

2024 Review / 2025 Forecast

November 2024 Annual General Meeting

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Marketing and Comms Report

“Gotta break some eggs to make an omelette...”

- Review of Objectives 2024
- Historic vs Actual
- Important Highlights
- Plan for 2025
- Resources Needed

Review of Objectives

As of Early 2023

- Improve attendance of Member Talks in 2024 (Range between 7 to 22)
- Goal of reaching 1,000 active members in VanLUG
- Establish “Value” for Members in 2024
- VanLUG to join Linux Foundation as Associate Members in 2024

Plan vs Actual:

What we have achieved

- Attendance in talks :

Member meetings (Kits / BPL): ranges from 18 to 33

Tech Talks (VPL): range from 27 to 54 (Levko) to 83 (AI)

- Total members (11/04): 1,513 (from 600+ in Dec 2022). Active ?
- Value story for members: New Skills, New Ideas, Network
- VanLUG is not a member of Linux Foundation

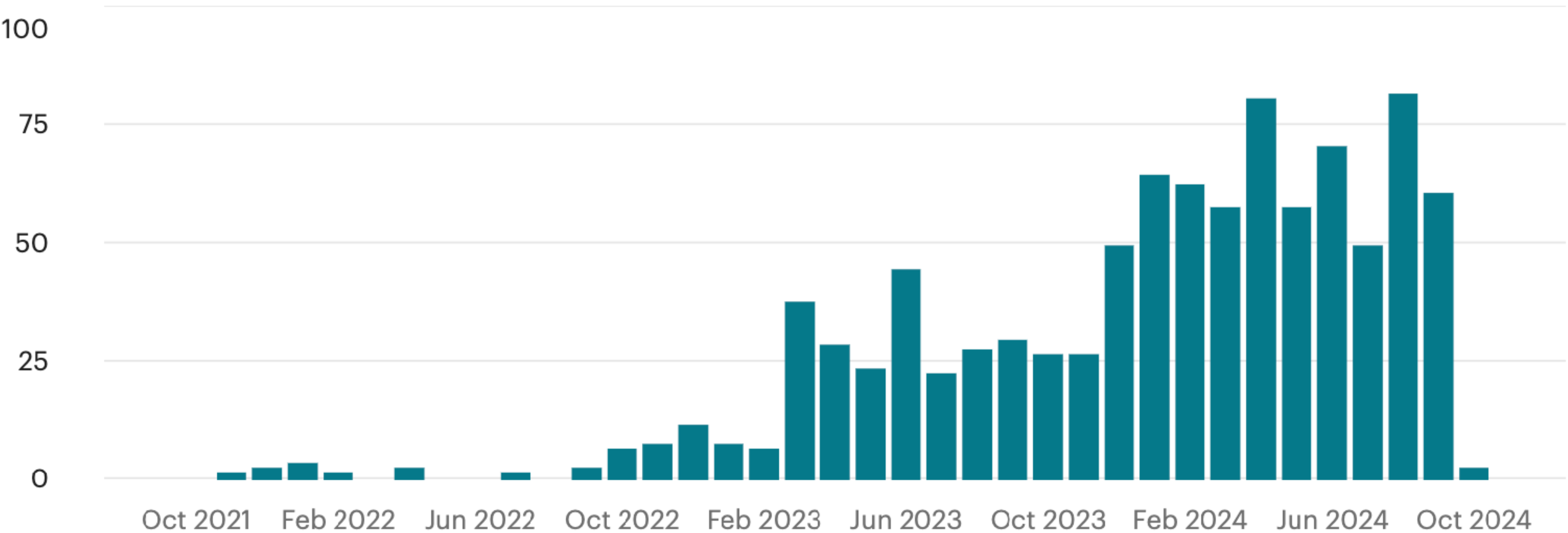
Plan vs Actual:

What we have achieved

Group joins

1M 3M 1Y **3Y**

This chart shows how many new members have joined your group.





57%

Of Meetup Sign-ups attend VanLUG Events

Source: Meetup Data, 2024

Important Highlights

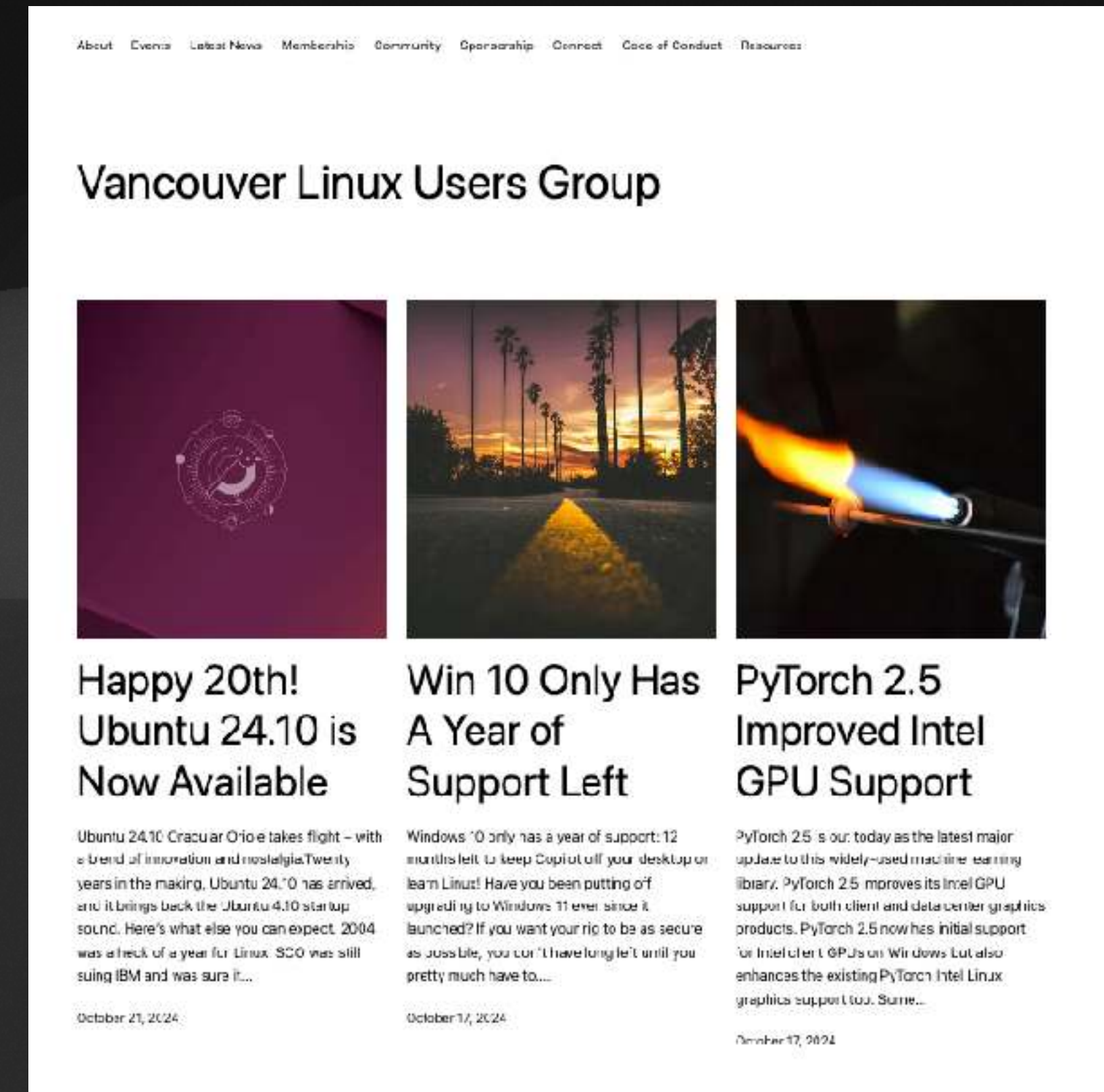
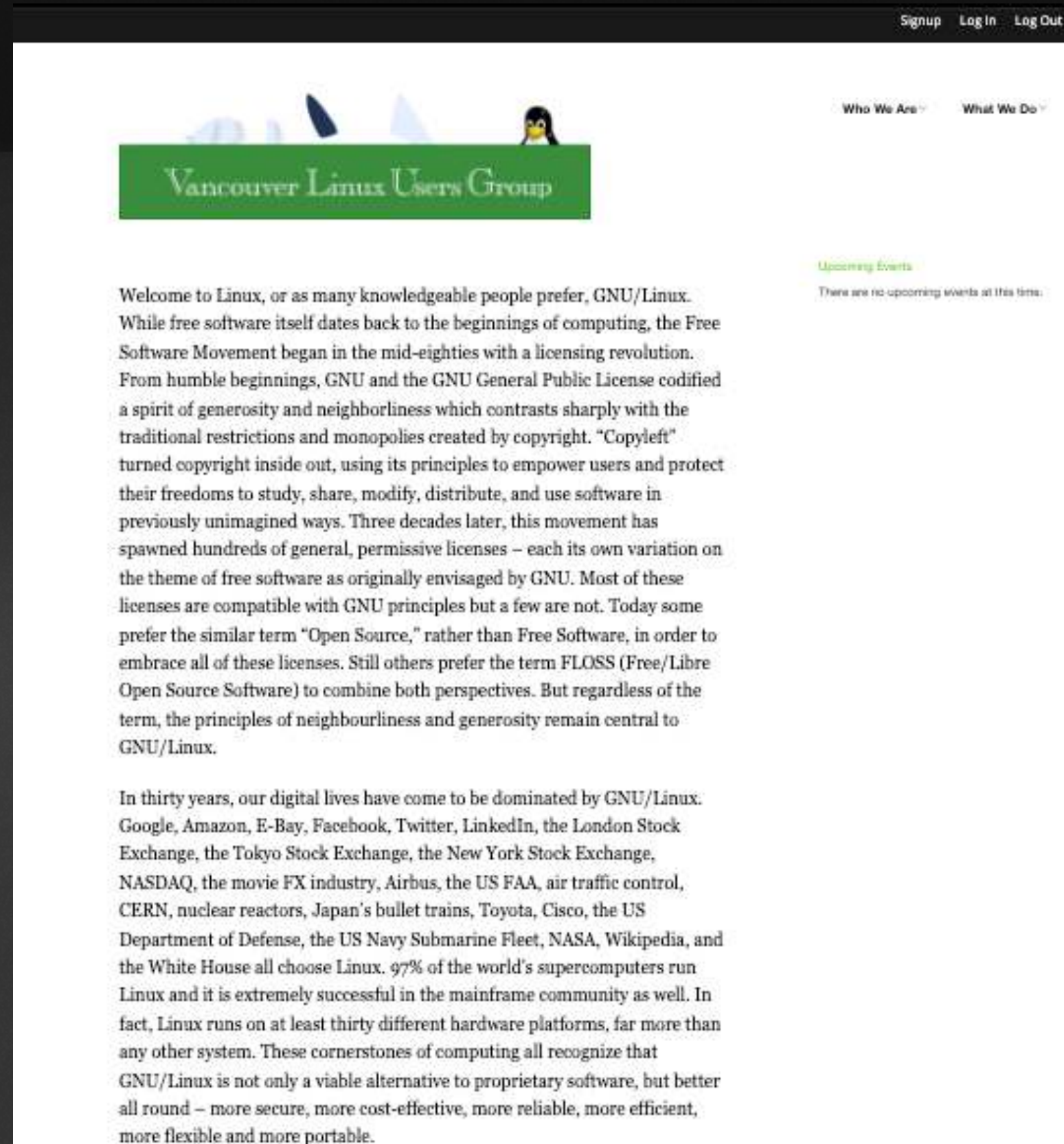
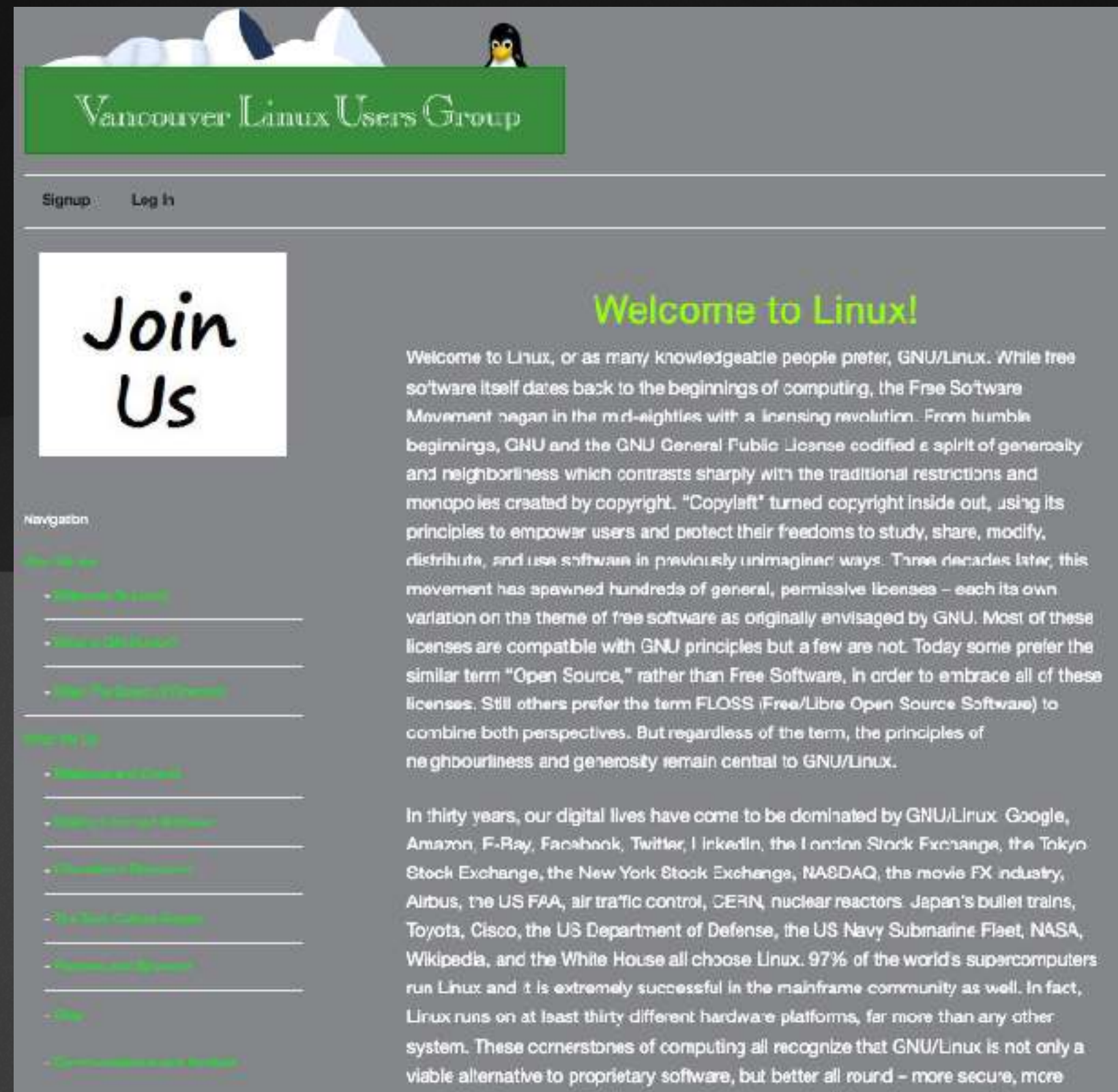
Things Started in 2024

- Two big meetings: AI Intro, Cybersecurity for All.
- Presence at AWS Community Day
- Burnaby Library as a new Venue (June 2024)
- Expand presence with Burnaby Beta Collective Startups (May 30, 2024)
- Hot Topics: Red Hat, DevOps, Focus on GoLang October Meet and Greet



Website Evolution

Working Website from 2018 - 2024



2025 Forecast Plan

How VanLUG becomes a Force for Good

- Member growth is a function of VanLUG perceived value
- Theme: ‘Cross Skilling’
 - the ability to add more ‘tools’ for members
 - “...does this make me better?”
- Getting grants to gain more resources to fund workshops and meetings

Obj: Raise Awareness	Tactics	Check-in Dates
Measure our progress	Establish KPIs and measurements	Jan 2025
Workshops	Develop 2 major DIY events	Feb 2025
Attracting Corp Partners	In-demand topics & speakers	On-going

Content Wish List

New Technologies = New Business Imperatives

Distros

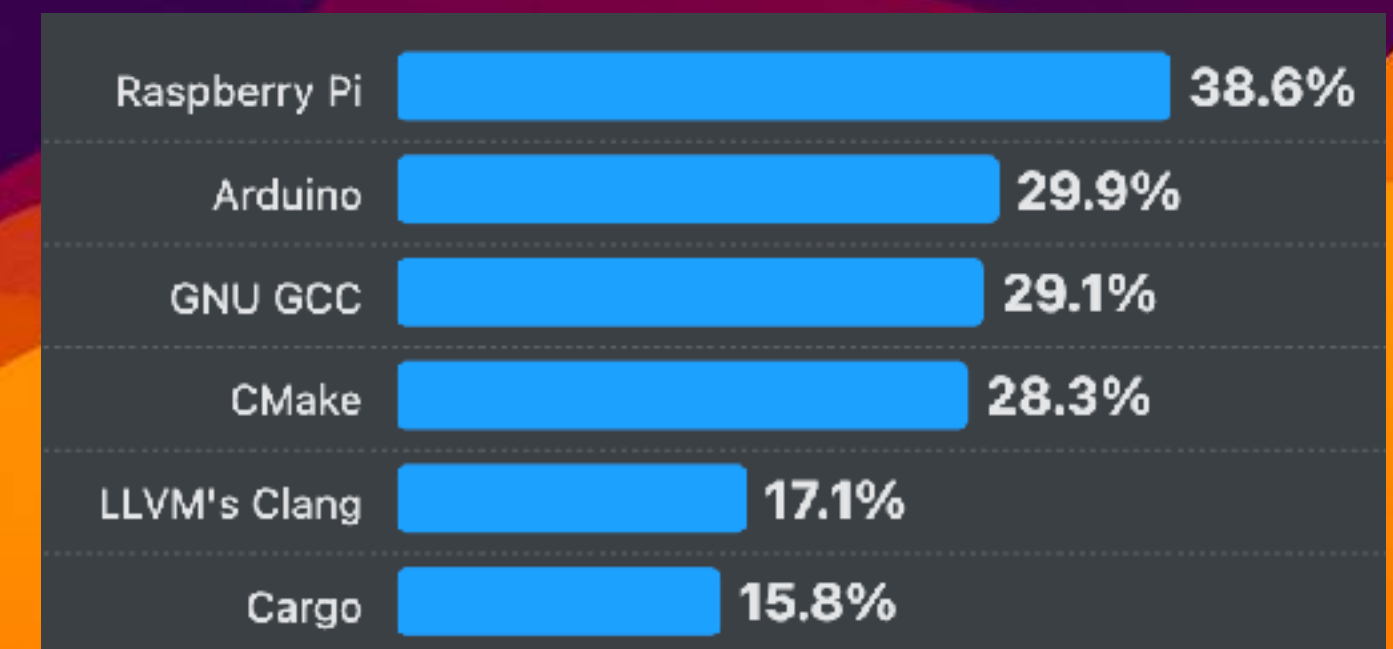
Build / Deploy Custom
Industry Trends and Jobs
Interesting and rare OSes

Coding / Language

Most Used / Admired
Advanced Techniques

Ref: Stack Overflow Survey

Embedded Technology



New Consulting Cluster Focus

Infrastructure

Self Hosting
Cloud Tech
Containers and
Virtualization

Generative LLM

Build / Deploy Custom LLMs
Open Source vs Proprietary
LLM Efficiency and cost
Management
Privacy / Security in LLM
Code Generation in LLM

Data Science

Data Pipelines OSS
Data Visualization OSS
Machine Learning
Scaling Data Processing
Jupyter Notebooks
Time Series Analysis

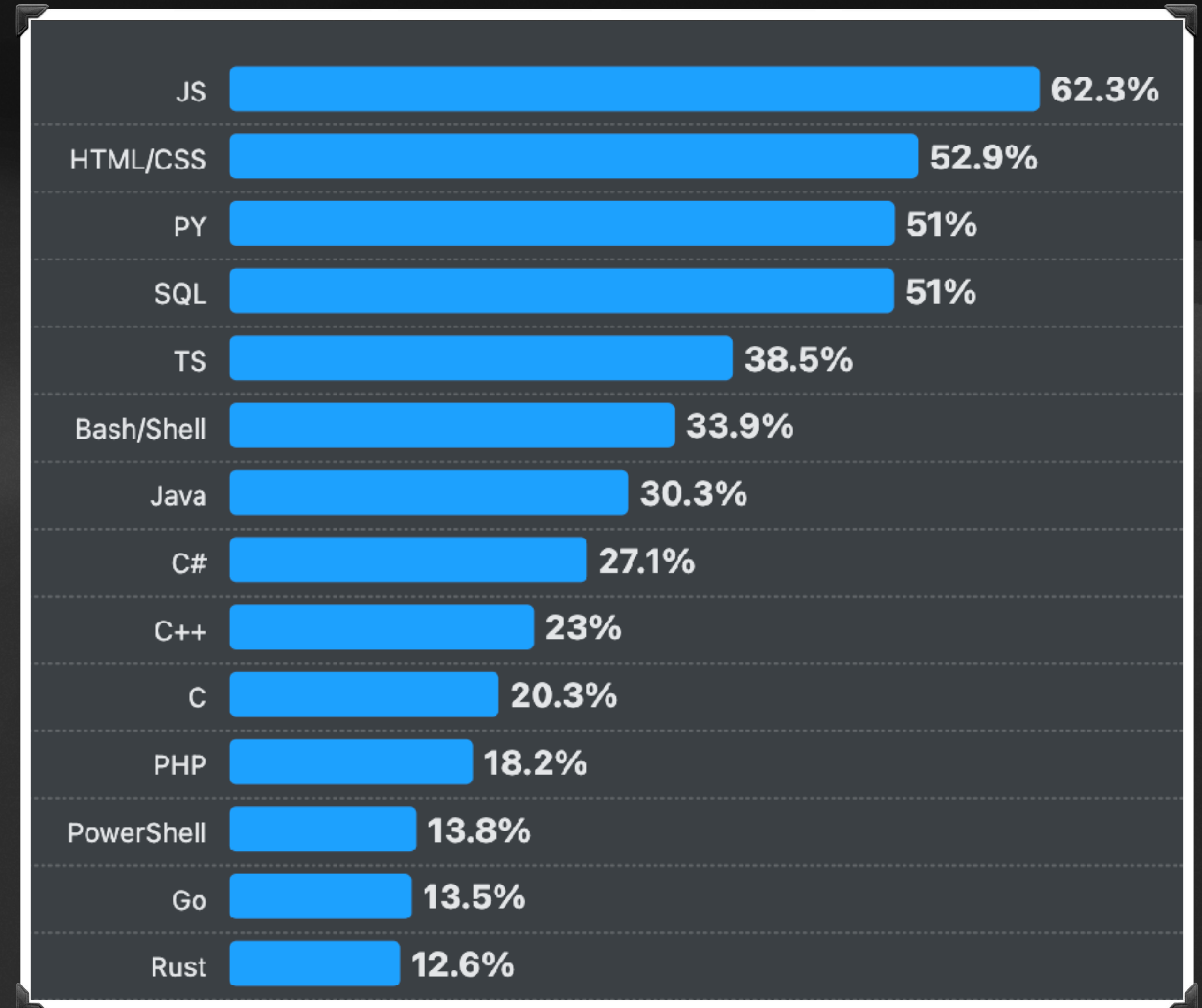
Cybersecurity

Zero Trust Architectures
Threat Hunting
Cryptography and Privacy
Pen Testing w/ OS Tools
Kali and Qubes OS

Programming, scripting & markup languages

Popularity 2024

- Based on 2024 global survey of Developers, the most popular language has been Javascript every year except 2013/2014 (SQL lead those years.)
- Source: 2024 Stack Overflow Survey



Resources Needed

Things we may have to spend on for 2025

- Workshop for 1H and 2H - 1-2 day training event 'hackathon-like'
- Self Hosting Infrastructure (includes Internet) vs Cloud technology
- Payment platform expenses (Stripe)
- Merch: Stickers; Hats; Giveaways - for Community Day Events
- Campaign for Donations : need incentives
- Partner for Newbies and Advanced users (Ex. O'Reilly Publishers; No Starch Press; Linux Professionals Certification; etc)

“Luck is what happens when preparation meets opportunity.”

Seneca