

NASHVILLE

Zerto SON

2019



Stand by your vExpert

Ariel Sanchez - @arielsanchezmor

Nick Scuola - @NScuola



RESILIENCE
COUNTRY

Agenda

Intro to the vCommunity

How to contribute

User Stories & Benefits

Community

A group of people living in the same place or having a particular characteristic in common

A feeling of fellowship with others, as a result of sharing common attitudes, interests and goals

The *#vCommunity*

- All the different ways that virtualization professionals use to share knowledge and encourage each other.
- Examples:
 - VMware User Group (VMUG) local meetings and UserCons
 - Twitter/LinkedIn/Forums/Slack/Podcasts
 - Informal meetings like vBeers, Hackathons, etc
 - Conferences such as VMworld and ZertoCON

VMware User Group (VMUG)

- VMUG Motto: Learn, Connect, Discover
- VMUG is the official community for VMware and its ecosystem
- Presence around the globe and in every major U.S. city
- VMUG Leaders and their sponsors setup meetings



VMUG[®]
VMWARE USER GROUP

VMware User Group (VMUG)

- VMUG Leaders are super important to the vCommunity
- VMUG Leaders can be your guide
- Leverage their great professional networks
- **CRITICAL: Reach out to the VMUG leaders and offer to present in the future**



VMUG[®]
VMWARE USER GROUP

Other Virtualization Groups

- Azure User Groups
- AWS User Groups
- VTUG (New England Based)
- Realistically, every tech has a group somewhere.
- ZertoCON, vForum, Roadshows, lots of marketing events

Tips to Maximize Scheduled Events

- Virtual events happen year-round
- **VMworld** is really cool, especially when you realize it's not all about the sessions!
- **Talk to people**
- Hang out in the common areas
- Check Twitter, follow hashtags (#ZertoCON)
- Tailor the event so that you get what you want, but you also get pushed!
- If sessions are recorded, talk to the people while you have them in front of you

vBrownBag = Learning

- By engineers, for engineers (Cody Bunch, Alastair)
- Helping others is cool
- Not all vendor fueled,
- TechTalks, Meet X, Commitmas
- Cert-specific tracks, VCP, VCAP, AWS, etc.
- Latin America, Europe and Brazil



Podcasts

- Podcasts
- vBrownBag
- @vGigaCast from WI
- Virtually Speaking is VMware based but community driven
- Datanauts and Packet Pushers for Networking
- Bunch of famous ones but I REALLY like **Geek Whisperers**

Ways to Take Part in the vCommunity

Internet = Magic. The world is smaller.

Most of the IT world speaks English!

How to Get Involved:

- Twitter (HUGE in the #vCommunity)
- Global directory of people.
- Converse with folks in different regions
- Hashtags are powerful (Search #vCommunity, #ZertoCON)

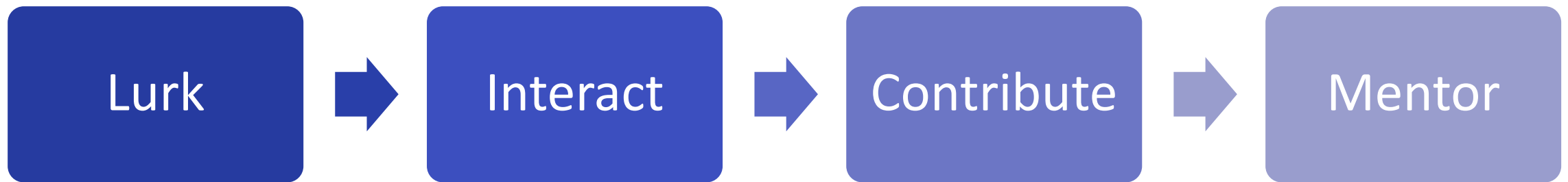


How can you Contribute?



- Twitter (Find us! @NScuola, @arielsanchezmor)
- Social Media
- Online forums (Reddit, VMTN)
- User Groups (VMUG)
- Share YOUR knowledge
- Start a blog
- Present, Present, Present!
- vExpert Program

4 Stages of Participation



Help organize meetups, local or online

All of these, twitter hashtags!

#vBeers

#vBrisket

#vCurry

#vChicken

#vCoffee

#vAnime

#vFitbit

#vGamers (vgamers.gg)

LinkedIn

Great if:

- This isn't formal enough for you
- You want to make LinkedIn your platform
- There's some good groups like VCP

If you create content, you can send to multiple social tools



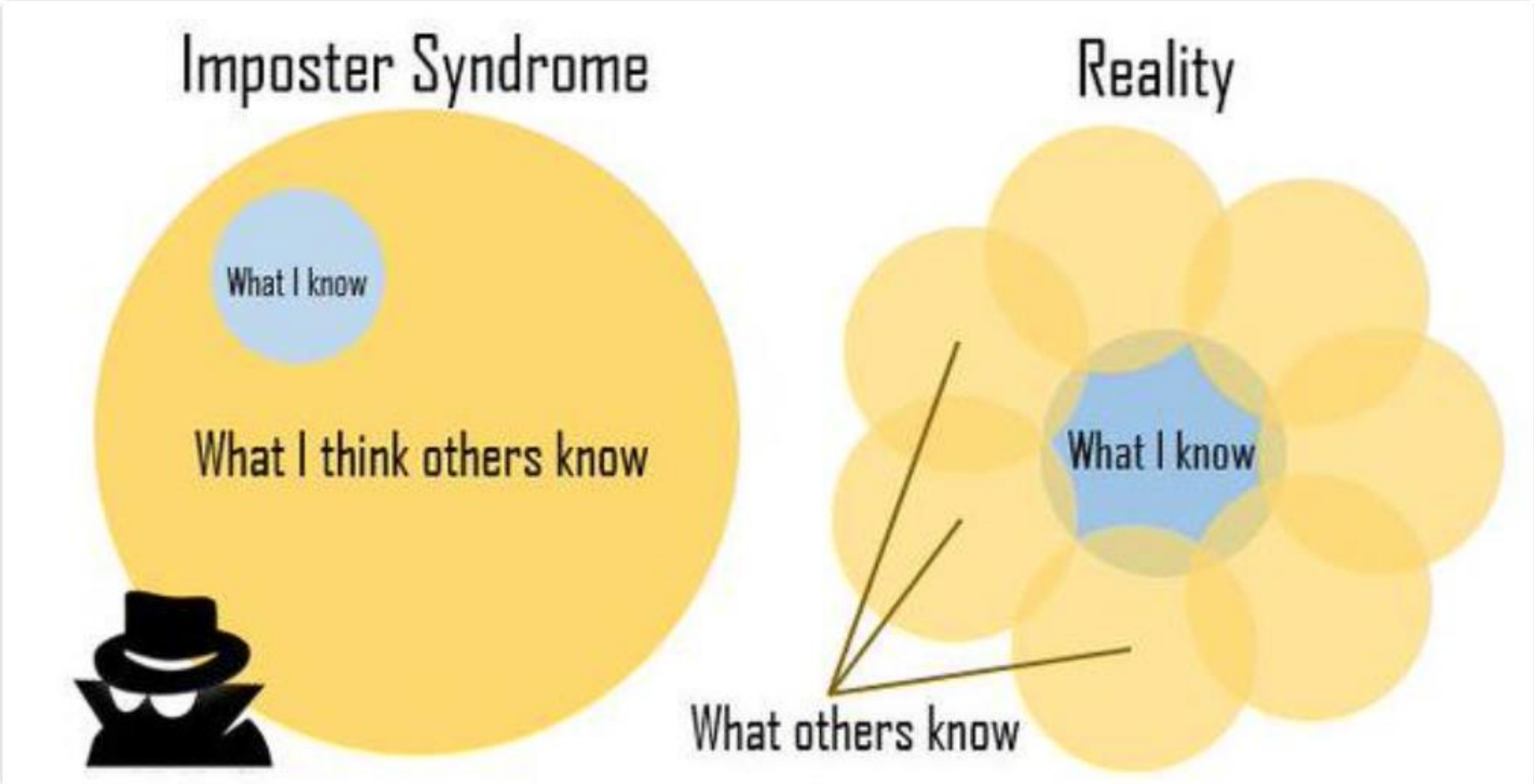
Slack

- If you've never used it, here's my #1 tip:
 - Don't run it as a webpage. Install the app and especially on your phone
- The VMware Code Slack is free and automation/programming related, which, be honest, you should get better at

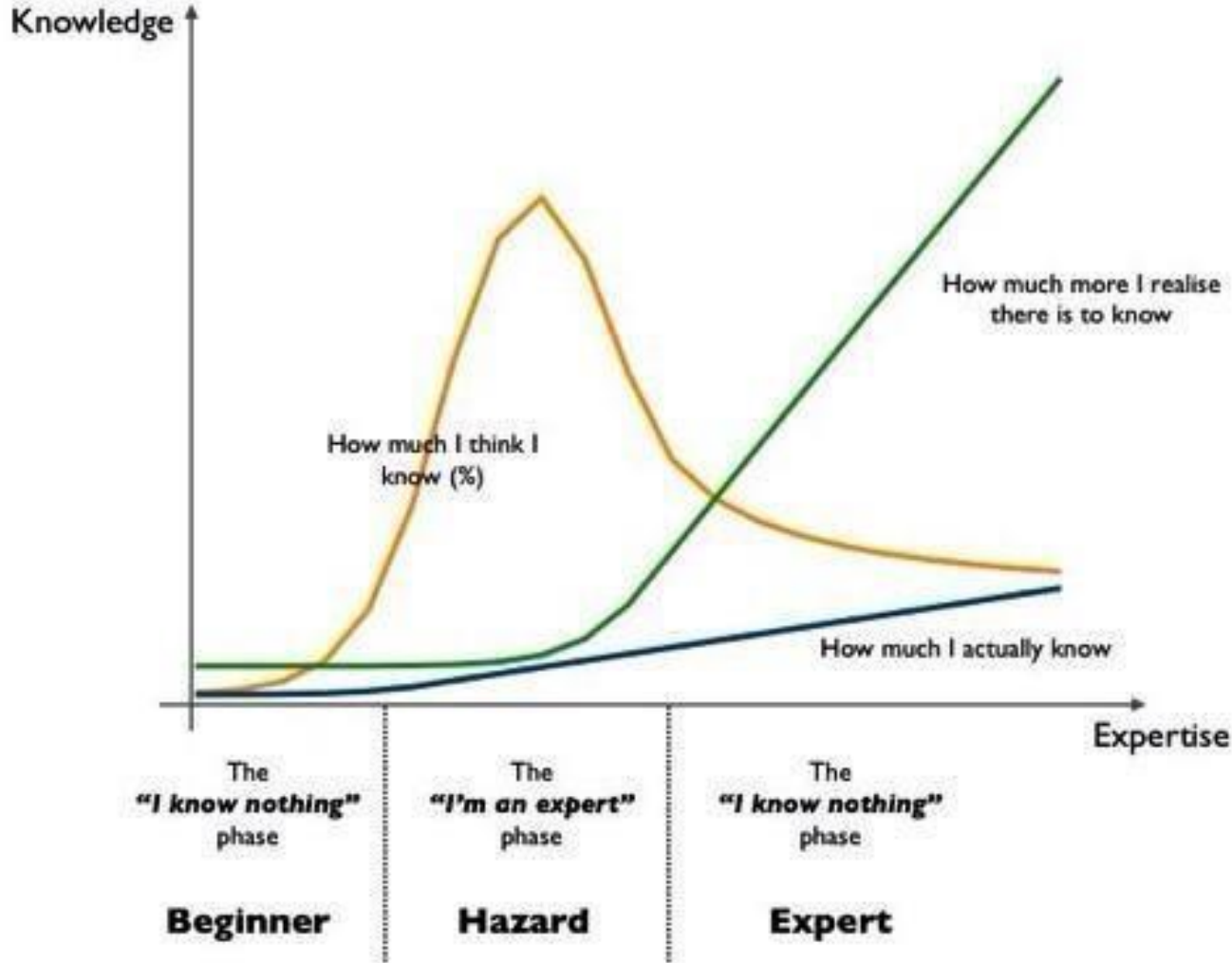


Contributing

Getting past "I don't know anything"



We're all on our own journey



Failure is Temporary!

- Contributing is crucial
- You will learn so much more by teaching others
- Presenting itself is something that takes practice to do well
- Just try to get better each time. That's all!

Attitudes that Build

- This is a bigger discussion, but you will find a lot of great attitudes in the vCommunity. It's a really encouraging crowd!
- Everyone brings something to the table
- The most required attribute: Positivity!
- **We will personally help you get there**

Attitudes that Build

Be Frank

- If you think I'm wrong, that's ok! Show me, help me get better
- I would rather you tell me now than wait

Be Respectful

- Always be nice and treat others like you would like to be treated
- Jobs can change, but friends can last forever. Build relationships!

How To Get Started

- You feel you need to learn more? Volunteer at work to help with difficult projects outside your comfort zone.
- What have you learned? Take notes, sanitize the data for internet, and blog about it
- Can't really learn at work? Home Lab! VMUG Advantage is a great value
- \$12 domains.google.com Blogger, wordpress.com, GitHub pages

How To Get Started

- PRESENT!
 - To co-workers
 - VMUGs 😊
 - Whiteboard Sessions
 - vBrownBag
- Record yourself and put it on YouTube

How To Get Started

- Share as open source if you can
- Everybody ~~steals~~ shares
- PowerCLI or esxcli or Ansible or...
- API/SDK interactions
- VMware Code Sample Exchange
- Use GitHub (ZertoPublic)



vEXPERT

The VMware **vExpert program** is VMware's **global evangelism and advocacy program**. The program is **designed** to put VMware's **marketing resources** towards **your advocacy efforts** through promotion of your articles, exposure at our global events, co-op advertising and early access to beta programs and VMware's roadmap.

It's a global community



The program has been around for

9 years with more than **1800**

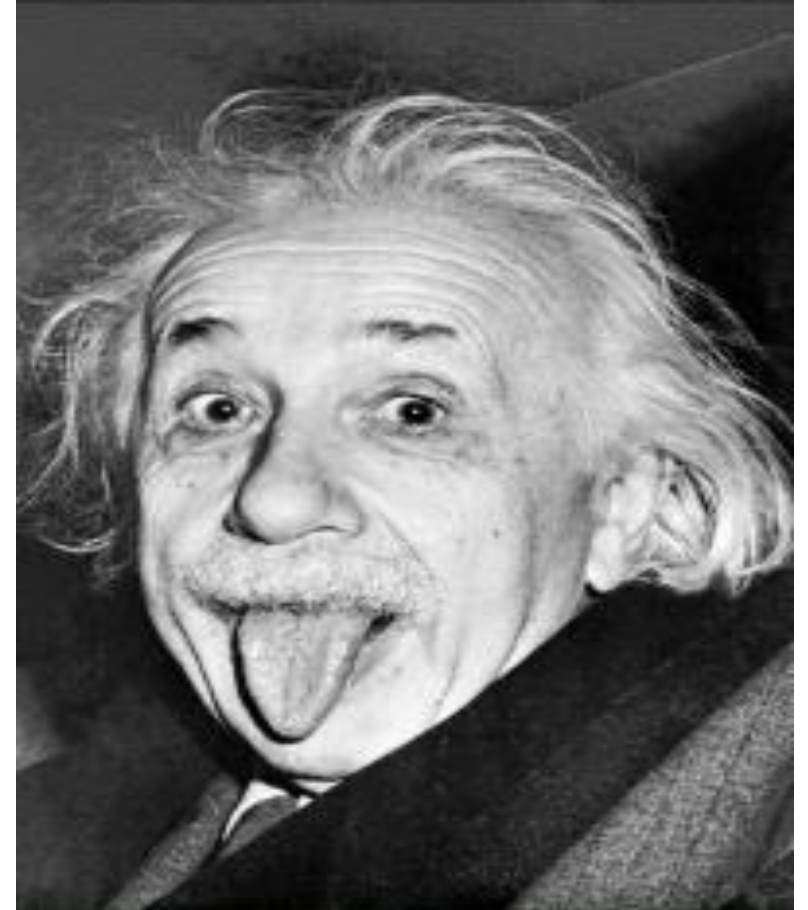
vExperts in

70 countries.

Started in **2009** by **Eric Nielsen** (@ericnipro) and **John Troyer** (@jtroyer) is one of the most successful advocacy programs in the market.

Who are the VMware vExperts?

- **vExperts** are people **committed** to the VMware community
- **Sysadmins, Architects, Consultants**
- They all have a **deep passion for technology**, to **share experiences** and **go beyond** their daily activities.

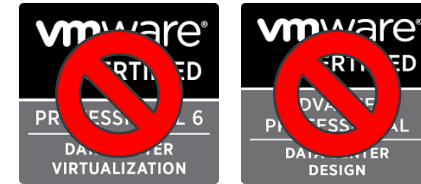


vExperts are PEOPLE like YOU

The vExpert is not...



- **A technical certification** that proves you know all about some product or technology.



- **Something you win**, but something you earn

The vExpert is...



**A recognition for
all you have done
to the community**

vmware® vEXPERT

vExpert Sub Programs

vmware®
vEXPERT
NSX 2017

vmware®
vEXPERT
Cloud 2017

vmware®
vEXPERT
VSAN 2017

vmware®
vEXPERT
PRO

User Stories & Benefits

Q&A Time

#ZertoCON

@arielsanchezmor, @NScuola

