APPENDIX A

Trip Reports

Trip reports (referenced in Chapters 3, 4, and 8) serve as a gut check and a way to analyze how the trip was as a whole instead of just an overall "it was effective" or "it was a waste of time." The exact information you should include will depend on the goals of your company, but here are a few items that should translate well across all industries:

- Types of people in attendance
- Geographic demographics
- Types of developers (front end/back end, specific language preferences, and so on)
- Job titles (managers, individual contributors, C-suite or VPs)
- Sponsor interactions (did people spend a good amount of time in the expo hall?)
- Caliber of talks (sessions as well as keynotes)
- Overarching themes from the sessions or hallway track
- General impression of the conference

These reports encompass both qualitative analysis of a (sometimes significant) investment as well as warm handoffs (referenced in Chapters 4, 5, 6, and 8). They include information about where you've been, what events you attended, a general summary of the events and their value, a list of popular topics that came up in various conversations, and a list of important contacts you made while on the trip. This last piece is often a bulleted list of its own, naming individuals you met throughout the trip and listing the various people within the company you'll be connecting them to (Marketing, Sales, Business Development, Product, and so forth), as well as explaining why this individual is someone important to follow up with. These reasons could range from "this person

M. Thengvall, *The Business Value of Developer Relations*, https://doi.org/10.1007/978-1-4842-3748-9

is the foremost expert on topic X" to "this individual runs an amazing meetup that we should sponsor in the future."

Trip reports make it easier to take "anecdotal" evidence and turn it into metrics:

> *"I've heard about this new topic from five of the thought leaders in our community in the past two weeks; we should explore that particular topic more."*

Sample Trip Report

Trip: Name of Event / Trip / Occasion

Date(s)

Location

Why You Went

A quick summary of why this event and/or trip was particularly important. For example, many of my trips to the East Coast while at O'Reilly Media revolved around our preparations for our first Velocity New York. Many connections that I made while at local events turned into potential speakers, program committee members, or authors.

General Observations/Themes

Theme 1

- Why is this theme important/relevant to company initiatives?
- How is this information useful to the company as we continue to move forward toward X, Y, Z goals?
- How do these observations line up with what we're seeing elsewhere? Is it possible that this information is geographically specific?
- What follow-up questions can we ask other community members to verify this information?

Theme 2 . . .

Event Name

General attendance stats and information about the event.

Details about the schedule:

- How was the day broken up?
- What were some of the popular sessions?
- Were there tracks, and if so, what were they?

Special events:

- What seemed to go over well with the attendees?
- What additional events could we include at our future conferences/events?

Tags/Social Media

Social media intel:

- Were attendees active on Twitter, and if so, what was the hashtag?
- What were the popular topics on Twitter?

People/Companies/Projects Worth Noting

Person's name (@twitter handle), title, company:

- Description of who they are and why the interaction was important
- Name of internal person to whom you'll make an intro (if relevant)

Company name (@twitter handle), sponsor level (if applicable):

- Company tagline and brief description of what they do
- What's the next step?
    - Potential partnership?
    - Potential conference sponsorship?
    - Potential competition?
- Name of internal person to whom you'll make an intro (if relevant)

Project name (@twitter handle), tagline:

- Brief description of who created it and what it is (book? tool? community forum?)
- Why is it important/relevant for the company?
- Name of internal person to whom you'll make an intro (if relevant)

APPENDIX B

Event Scorecard

Event Scorecards (mentioned in Chapters 4 and 8) go hand-in-hand with Trip Reports. This was a tool that the DevRel team at SparkPost used to measure the success of each event that we sponsored. We found that if we only used the subjective measure of "Was it a good experience?" to judge whether or not we should sponsor the event the following year, we were likely to give a biased response based on whether or not we personally had a good experience rather than whether it was objectively a good event for the company.

Although we did have a Good Experience (y/n) column for our gut impression of the event in our Event Scorecard, there are also columns for number of partnerships formed, whether or not an employee spoke at the event, how heavy the foot traffic was at the booth, how much feedback we got (both about our competition and about SparkPost), and more. These quantifiable data points helped us balance the "Did this event go well? y/n" question that was traditionally asked at the end of every event. The data points also ensured that "number of sales opportunities" wasn't the only number used to judge the success of an event, because not all of the events that we sponsored as a DevRel team were prone to lead generation (see Chapter 8 for more on that topic).

There were a number of times when I felt that an event had gone extraordinarily well, but when we ran the numbers in the Event Scorecard, it turned out to have been only mediocre. Alternately, there were a few volunteer-run events that were incredibly difficult to handle from a logistics standpoint but wound up being really valuable from both a lead-generation and relationship-building standpoint. In both cases, running the numbers allowed us to take a step back from our emotions and evaluate the conference from an objective standpoint.

We not only recorded all the numbers, we also assigned a percentage score to each particular item, which allowed us to both keep track of the relevant items and figure out an overall score between 1–100 for each event. This helped us determine whether we'd sponsor the event the following year.

M. Thengvall, *The Business Value of Developer Relations*, https://doi.org/10.1007/978-1-4842-3748-9

It's important to note that not all items were scored—or rather, some of them were scored at 0%. That's because for line items such as number of leads and number of attendees, the number could drastically swing the score in favor of the conference simply by being a large event. Rather, we tracked the number of leads divided by number of total attendees, which gave us a percentage of attendees scanned.

Each of the questions was scored on either a yes/no measure or a high/medium/low measure. The yes/no questions were obviously more objective, but both provided valuable information. The total possible points for each category is listed immediately under the category title, followed by the sample answer, which is followed by the resulting score.

For instance, the number of leads divided by the number of attendees is scored high/medium/low. In the sample scorecard linked at the end of this appendix, the resulting percentage is 28.22%, which means the booth staff scanned 28% of the approximate number of attendees present at the conference. I've scored that as high according to the percentages outlined in the scorecard—high is anything over 25%, medium is between 10–25%, and low is less than 10%. Your percentages may vary based on your goals or experience. Therefore, because Leads/Attendees can earn up to 8 points, and this was a high-scoring event for this parameter, it receives the full 8 points.

Likewise, for the Relationships Built metric, the scoring system is high/medium/low, but the way it's determined is more subjective. This is intentional. It may be that your team only makes two connections to follow up on while on site at the conference, but those may be with the CEO of a key company that you've been trying to reach and a local community leader who's an influencer in the specific developer audience you're pursuing. The *number* is low, but the *value* is high. Likewise, you might make 30 different connections that are worth following up on, but only 3 of those are useful in the long run, resulting in future connections or increased visibility in a particular community. The highest score that can be achieved for this metric is 15, so the appropriate scores are either 5 (low), 10 (medium), or 15 (high) total points.

You can view the sample Event Scorecard at `http://bit.ly/event-scorecard` and at `www.marythengvall.com/devrelbook`.

APPENDIX C

Hackathon One-Page Handout

As referenced in Chapter 8, having a simple one-page document to hand out to hackathon attendees is a helpful and informative way for people to engage with your API in the 24–48-hour timeframe of the event. This handout should have basic information about how to use your API, as well as common use cases. Ideally, these examples will lead to attendees coming up with innovative ways that they can integrate your API into their project.

We called it the Hackathon Handout at SparkPost. This version is from Q2 2016 and might contain information that is out of date or no longer applicable, but can serve as a basic template for how to create your own.

We also had our *Getting Started* guide[1] that allowed attendees to get up and running quickly, which is essential given the time constraints. Although it's often preferable to point people to a collection of sample apps and use cases on your website, physical printouts are helpful for attendees to pick up at hackathons as they're going from one sponsor to the next at the beginning of the weekend. Ensuring that they have a page to refer back to when they get back to their work station means there's a higher chance they'll use your API for their project.

[1] https://www.sparkpost.com/docs/getting-started/getting-started-sparkpost

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SPARKPOST

Build Something Awesome

with Email Delivery and Analytics Made for Developers

Snapchat, Messenger, FaceTime, and Kik are all great, but **email is still the king of communication**. Email is universal, has zero barriers to adoption, and it's an open standard, no matter your users' platforms.

Whether it's automated emails to verify a password, personalized messages to your user list, or a sophisticated triggered onboarding program, SparkPost provides the tools necessary to track your users' reactions and to keep them engaged.

HERE ARE A JUST FEW WAYS YOU CAN USE SPARKPOST IN YOUR APP:

Transactional Emails

- Sign-up Form
- Password Recovery
- Notifications & Reminders
- Purchase Receipts

Inbound Relay

- Auto-Replies
- Raffle
- Voting System
- Proxying
- Double-Blind Messaging

Data and Analytics

- Email Delivery Reporting Dashboards
- Drive Engagement
- Recipient List Maintenance

What will you build?

Let us know **@SparkPostDev** or **developers@sparkpost.com**

Find more information about how to use SparkPost, as well as today's challenges, prizes, judging criteria, and more at **developers.sparkpost.com/hackathons**

Need help? Join us in our #hackathons Slack channel: **slack.sparkpost.com**

APPENDIX D

Developer Resource Card

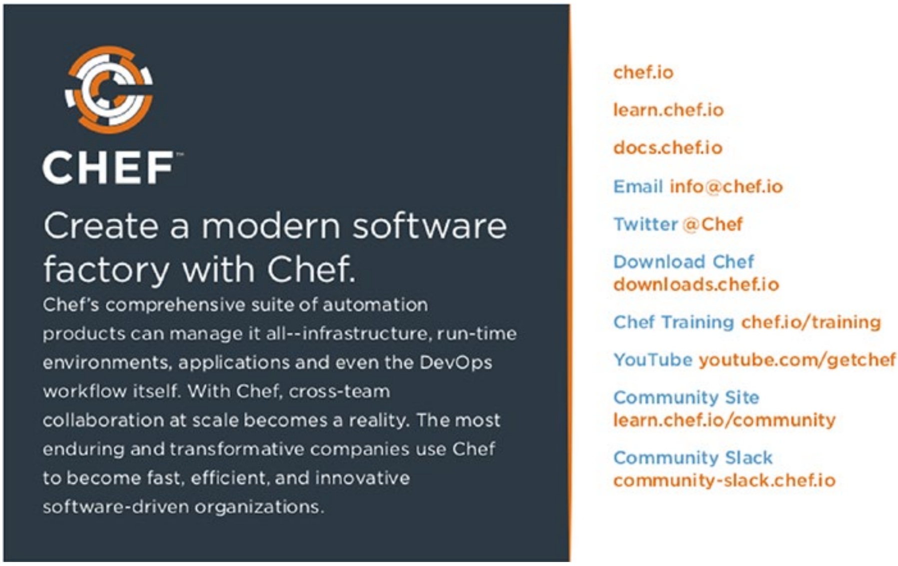
Having a resource card specifically for developers (mentioned in Chapter 8) is key when you're sponsoring a technical conference. Like most things geared toward developers, however, it needs to be clear of marketing lingo and sales tactics. Create something that's a useful resource for developers whether they're already a customer or simply browsing. First, include a paragraph or two explaining why your product is important and relevant, and what problems you're solving for your particular developer community. Then provide a list of references that give developers access to other relevant resources available on your site. From GitHub repos to Twitter handles and links to your developer forum, this gives you an opportunity to showcase all the ways your company is providing a good experience for your developer audience.

By leaving the back of the card relatively plain you have an opportunity to personalize the card onsite, drastically lowering the chance that the attendee will simply throw the card away at the end of the conference. Circle a particular resource on the front, write your contact info on the back, or jot down an additional link or information on how they can find a certain blogpost or documentation article. By taking 30 seconds to make a note on the card, you not only show the developer that you're willing to go the extra mile to provide helpful resources, but you cement your interaction in their mind, which is essential at any conference where attendees are interacting with dozens of different sponsors.

M. Thengvall, *The Business Value of Developer Relations*, https://doi.org/10.1007/978-1-4842-3748-9

Here are a few Developer Resource Cards I've used over the years. These cards might contain information that is out of date or no longer applicable, but can serve as a basic template as you create your own.

Chef Developer Resource Card



SparkPost Developer Resource Card

SPARKPOST

Email. We've Got It Down.

You know your app needs to send email, but we know your secret (email's not something you want to have to deal with), so **let us handle it for you**.

SparkPost does what you need—triggered message generation, personalization, sending, webhooks and inbound relay, and performance tracking—with none of the baggage.

Send via REST API or SMTP, integrate in the languages you love with our client libraries, and benefit from comprehensive real-time analytics. **Together, let's build something awesome**.

RESOURCES

SparkPost Developer Hub:
developers.sparkpost.com

Community Slack Channel:
slack.sparkpost.com

Documentation and Help:
support.sparkpost.com

API Docs:
developers.sparkpost.com/api

Tools:
sparkpo.st/devtools

Client Libraries:
github.com/SparkPost

Stack Overflow:
stackoverflow.com/tags/sparkpost

Twitter:
@sparkpost

Email:
developers@sparkpost.com

APPENDIX E

Sample Event Process and Playbook

Having a playbook that your team follows for each and every event (mentioned in Chapter 8) is key to showing up at a conference, meetup, or hackathon prepared for all possible circumstances. There are a lot of moving parts when it comes to events, and it's possible that not all of them will be taken care of by your team. Having a checklist of items not only keeps everyone on the same page, it also ensures that everything happens in a timely manner. These playbooks, used in combination with a collaborative to-do list,[1] allow everyone who's responsible for a piece of the event puzzle to stay up-to-date with what's finished, what needs to happen next, and who's responsible for each piece.

Like most things suggested in this book, these playbooks need to be personalized for your company. There are likely tasks that won't apply to you as well as others that are unique to your company and haven't been included here.[2]

Event Process Template

This document outlines the process for event goals, selection, and preparation.

[1]Asana is my go-to, though Trello, Evernote, and JIRA are all options as well. You can find other suggestions by searching for tools that follow the agile methodology.

[2]If you'd like to copy this template to create your own internal documents, feel free to copy the file: `http://bit.ly/event-process`

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Event Goals

There are three types of events: conferences, hackathons, and meetups. There are overall goals as well as goals specific to each event type.[3] The goals below are suggested based on a company goal of increased brand awareness.

Overall Goals (in Order of Priority)

- Increased brand awareness in the developer and API communities
- Direct feedback on the `COMPANY` product
- Position `COMPANY` as a thought leader in the developer and API communities
- Generate new prospects for Sales to follow up with

Conferences

- Per 1,000 attendees:
  - 10 relationships built (individuals to follow up with for potential partnerships, feedback, or future warm handoffs)
  - 100 leads (business cards, badges scanned, raffle entries, and so on)
  - 10 leads passed directly to sales
- Social media:
  - Follow 40 new Twitter accounts
  - Gain 10 new followers

[3]The goals you set for each event will depend on your overall company goals. Are you sponsoring events to get more awareness? Your goal may be geared toward how many people watched your demo or interacted with you at the booth. Are you trying to build out a community of customers? A good metric to track might be how many sign-ups you got for your beta-testing program. See the Libby Boxes exercise included in Chapter 4 for more on how to determine the correct goals for your team.

Hackathons

- Per 1,000 attendees:
    - 5 action items with regard to content/edits
    - 3 apps/companies to follow up with afterward for potential partnerships or warm handoffs
    - 20 resumes
    - 75 leads (raffle entries)
- Social media:
    - Follow 20 new Twitter accounts
    - Gain 20 new followers

Meetups

- Per 100 attendees:
    - 2 relationships built (individuals to follow up with for potential partnerships, feedback, or future warm handoffs)
    - 20 leads (raffle entries)
- Social media:
    - Gain 2 new followers

Event Selection

Identify Event (1–2 Quarters Prior)

Aim to vet half again as many events as you'd like to sponsor each quarter. You'll want to figure out the answers to these questions to narrow down the available events:

- *Audience*: Is your audience front-end or back-end developers? Is there an overlap? Is your product a tool for the DevOps community?
- *Programming language*: What language is your API built with? Which client libraries or SDKs are your customers using the most?

- *Geographic region*: Where are you seeing the most traffic to your website? Where are most of your customers based? What new regions are you trying to break into?
- *Size of event*: Are you trying to get feedback, raise awareness, or engage with the community? Each of these goals is best met with different sizes of events.[4]

Research Event (1–2 Quarters Prior)

- Reach out to event organizers for sponsorship info
- Decide on the best sponsorship package
  - Hackathons requirements (`BUDGET RANGE`):[5]
    - Table at event
    - Logo on T-shirts
    - Demo/tech talk is a bonus
  - Conferences requirements (`BUDGET RANGE`):
    - Table at event[6] (can be negotiable, but is more difficult)
  - Meetup requirements (`BUDGET RANGE`):
    - Lightning talk
    - Opportunity to engage with the attendees, either before or after the meetup

---

[4]See Chapter 8 for more information.

[5]Typically, I care less about the recruiting opportunities at hackathons (students tend to give companies their resumes regardless of whether there's a recruiter there or not) and more about the demos. It's usually possible to negotiate for the requirements listed above in exchange for removing the recruiting package.

[6]This is the only requirement for a conference sponsorship to be valuable. Sponsoring events without a booth or table is more difficult because there's nowhere for you to meet up with attendees. That being said, as mentioned in Chapter 8, there are ways to meet your community members while onsite even if you don't have a booth.

Seek Event Approval (8+ Weeks Prior)

- Email STAKEHOLDERS[7]
  - Basic info about the event
    - What are the dates?
    - Where is it being held?
    - How long has it been running?
    - How many attendees do they anticipate?
  - Why are we interested in this particular event?
  - Sponsorship package info:
    - Cost
    - What the sponsorship includes
  - Number of COMPANY attendees[8]
    - *Hackathons*: 3+ technical people depending on length of hackathon (a 24-hour hackathon can usually be handled by three people rotating through; 36-hour hackathon is better with three or four if possible; 48-hour needs four or five people)
    - *Conferences*: Three or four people (for example, Developer Relations teammate, engineer, technical account manager/ solutions engineer, Business Development and/or Sales) so that people can take breaks, engage in conversations, take a look around the expo hall, attend sessions to get a pulse on the topics, and so on.
    - *Meetups*: One or two people (either two Developer Relations teammates or one Developer Relations teammate and one engineer)

[7]These are the individuals who will make decisions about whether or not you can sponsor this event. It might be the head of Marketing if that's where your events budget lives, or it might be the head of your department in addition to your teammates.

[8]More information about this breakdown is included in Chapter 8.

- Once approved by `STAKEHOLDERS`, email the organizers, confirming the sponsorship package
- Send invoice over to `ACCOUNTING (EMAIL)` and include the approval email from `STAKEHOLDERS` for reference
- Create folder in `SHARED FILE SERVICE` and upload invoice and contract.
- Update your internal events sponsorship spreadsheet.[9]
    - Fill in sponsorship information on the `YEAR` Possible Events tab
    - Copy the information over to the appropriate Quarter tab
    - Create a tab for this particular event to track expenses and contacts
        - Name the tab: `EVENT (MONTH DATE(S))`
        - Place the tab in chronological order within the appropriate quarter
    - Add targeted metrics
- Create a collaborative to-do list[10]
    - Name the to-do list `EVENT - LOCATION (MONTH DATE(S))`
- Add to your public list of events where your company will be present

[9]The following four steps relate to this specific template: http://bit.ly/sponsorship-spreadsheet

[10]Asana is my go-to, though Trello, Evernote, and JIRA are all options as well. You can find other suggestions by searching for tools that follow the agile methodology. The best way to create this to-do list is to have a pre-saved template that you simply copy each time. That way, you only need to change the dates and update who the responsible party is rather than build it from scratch each time.

Event Preparation

Tracking Links and Discount Codes (6–8 Weeks Prior)

- Ask `TEAMMATE` to create any necessary tracking links or discount codes for the event
  - Links for promotional materials specific to the event (for example, swag bag cards)
  - Discount codes or a specific link for tracking sign-ups
  - Tracking links to be used in follow-up emails to any contacts made at the event

Collateral (6-8 Weeks Prior)

- Decide on collateral
  - Booth
    - What supplies will you need at the booth (tablecloth, monitor, laptop, power strip, pop-up banners)?
  - Swag
    - What swag do you have in inventory and how much is appropriate to bring given the number of attendees? Using a "swag bucket" calculator is helpful here as it simplifies the decision-making process, providing a standard amount of swag allocated to each event depending on the number of attendees.[11]
    - Check your swag inventory to make sure there is enough swag for your event and make a public note of what you intend to use for the event either in the swag cupboard or an inventory spreadsheet.
    - Leave a note in the to-do list as well so that when it comes time to gather supplies for the event, you know what to pack.

[11]For a swag bucket template, see `http://bit.ly/swag-buckets`

- Giveaway/Prize
  - What's the best fit for this audience? An IoT device? An electronics hacking kit? An Amazon gift card?
  - Decide on the raffle prize and add the cost to the appropriate event tab in your spreadsheet.
  - Add the prize to the list of items that you'll need to ship for the event.
- Order swag if necessary
- Submit request for applicable images to Design
  - Blog post and social media
  - Conference advertisements (sometimes included in event sponsorships)
  - Booth graphics (sometimes included in event sponsorships)
  - Giveaway signage

Social

- Gather the event info so that the social media team can craft tweets around the event (6 weeks prior)
  - Hashtag for event
  - City
  - Dates
  - Level of sponsorship
  - `COMPANY` speakers and relevant talks (if any)
  - Schedule for expo hall
  - Raffle/giveaways
  - `COMPANY` attendees
- Pre-event blog post if applicable (2 weeks prior)
- Twitter

- Follow the event's Twitter account and hashtag, and retweet or reply to applicable content
- Schedule several tweets in advance of the event using the proper hashtag
    - Publicize the sponsorship and mention who will be attending
    - Call out any community members who are involved/speaking
    - Promote the conference in general
- Schedule tweets throughout the event
    - Promote the giveaway
    - Ask people to visit the booth
    - Remind people of the applicable speaking slots

Logistics

- Book travel if necessary (6 weeks prior)
- Ship booth and all swag (3 weeks prior)
    - Pull swag
    - Add shipping costs to the event tab in the Events Spreadsheet
- Create a booth schedule with shifts (2 weeks prior)
- Meet with team who is attending/working the conference to fill them in on the process and expectations (1 week prior)[12]

Communication with Community Members

- Pre-event mailing (at least 1 month prior)
    - Include information about the conference and any speaking engagements in company newsletters or relevant communications with customers prior to the event

[12]Send an email with all of the basic information and then have a follow-up meeting to answer any questions. The more touch-points you have, the more prepared your team will be. You can find a sample email template at http://bit.ly/booth-staff-email

- Post-event mailing (prep 2 weeks prior to event; send 1 week after event)
    - Thank people for stopping by the booth
    - Include links to any demos that were being shown at the booth
    - Include information about slides or video content available from a speaking engagement (if applicable)
    - Use tracking links to invite people to sign up for an account, join your community, or fill out a form for more information

Plan to Connect with Community Members

- Look at the sponsors and speakers lists (1 month prior)
    - Work with your Sales team to find out which of the sponsoring companies are prospects. You'll want to introduce yourself while onsite if possible. Your job isn't to sell, but by making relationships with employees at a prospect company, you have a good chance of making a warm handoff to Sales down the road.
    - Note any community members or customers that are speaking. Try to connect with those individuals while at the event and attend their talk if at all possible. Showing them support and meeting them in person deepens the community bond.
- Plan a community dinner or meetup
    - Whether you wind up paying for the whole dinner or not, it's a good opportunity to meet up with community members and spend time with them away from the event.

Event Execution

There are three types of events: conferences, hackathons, and meetups. Each event will have a playbook with a day-of event checklist.

Large Event Playbook (Hackathons and Conferences)

Arriving On Site

- The first morning of the event (or the afternoon/evening before, depending on the event schedule), meet up with the full team to reinforce objectives and talk through the plan for the conference.
  - This meeting is not optional for employees working the booth. Put it on the calendar in advance of the conference so that they can plan to attend.
  - Items to cover:
    - Do we have a talk/workshop/demo? If yes, what time and where? How many people should be there to help, and whom?
    - What swag we'll be handing out and how quickly we want to do so (T-shirts could be for Day 1 and socks for Day 2; if we're limited on stickers or other swag, make sure we portion them out, and so on).
    - Know our elevator pitch, as well as common questions we might hear.
    - Know any interesting sponsors, including any of our partners. This is especially important for hackathons—what APIs could easily be used in conjunction with `COMPANY`?
    - Are any of our community members speaking/attending?
    - Expectations from team members during the event:
      - Times they're expected to be at the booth. This should be communicated beforehand as well.
      - Collecting lead data, whether through business cards, lead scanners, or simply writing down contact info.
        - If we know of any specific target leads/partners/contacts who will be at the event, that will be communicated ahead of time.

  - While at the booth, be focused on the community. Engage with them, make conversation, draw people in. If you need to step away to do some work or take a call, that's fine, but please don't do so at the booth.
  - Dress code
  - We should not have any other work responsibilities while at the event except in case of an emergency. If your manager expects you to be keeping up with other tasks while onsite, please communicate that ahead of time so it can be handled.
  - Flex time
    - *For conferences*: If the expo hall is open longer than a normal workday, have employees talk to their manager about taking at least one day of flex time to recover from the event.
    - *For hackathons*: If it's not a local event where you can run shifts of different employees every two or three hours, have all employees talk to their manager about taking at least one day of flex time to recover from the event. If held on a weekend, employees should take at least one day of flex time for each day worked.
- Scope out the event space—where's the expo hall? Where's our booth located? How long does it take to get here from home/hotel? What's the registration situation like? If we're giving a talk, where is it located?
- Check in and get badges.

Setup

Technical Setup

- If you're anticipating sign-ups onsite at the event (for example, at a hackathon), be sure to whitelist the IP address so attendees will be able to sign up for accounts.

- Find your IP address[13] at the event location and take note of it for tracking purposes later.
- When the event is over, be sure to remove the IP address from your whitelist.

- Make sure we have all of the proper cables/cords/power adapters for the monitor and presenting laptop, as well as other devices if applicable (for example, iPad for scanning leads).
  - Laptop
  - Monitor power cable
  - Connector cables
  - iPad power cable (if necessary)
- Plug laptop into monitor and double-check all connections and cables to ensure everything is working.
- Find out what the wifi information is and whether there's a separate connection for sponsors.
- If we're giving a talk, find out what equipment is already in the room and what we need to bring in.

Booth Setup

- Scope out the booth area and decide where you'll display and store the swag.
- Ask about security and who will be in the room after you're finished setting up to determine whether swag should be left out or if you'll need to arrive early the next morning to lay it out instead.
- Set up any banners or pop-ups first, as these take the most space to assemble.
- Obtain lead retrieval system if necessary. Make sure you understand how to collect leads and how to retrieve the leads after the show, as well as have the appropriate charging cables.

[13] https://whatismyipaddress.com is a handy resource. Or simply Google "What is my IP address?"

- Organize swag in such a way that it's easily accessible throughout the day.
- Log into the laptop and open these browser tabs:
  - `DEVELOPER SITE`
  - `GITHUB / GITLAB REPOS`
  - `USER INTERFACE OR DASHBOARD`
  - `CUSTOMER PAGE`
  - `PRICING PAGE`
  - Any other specific links relevant to the topic of the conference (for example, specific tools that are applicable to the topics at the conference)
- Download the Chrome extensions Keep Awake (`https://chrome.google.com/webstore/detail/keep-awake/bijihlabcfdnabacffofojgmehjdielb?hl=en`) and Revolver - Tabs (`https://chrome.google.com/webstore/detail/revolver-tabs/dlknooajieciikpedpldejhhijacnbda?hl=en`). These will allow you to rotate through tabs as well as prevent the computer from falling asleep.
- If there is a place to stash packing materials or extra containers during the event, fantastic. If not, try to put it behind the booth so it's unobtrusive and out of the way.
- Once everything is set up, take a group picture in front of the booth to tweet using the conference hashtag. Take a picture of the swag as well to show people what you've brought.
- Each night, be sure to stow the laptop, giveaway prize, and badge scanner in safe places where they can't "walk away" when someone isn't looking. If there isn't an easy place to stash things that feel safe, take them back to your room at the end of the day.

During the Event

- Arrive at the booth 20–30 minutes prior to the expo hall opening to set up the laptop and put out any additional swag/giveaways.
- Make sure the laptop is plugged in and turned on, with tabs rotating and Keep Awake turned on.
- Keep swag stocked at all times (with aforementioned portioning in mind).
- Be conversational and welcoming to the community.
- Tweet about the event while on the ground—especially if you're speaking—and don't forget to use the conference hashtag. Include pictures!
- Make sure to document your conversations, both the content of an exceptional conversation as well as the contact info. If there's a lead scanner available at the conference, scan their badge before they walk away from the booth. If there isn't, ask for a business card or resume, or write their contact info down so we can send them resources after the show.
- Take breaks! Things tend to be slower during sessions, so take the time to wander the expo hall, enjoy some fresh air, get something to drink, grab a snack, attend a session, check email, and so on.

Tech Talk (Hackathons)

- Touch base with the organizers—will they be announcing each tech talk? If so, would they like us to remind them five or ten minutes before ours begins?
- Arrive at tech talk room 15 minutes prior to our scheduled time. Set up if possible, or be prepared to set up as soon as the previous speaker is done with their presentation.
- Have one or two teammates on hand to answer questions and walk around the room to observe and assist.

- Make sure you have teammates back at the booth to cover questions while you're in the tech talk. Also make sure you head back to the booth right after the talk, bringing traffic with you if at all possible.

Teardown

- Pack everything back up into as few boxes as possible. Disassemble the booth/banner and carefully pack it back up.
- If you've been provided with a return shipping label, carefully place this on the box(es), making sure to cover up/remove any previous labels with barcodes.
- Check with the sponsor coordinator to see if they'll be shipping things out from the site, or if we can leave it with the convention center. If not, call UPS (or appropriate carrier) to arrange a pickup at your location.

Meetup Playbook

Pre-Event

Slides, Advertisements, and Collateral

- If you have a short intro at the beginning of the meetup, pull together a handful of fun, image-heavy slides that tell attendees briefly who you are, why you're there, and why you chose to sponsor this particular meetup.
- Whenever possible, host a raffle or giveaway, or hand out discount codes or tracking links in order to gather attendee information.

Arriving Onsite

- Arrive 15–20 minutes early to set up a banner, spread out stickers and resource cards, meet the organizers, and so on.
- If any coworkers are attending, have them arrive early as well to get oriented and to go over any goals and expectations from the meetup.

During the Event

- Once everything is set up, take a picture to tweet using the conference hashtag. Take a picture of the swag as well to show people what we've brought.
- Be conversational and welcoming.
- Tweet about the event while on the ground—especially if we're speaking—and don't forget to use the hashtag or tag the meetup account. Include pictures!
- Make sure to document your conversations—both the content of an exceptional conversation as well as the contact info. Be sure to ask for a business card, or at least their email address. Jot down a few notes after your conversation so you don't forget what you were talking about.

Teardown and Aftermath

- Disassemble the banner and carefully repack it.
- Follow up with intros and/or direct emails to the folks you met at the meetup to make sure those connections stay fresh.
- Go through the Twitter stream from the meetup—the meetup Twitter account, the event hashtag, and the meetup organizers—and follow people talking about the meetup. Take part in relevant conversations and post any pictures that didn't make it up during the event.

Event Follow-up

- Blog post (if applicable) (1 week after)
    - Recap any lessons learned, discuss talks given by teammates or community members, and highlight particularly great things that happened at the event.

- Retrospective with team (1 week after)
  - What went well?
  - What could have gone better?
  - What were our expected versus actual measures?
  - Would we do the event again?
- Using the information from the retrospective, fill in the Event Scorecard (Appendix B).
- Turn in any leads to Marketing and Sales.
- Update the Events spreadsheet with final cost of event as well as number of leads. If you know of accounts created onsite (from hackathons), also fill in number of accounts.
- Send follow-up email to people you met at the event.
- Update the website and remove the event.
- Remove the IP address from your whitelist.
- Share photos taken at the event internally.

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M. Thengvall, *The Business Value of Developer Relations*, https://doi.org/10.1007/978-1-4842-3748-9

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