Roadmap to World Domination

Who am I, how do I eat?

Sebastian Kügler

- Nijmegen, the Netherlands
- EuroQuis: Research Software Quality
- Codeyard:
- KDE developer since 2004: guidance system administration tools
- Set up KDE Marketing Working Group in 2005

What's KDE to you?

What's KDE?

KDE is:

- A **community**
- A set of desktop **software**
- A development **platform**

Topics

- approach
- scientific research
- areas of interest
- freedom-based messaging

ask questions right away!

(~45 mins presentation, ~15 minutes Q+A)

Assholes?!

"Marketing people are assholes."

(Kieft, 2000)

How the Marketing Team works

- Participative approach

- Based on scientific research results

Getting our act together

- Pick low hanging fruit
- Begin with easy things
- Getting the basics right

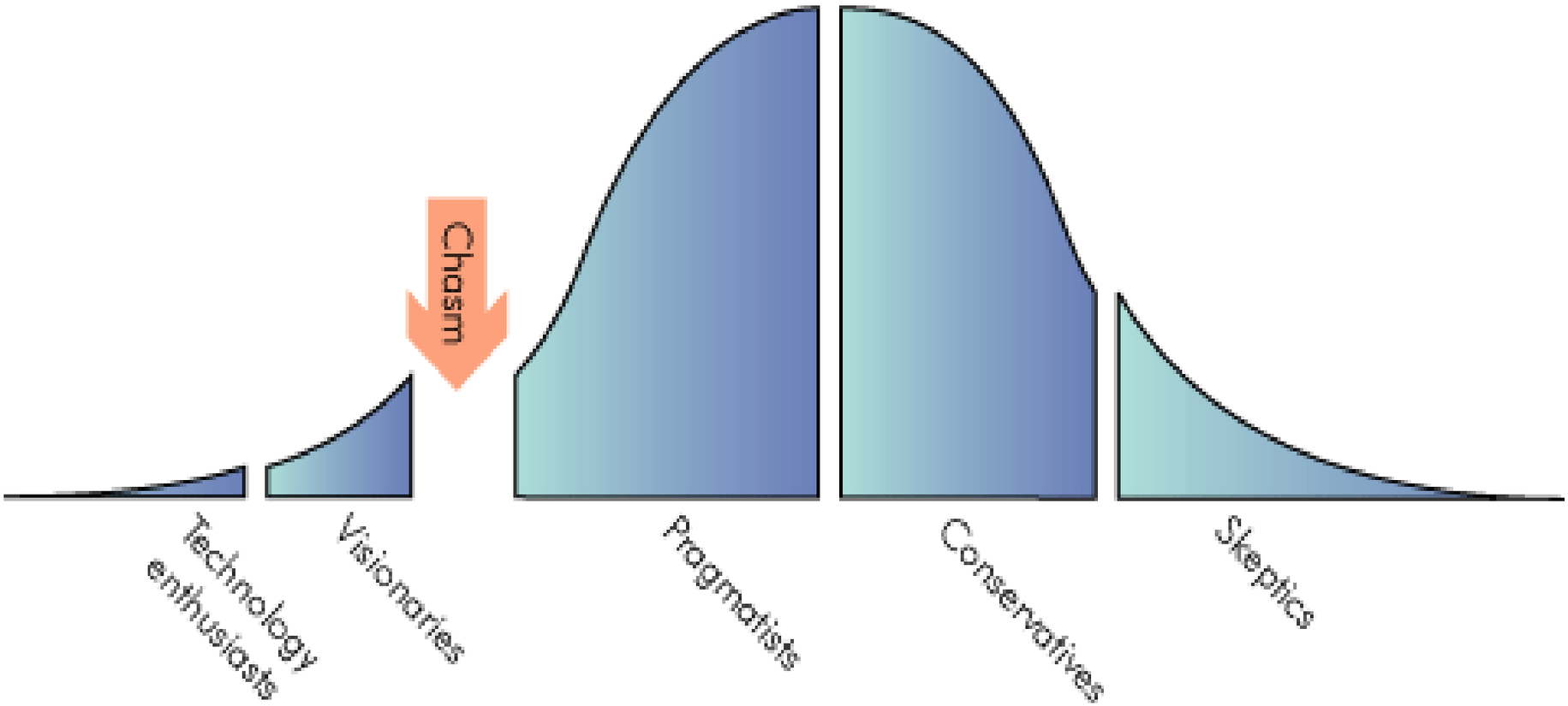
Examples

Merchandising, Coherent messaging

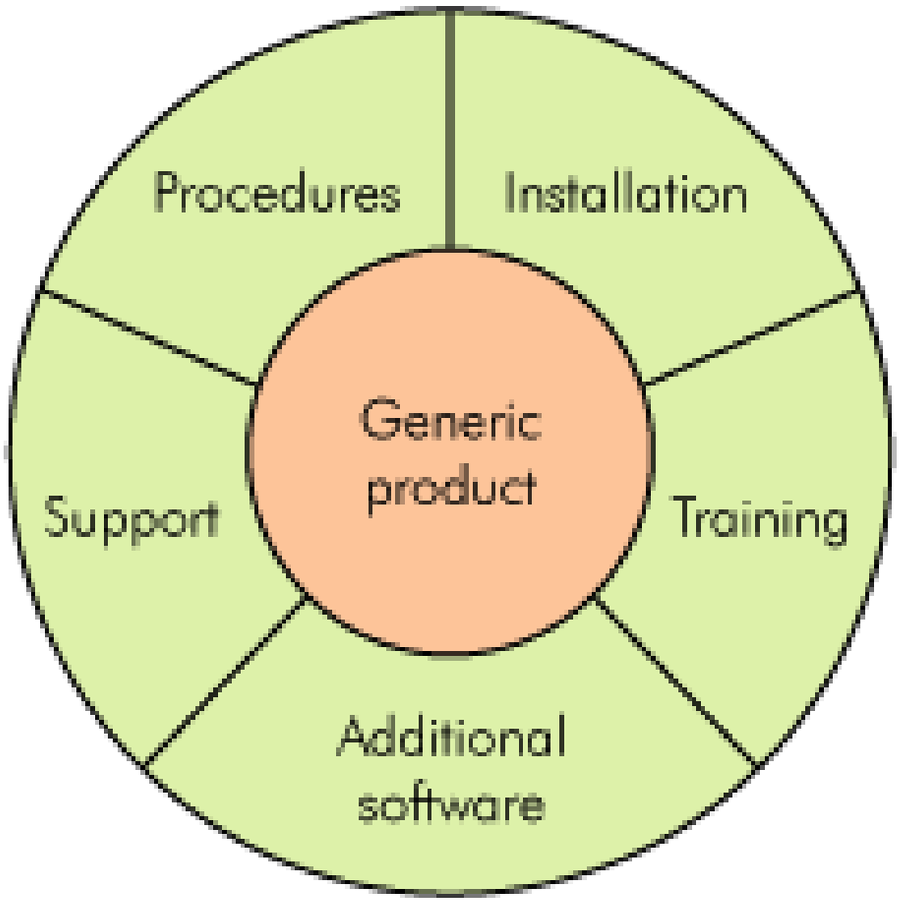
Documentation

Events Guide, Release Promotion Procedure

Technology adaptation Life cycle



Whole product



Random thoughts

- Magazines are nice
- Our website sucks
- We're not doing TV commercials
- Mouth-to-Mouth is good
- figures would definitely help

Homework first.

Who's important for us?

- Other Free Software projects (GNOME, X, Linux)
- Distributors
- Hardware vendors
- ISVs
- Education (University, anyone?)
- Non-Governmental Organisations
- Public Administrations

Local groups (1)

Tasks

- Translations
- Events
- Relationships
- User support
- Grassroots in general

Local groups (2)

Examples

- KDE Germany
- KDE Nederland
- KDE India
- KDE in South-East Asia?

KDE - Events

Akademy

Yearly world summit

K3M

Smaller, focused developer meeting

Community (t-shirt)

FOSDEM

FrOSCon

Business World (suit)

Linux World Expos

Linuxtag

The platform: SpreadKDE.org

-single entry point: the Marketing Team

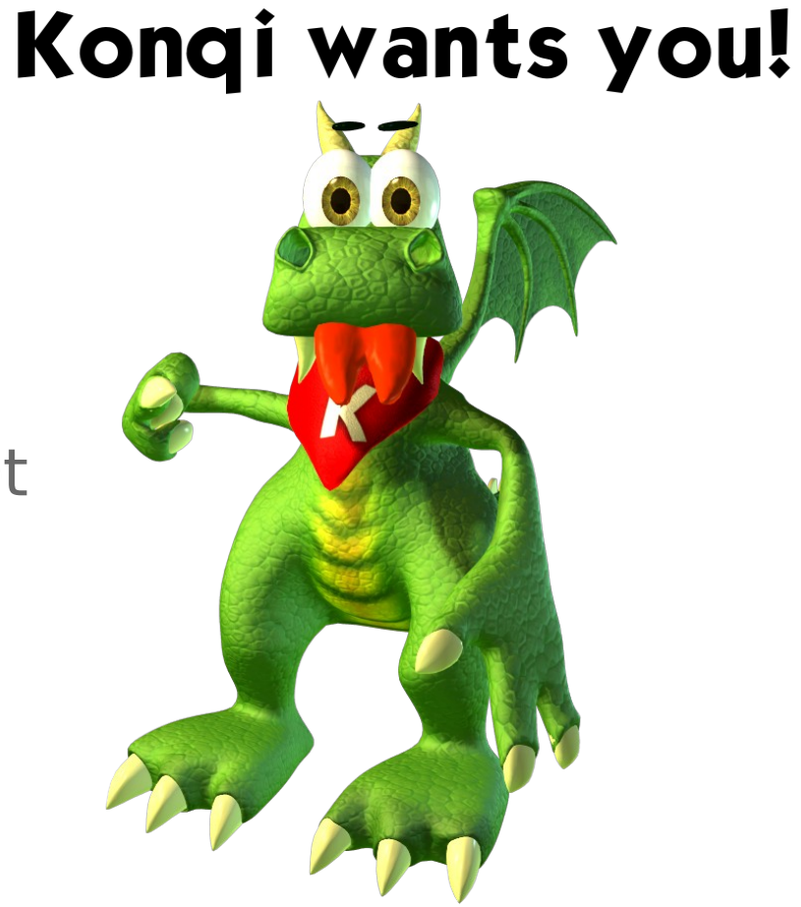
- task management: keeping track

- guerilla marketing: enabling the community

- strategics: scientifical analysis

How to contact the Marketing Team

- http://www.spreadkde.org
- Mailinglist: kde-promo@kde.org
- IRC: #kde-promo @ irc.freenode.net



Freedom: Concepts

"*Free as in speech*"

- Stallman's message is too abstract
- Philosophical and academical correct - but who cares?
- Very hard to communicate and explain
- Freedom is attractive - but intangible
- Free Culture & Lifestyle

Examples for

Freedom-based messaging

Translate "freedom" into meaningful & personal messages

- "*Free from vendor lock-in*"
- "*Free from license restrictions, and DRM bullshit*"
- "*Freedom to share*"
- *Freedom for everyone (accessible, no cost)*

Topics, activities, approaches

- Participative approach
- Low-hanging fruit
- Scientific analysis
- Communities
- Freedom-based messaging
- SpreadKDE.org

The end.

KTXDEWDZ!!11111

(Q's?)