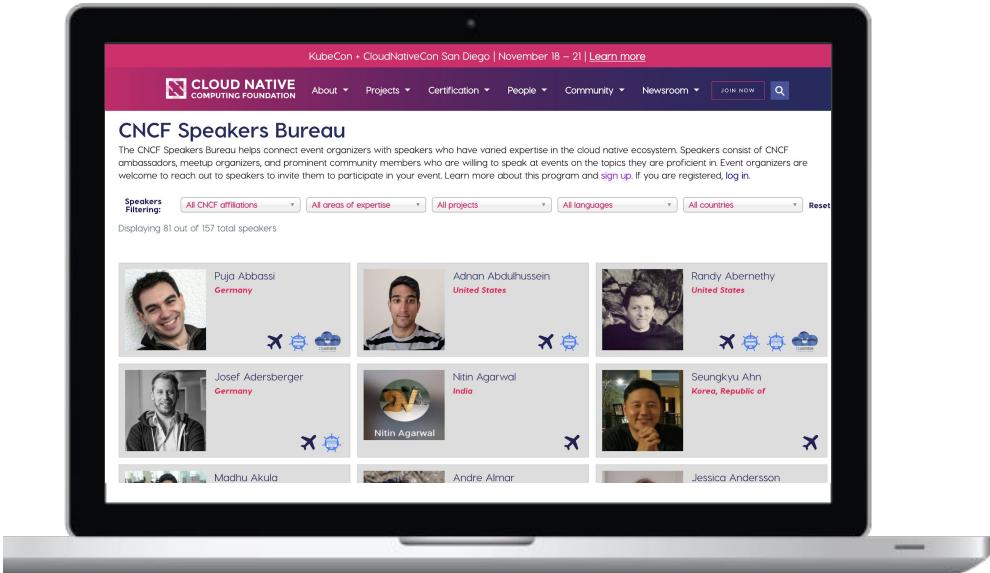


CNCF Community Speakers Bureau

The CNCF Community Speaker's Bureau helps event organizers to find speakers for their events, and for speakers to find events to speak at!

We have over 300 speakers with expertise in all CNCF projects, community, networking, orchestration, and more.

Event Organizers - [Find a speaker](#) for your next conference, meetup, or company event.

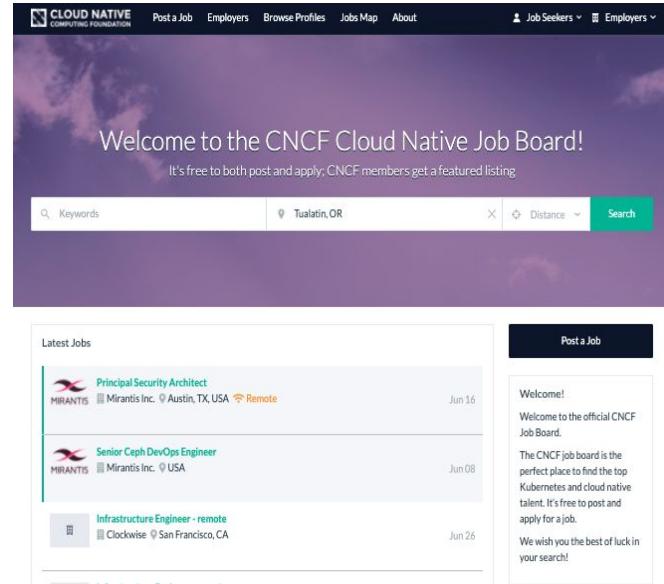


CNCF Job Board

The [official CNCF job board](#) launched in **November 2019**. The CNCF job board connects job seekers and employers looking to find the best Kubernetes talent. It is **free** for both.

Since the launch, the job board has listed over **1500 jobs** from **1,400+ employers**. **4,200+ job seekers** have applied for a job via email or on the site.

Don't forget that **members of CNCF can post a job as a featured listing by using the code**. We encourage you to post or apply for a job today!



The screenshot shows the homepage of the CNCF Cloud Native Job Board. At the top, there's a navigation bar with links for "Post a Job", "Employers", "Browse Profiles", "Jobs Map", "About", "Job Seekers", and "Employers". Below the navigation is a purple header section with the text "Welcome to the CNCF Cloud Native Job Board! It's free to both post and apply; CNCF members get a featured listing". There are search fields for "Keywords" and "Location" (set to "Tualatin, OR"), and dropdowns for "Distance" and a "Search" button. The main content area is titled "Latest Jobs" and lists three job postings from Mirantis:

Job Title	Company	Location	Posted Date
Principal Security Architect	Mirantis Inc.	Austin, TX, USA (Remote)	Jun 16
Senior Ceph DevOps Engineer	Mirantis Inc.	USA	Jun 08
Infrastructure Engineer - remote	Clockwise	San Francisco, CA	Jun 26

To the right of the job list is a sidebar with a "Post a Job" button and a welcome message: "Welcome! Welcome to the official CNCF Job Board. The CNCF job board is the perfect place to find the top Kubernetes and cloud native talent. It's free to post and apply for a job. We wish you the best of luck in your search!"



Students and Mentoring

- KubeCon Diversity Scholarships
 - 185 scholarships in 2020
- Mentorship program for:
 - LFX
 - Google Summer of Code/Docs
 - Outreachy

Program Statistics

Year	Program	Internships	Total (per year)
2020	LFX Mentorship (CommunityBridge)	50	71
	GSoC	16	
	GSoD	4	
	Outreachy	1	
2019	CommunityBridge	4	20
	GSoC	15	
	Outreachy	1	
2018	GSoC	7	8
	Outreachy	1	
2017	GSoC	6	8
	Outreachy	2	



Thought Leadership



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Become an Open Source Contributor for the Cloud Native Glossary!

NEW!

- Get tangible credit for your work as an official contributor (LinkedIn & CV)
- Have an idea? Lead your own open source project

First artifact to be open sourced: Cloud Native Glossary

- The [Cloud Native Glossary](#), the foundation for all other BVS content, is moving to GitHub and will live with other CNCF projects like the landscape and trail map.
Join us and become an official contributor!
- Soon we'll be kickstarting other projects
- Join our meetings to participate
 - ◆ Monthly third Wednesday
 - ◆ [Add the meetings](#) to your calendar.

Resources

[BVS charter](#)

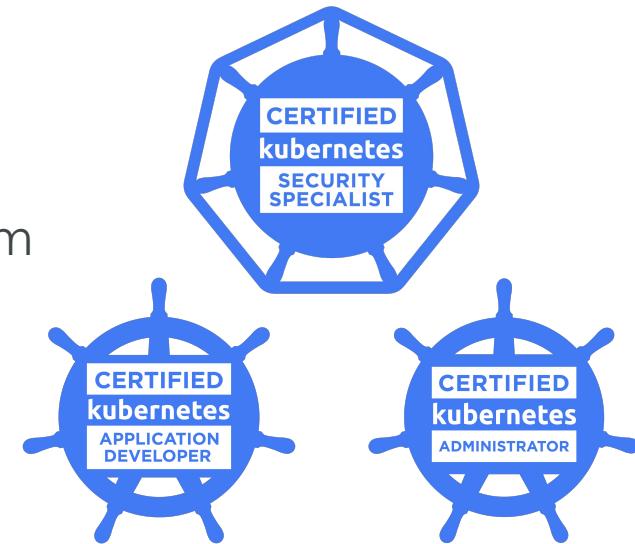
[BVS governance](#)

[FAQs on getting started with your own project](#)

github.com/cncf/glossary

Training

- Kubernetes MOOC hit 165,000 enrollments
- Certified Kubernetes Administrator (CKA) exam hit 37,000 enrollments
- Certified Kubernetes Application Developer (CKAD) hit 18,300 exam registrations
- Additional Courses include:
 - Service Mesh Fundamentals
 - Manager Kubernetes Applications with Helm
 - Cloud Native Logging with Fluentd
 - Intro to Service Mesh with Linkerd
 - Intro to Serverless on Kubernetes
 - Intro to WebAssembly



Certified Kubernetes Conformance

- CNCF runs a software conformance program for Kubernetes
 - Implementations run conformance tests and upload results
 - Mark and more flexible use of Kubernetes trademark for conformant implementations
 - cncf.io/ck



Kubernetes Certified Service Provider

A pre-qualified tier of vetted service providers who have deep experience helping enterprises successfully adopt Kubernetes through support, consulting, professional services and/or training.

Benefits

- Placement on the first tab of <https://kubernetes.io/partners/>
- Recognized in the community as a leader and expert in helping businesses adopt Kubernetes.
- Increase awareness of your brand when end users are searching for consulting partners
- KCSPs are featured on <https://kubernetes.io/partners/#kcsp>, and <https://www.cncf.io/certification/kcsp/>, and <https://landscape.cncf.io> which in aggregate receive more than 25,000 page views per month on their listings of KCSPs.

Requirements

- Three or more engineers who pass the [CKA exam](#)
- A business model to support enterprise end users
- Be a CNCF member



195 Kubernetes Certified Service Providers



Kubernetes Training Partners (KTP)



A tier of vetted training providers who have deep experience in cloud native technology training.

Individuals or corporations who are looking for specialized training that maps directly to the Certified Kubernetes Administrator (CKA) and Certified Kubernetes Application Developer (CKAD) exams can choose from a list of KTPs who have passed this highly-rigorous qualification process.

- **Requirements of becoming a KTP are as follows:**

- Be a CNCF member (required for KCSP)
- A landing page that includes information on your Kubernetes training offering
- Ability to demonstrate your training capabilities by meeting strict benchmarks for experience and quality
- Are an existing KCSP or are able to prove sufficient proficiency in the KCSP requirements
- Reseller of the CKA and/or CKAD exam
- Current requirements found here KTP Program



50 Kubernetes Training Partners (KTPs)



Why You Should Host Your Project at CNCF

- A neutral home increases contributions
- Endorsement by CNCF's Technical Oversight Committee
- Engagement with End User and Service Provider Communities
- Full-time press and analyst relations teams
- Tens of thousands of dollars per year in documentation, security audits, case studies, and other support services
- Maintain your committers and define your own governance, as long as it's neutral
- Full-time staff eager to assist
- World-class events team, track at KubeCon + CloudNativeCon around the world, and custom events for your project
- Worldwide meetup groups
- Cloud resources for CI and scale testing



Member Resources

CNCF Member Desk (1)

<http://memberdesk.cncf.io/>

The screenshot shows the CNCF Member Desk service desk interface. At the top left is the Cloud Native Computing Foundation logo. Top right features a search icon, a 'Requests' button, and a 'CH' button. The main header reads 'CNCF Service Desk / CNCF Member Desk'. Below it is a sub-header 'CNCF Member Desk' with a blue square icon. A welcome message says 'Welcome! Please submit a CNCF Member Desk request from the options provided.' A dropdown menu titled 'Contact us about' is set to 'CNCF End User Community'. A section titled 'What can we help you with?' lists six items, each with a computer monitor icon:

- Join the CNCF End User mailing list and meetings
- Join the CNCF End User GitHub repo
- Join the CNCF End User Slack channel
- Request End User KubeCon + CloudNativeCon tickets
- Participate in a CNCF End User case study



CNCF Member Desk (2)

- The primary, marketing, and technical contacts for each member company are invited to join
- Examples of requests that you can submit to the Member Desk:
 - Change your CNCF membership contacts
 - Join a CNCF mailing list, meeting invitation, or Slack
 - Sign up to present a webinar
 - Sign up for Marketing Office hours
 - Submit a blog review request to CNCF
 - Change your logo on the CNCF Member
- Submit feedback through the “CNCF Member Desk Feedback” request type in the [Member Desk portal](#).
- Contact info@cncf.io
 - If you are unable to log in, the invitation may have expired
 - Questions or to add a new contact from your team



The community is always hiring
There are many ways to get involved



Feel free to contact us anytime!

Bill Mulligan

bmulligan@linuxfoundation.org

@breakawaybilly

[Meet with me](#)

<https://cncf.io>

Kristi Tan

ktan@linuxfoundation.org

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