OFFER ZEN

MERGE

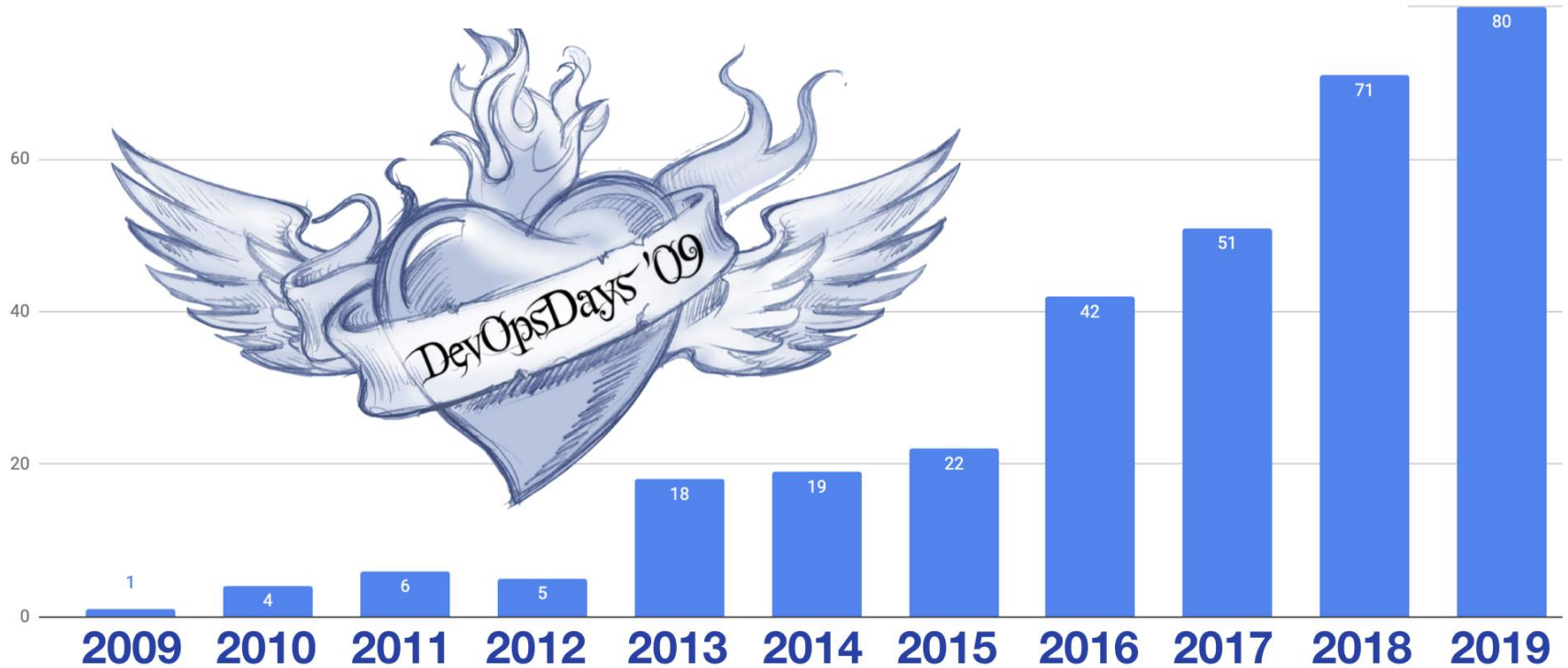## Building the Tech Ecosystem through Events

INTRODUCTION:

- **Systems Engineer at SalesLoft**

- **Communities I'm involved with:**
  - Cape Town DevOps Meetup
  - DevOpsDays Cape Town
  - DevOpsDays Global Core Team

CONF '19

10 YEARS OF #devopsdays
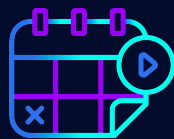## @bridgetkromhout

WHAT IS COMMUNITY?

- **A group of people having a particular characteristic in common**
- **We're the "tech community"**
- **Friends, workplaces, meetups, conferences, online**
- **Sub-communities**
  - Examples: A group of friends, Python Meetup, RubyFuza conference, OfferZen Merge etc

WHY SHOULD COMMUNITY BE IMPORTANT?

- Meeting people
- Connections (jobs etc)
- Learning new skills or technology
- Ask questions
- Hear other perspectives
- Creates value for ourselves (lessons, tips, skills, etc)

CONF '19

AGENDA

1 How to attend a conference

2 How to sponsor a conference

CONF '19

ATTENDING A CONFERENCE

What is the goal of attending a conference?

- Learn new about new technology, tools, techniques

- Learn from other people's experience

- Networking (building the community)

- Getting questions answered

CONF '19

ATTENDING A CONFERENCE

What is NOT a goal of attending a conference?

- Product pitch

- Dating club

ATTENDING A CONFERENCE

How should you behave?

- Read the Code of Conduct

- Be nice!

- Be understanding

- Be humble

- Don't be a jerk.

CONF '19

ATTENDING A CONFERENCE
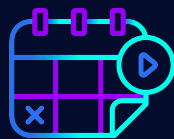
Listening to the speaker

- Appreciate that the speaker put effort into their talk

- Try understand the message that they are giving you

- Take notes and go over them later (Google keywords)

- Ask questions if you need to
    - If those questions add to the talk, ask them during Q&A
    - If the question is specific, ask afterwards
    - Speak clearly
    - Wait for the microphone

CONF '19

ATTENDING A CONFERENCE

Tidbits

- **Speak to people during the breaks**
  - Gamify it
  - Be welcoming

- **Go to the evening event**

AGENDA

1   How to attend a conference

2   **How to sponsor a conference**

CONF '19

SPONSORING A CONFERENCE

SPONSORING A CONFERENCE

Why does this matter for you?

- Helps you know how to interact with the sponsors

- Maximise their and your conference experience

CONF '19

SPONSORING A CONFERENCE

What is the goal of sponsoring a conference?

- **Exposing your company (or product) to more developers**
  - Training
  - Workshops
- **Selling your product**
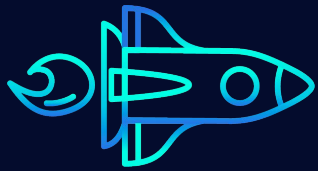- **Supporting a community**
  - ❤️ Zappi
- **Hiring**

CONF '19

SPONSORING A CONFERENCE

How should you behave?

- Read the Code of Conduct

- Make your table look welcoming

  - Be interested in your product

- Give the attendees a reason to speak to you

  - Give them a reason to part with their email address

- Don't ask organisers for list of attendees email addresses

- Make connections!

- Try get involved with the conference

CONF '19

CONCLUSION

1 **Our community is important**

2 **Be a good attendee**

3 **Be a good sponsor**

4 **Be nice and have fun!**

CONF '19

Questions?