

Mozilla Meetup - Firefox 9 Preview



mozilla
FOUNDATION

Mozilla Meet-up

Firefox 9 Preview 

Aim of the event:

This event had as main purpose of getting more contributors for Mozilla.

As a secondary purpose we wanted to make an explicit presentation of what Mozilla Community means (in Romanian but also at an international level), to present all possibilities to contribute inside the community and also to explain and exemplify all features of Firefox 9 both Desktop and Mobile.

Promotion:

The promotion of this event started with the blog post from mozilla.ro : <http://mozilla.ro/mozilla-meet-up-firefox-9-preview/> - 22 shares

update: <http://mozilla.ro/noutati-eveniment-mozilla-meet-up-firefox-9-preview/> 2 shares

Sign-ups: <http://www.meetup.com/Firefox/Cluj-Napoca/528722/>

Facebook posts:

<https://www.facebook.com/photo.php?fbid=248830128511157&set=a.175456695848501.45633.155768171150687&type=1>

<https://www.facebook.com/photo.php?fbid=248830128511157&set=a.175456695848501.45633.155768171150687&type=1> - 8 shares

<https://www.facebook.com/MozillaRomania/posts/139972502779087>

https://www.facebook.com/permalink.php?story_fbid=259545164100013&id=131424980225595

1 share

<https://www.facebook.com/marcela.oniga/posts/230993543639214> 1 share

https://www.facebook.com/permalink.php?story_fbid=245511732181933&id=204284202927142 2 shares

<https://www.facebook.com/TeodosiaPop/posts/128969813881150> 1 share

https://www.facebook.com/permalink.php?story_fbid=294050900617702&id=574535294

<https://www.facebook.com/photo.php?fbid=322944564402172&set=a.130387030324594.19548.121079387922025&type=1>

1 share
(SoftVision page)

<https://www.facebook.com/ISDCteam/posts/328880790459170> - 1 share

Twitter announces:

<http://twitter.com/#!/mozillaro/status/140117002076434432>

https://twitter.com/#!/ioana_cis/status/140117652868837377 - RTed

<https://twitter.com/#!/adybel/status/140165272819609601> - RTed - alex

<https://twitter.com/#!/adybel/status/141183558671806464>

https://twitter.com/#!/ioana_cis/statuses/140409155507847168 #cluj - alina, patricia , alex

#MozMeetCluj <https://twitter.com/#!/search?q=%23mozmeetcluj> - the wifi

LinkedIn post:

http://www.linkedin.com/osview/canvas?_ch_page_id=1&_ch_panel_id=1&_ch_app_id=30&applicationId=2000&appParams={%22event%22%3A866398%2C%22page%22%3A%22event%22}&ownerId=0&completeUrlHash=TxAt

G+ Page:

<https://plus.google.com/u/0/109915385157901214428>
https://wiki.mozilla.org/Mozilla_Meetup_-_Firefox_9_Preview
<https://plus.google.com/u/0/116017172139610272348/posts/RzQNrsHk5U7>

Wiki Mozilla:

https://wiki.mozilla.org/ReMo/Events_Calendar
https://wiki.mozilla.org/Mozilla_Meetup_-_Firefox_9_Preview

Other Blogs :

- <http://pensacola-tech.com/pensacola/2011/11/26/mozilla-meet-up-firefox-9-preview/>

Mails :

- studentii_utcn -> students group from din UTCN = Technical University of Cluj Napoca
- cos_ag -> students group from all students' organizations in Cluj
- osut_jr -> group of OSUT members (OSUT= Technical University Students' Organization)
- osutcn -> group of OSUT Alumni members
- [info20052008](#) (UBB Mihaela V) (UBB=Babes Bolyai University)
- [bd_no_name](#) (UBB Mihaela V)

From, December 4th, 2011 I've started to contact the people that signed up for the event. This process was slow and also there were some without any contact address. So , we decided to post a comment that will get to everybody asking for confirmation with an e-mail on ioana.chiorean@mozilla.ro
Wednesday was posted again an announcement on all available accounts, and the Mozilla Team from SoftVision and other friends spread it.

Meet-up:

The Meet-up was opened by Ioana Chiorean which presented the schedule and the purpose of the event. Also, she invited the audience to order drinks and eat cookies that were on the tables.

First presentation was held by Alex Lakatos and the topic was : Mozilla Community (general and a focus on the Romanian one). The slides were in Romanian Language and are available here:

<http://www.slideshare.net/alexlakatos/mozilla-mozilla-meetup-cluj> . Alex and Ioana answered all questions regarding the possibilities to contribute.

After this, the second presentation was the one of Vlad Maniac with the subject of Firefox Desktop - Latest features from FF4 till FF9 ; slides available here (also in Romanian): <http://www.slideshare.net/VladManiak/mozilla-firefox-features-meetup>

Vlad covered the questions of the audience and managed to be clear about the new features. Third presentation was covered by Carla Nadastean and was about the mobile version of Firefox mentioning about all versions of it: Firefox Mobile - XUL Fennec, Native UI Version and new GUI Tablet. You can find the slides here: <http://www.slideshare.net/carla11karla/mozilla-mobile-10534220>

After these three presentations, we talked about about Boot2Geeko (Vlad Maniac), Open Web - Mozilla Market (Alex Lakatos) and Mozillians (Ioana Chiorean).

Ioana Chiorean ended the presentations talking about all contact forms of Romanian Community,

blog, weekly meetings, social media and the schedule of this community. The event continued more in the evening and those present had the chance to try the mobile version on different devices, tablets or try different feature on the desktop one. Also they could discuss issues or ideas with more mozillians.

Logistic:

- Bug buget reported by Ioana Chiorean- approved Pierros P (Mozilla)
- Bug swag reported by Ioana Chiorean- approved Pierros P (Mozilla)
- projector , laptop, cables and plugins - ticket request to IT SoftVision - reported by Ioana Chiorean
- projector display/ screen , cables and plugins , prints - OSUT Cluj Napoca

Conclusions :

The purpose is considered to be fulfilled if 5% from those present will start contributing to Mozilla. We consider the event successful due to the next statements :

wiki accounts:

- <https://wiki.mozilla.org/User:Anca.haiduc>
- <https://wiki.mozilla.org/User:Alex44>
- <https://wiki.mozilla.org/User:Poptropica>

mozillians accounts:

- <https://mozillians.org/en-US/u/b99ab47776> Cristin Iosif
- <https://mozillians.org/en-US/u/37e60a928c> Ionut Chiciudean
- <https://mozillians.org/en-US/u/57dec63992> Armin Salyi
- <https://mozillians.org/en-US/u/47652ca6d3> Anca Haiduc
- <https://mozillians.org/en-US/u/99dbe4a96a> Alex Ionescu
- <https://mozillians.org/en-US/u/9ef6f16ead> Raluca Drobut

Site Mozilla.ro :

- 12/7/2011 visitors peak (with 30 more over the week's mean)
- mozilla.ro/contribuie - visitors number grown with 300% from Wednesday (75% of the visitors were starting from Wednesday till Friday)

Post Event Actions :

Blog post : waiting

Planet.mozilla.org : waiting

Womoz post: waiting

Users sign ups on different platforms -participants list

Facebook albums:

<https://www.facebook.com/media/set/?set=a.273209846063689.80852.100001240267363&type=3>
<https://www.facebook.com/media/set/?set=a.331341223558034.99554.100000464784070&type=1>

Lessons Learned Topics:

Went well:

- Meet-up presentations
- Logistic and on site organization
- Swag request

Could go better:

- All materials should be done and approve earlier
- Better communication among organizers/community
- Feedback should be given in time
- Better support for sign up, than meetup.com

Learn and use in the future:

- Assurance that the message got the those targeted
- Direct and early promotion
- Constant connection with those that will attend the meet-up to give details and be sure that they get to the event, .
- Materials should be done early and promote the site and community (personalized materials/ presentations with Mozilla Romania)
- Task calendar and daily updates on its' status

Resources:

https://picasaweb.google.com/115216416699209063503/MOZILLA_MEETUP_Cluj_DEC_2011

Participants: [https://docs.google.com/spreadsheet/ccc?](https://docs.google.com/spreadsheet/ccc?key=0AgbEknPON8vbdFJIRy1xLTYwdTdwemVCVnVnTkxHdIE#gid=0)

[key=0AgbEknPON8vbdFJIRy1xLTYwdTdwemVCVnVnTkxHdIE#gid=0](https://docs.google.com/spreadsheet/ccc?key=0AgbEknPON8vbdFJIRy1xLTYwdTdwemVCVnVnTkxHdIE#gid=0) + plus those that came at the cafe directly