Linux Professional Institute

Booth Staffing Guide

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Linux Professional Institute Booth Staffing

"Booth Staffing" is defined as a volunteer representative of Linux Professional Institute (LPI) providing volunteer assistance at Linux and Open Source events promoting certifications and initiatives.

We are looking to enlist the help of trustworthy and qualified individuals to volunteer their time at events. LPI Event Staff are key to our ability to provide the proper assistance, demonstrating the importance of local representation and increased regional engagement within the community, and recognition of Linux and Open Source advocacy.

Benefits to you!

- Expand your professional network.
- Collect LPI PDU's that go toward your membership renewal.
- The ability to share your knowledge and expertise at the booth.

Understand Linux Professional Institute

LPI Mission

The proposed mission statement for LPI, the "elevator pitch" that is intended to define us to anyone within a few seconds, a definition that explains what we do and why we do it:

Linux Professional Institute promotes the use of open source by elevating the people who work with it.

As LPI goes forward into programs of professional development, ethical standards, volunteerism and government relations, the organization strives to be known as more than simply a producer of certification exams.

Organizational Values

Integral to the organization's engagement is a set of values, of attributes that we want our community – our members, exam candidates, partners and supporters – to associate with LPI:

Trusted:

LPI's main source of revenue derives from setting a skills standard, and certifying the skills of people who seek to demonstrate such standard. Fundamental to people's choice of LPI is their trust that we have created a useful standard and that our exams effectively enforce that standard. People around the world trust LPI to help establish their careers. Employers trust that certified people have demonstrated the necessary skills. And other organizations trust that their partnership with LPI enhances their own activities while serving the broader mission of advancing open source technology.

Neutral:

From the day it was founded, LPI has been meticulously technology-neutral, vendor-neutral, training-method-neutral, and geopolitically-neutral. This attribute has already served to distinguish LPI from most of the rest of the IT certification industry, which uses certification as a vehicle to sell training materials or serve as part of a vendor-lock-in strategy. LPI programs are designed for no other reason than to equip practitioners to achieve career goals while maintaining maximum possible flexibility. LPI's geographic neutrality challenges it to offer its programs anywhere it is legally able to do so, empowering people by maximizing global accessibility and without judgment on politics or culture.

Social:

The recent board mandate for LPI to become a membership-governed entity – complete with a substantial bylaw change – demonstrates the commitment of LPI to reflect the needs of its community members beyond the mere provision of services. At a time when the open source works is becoming more corporate, LPI remains committed to the role and value of the individual in the growth of open source. Our commitment is to be reflected organization-wide; that this is an environment in which people are helping other people, to support their personal and professional development in support of a larger societal objective to make the world of Information Technology more open and accessible.

Passionate:

At the heart of LPI's existence is the desire to grow the adoption of Open Source software development, deployment and distribution, and well as more open approaches to the sharing of knowledge outside the realm of Information Technology. LPI has a specific and clear role in the growth of open source in providing support to (and by) the people who have chosen to develop and implement open source software solutions. In this context, certification is a core service and source of revenue, but it is a means to a broader benefit to society and not an end in itself.

Events

LPI will contact regional volunteers to assist at events when necessary. If you are interested in attending an event, on behalf of LPI, please contact Kaitlin Edwards, LPI Community Event Manager kedwards@lpi.org.

Before Attending an Event

- If attending with an LPI staff member or Partner, please connect with them to align schedules and requirements needed.

- Understand the audience.

  - It is important to understand the event target audience to help make choices on marketing material, tone and dress.

  - Understanding the audience will give you a clear sense of key messaging and level of understanding when speaking about LPI and its initiatives.

  - If you have been to this event before, you can help the LPI staff or partner who may not have been.

- Ensure you have the most up to date event day(s) schedule.

- Ensure you have your LPI business cards.

- Ensure you have a clean LPI golf shirt for the day.

Booth Staffing at the Event

We want to attract traffic to the booth. Take the LPI Staff/Partner's lead on how they typically run their booth or stand.

- Be friendly and professional at the booth. Remember, you are representing LPI!

- Stand up! Showing interest in wanting to engage with attendees.

- Don't sell! We are there to listen and guide attendees to the correct materials.

- Answer questions honestly. If you do not know the answer, that is okay! Provide the correct contact information to get the answers. If the LPI Staff/Partner is nearby, direct the questions to them.

- If there are questions around the exams, you can steer attendees to the LPI certification objectives or LPI wiki page.

- Collect testimonials from willing attendees.

- Collect attendees' contact information - using a fillable short online form or asking them to Subscribe to the LPI website: https://www.lpi.org/about-lpi/stay-connected-with-us.

- Take photos and share on social media - remember to tag @LPIConnect.

- Exhibit days can be long. If you need a break, ensure that your other booth colleagues are aware. The booth should never be left unattended.

- Stay hydrated! Make sure that you have water available.

Maintaining the Booth

- Ensure that the booth is being replenished. We want it to look full and professional

- Try and limit the amount of swag handed out, i.e. one penguin per person. The booth can get very busy and people may just come up and grab some swag without speaking to you about LPI. That is fine, but try and limit to a minimum.

- It also helps to push the table toward the back of the exhibit space and stand in front of the booth, this makes you seemed engaged and ready to speak with people passing by.

- When the booth is set up professionally and staff are ready to engage, sometimes, all it takes is eye contact to get the conversation started.

  - "Hi, how are you enjoying the event? Have you heard of Linux Professional Institute?"

- Some icebreakers to get the conversation started may be:

  - Explain the history of the Tux penguin, and why Tux is the mascot.

  - "Are you certified in Linux and Open Source?"

- If the show is multi-day, at the end of the day, please clear the top of the booth of all material and place it underneath the table in a box. This will prevent anyone from clearing away the material and makes for easy set up for the next day.

Booth set up

Arrange with the LPI lead on when to assist with booth set up.

- Boxes to be opened and organized.

- Brochures and promotional items set up on the table.

- Any banners to be set up behind the booth.

Dress Code

Remember, you are representing Linux Professional Institute.

- Majority of events: Business casual dress; clean slacks, dress shirt (LPI shirt),
  casual shoes (but comfortable). Some events may require a jacket and/or tie if applicable.

- If in doubt about the dress/culture of any particular event, consult LPI.

- Cleanliness and personal hygiene are important when engaging with event/exam attendees.

Nondiscrimination Policy

LPI does not discriminate for the purposes of Board membership or office, application, examination, re-certification or any other activity of the Board on the basis of age, gender, race, sexual preference, color, religion, marital status, national origin or disability.

There are a number of ways to get to know how we operate at the booth to ensure that you are comfortable and ready to sign up:

- Watch someone in action! Let us know if you will be at an event that we are exhibiting at. Stop by for a visit to get first hand experience.

- Contact Kaitlin Edwards, LPI Community Events Manager, kedwards@lpi.org for additional questions.

Sign up process

Booth Staff will be required to know LPI products and initiatives.
Interested candidates are required to:

1. Fill out a short questionnaire about why they want to join this program
2. Participate in a short interview
3. Complete light training for this role

More information is available at lpi.org or send us an email at info@lpi.org.

FAQ

lpi.org/faq

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