Getting the Most out of EclipseCon
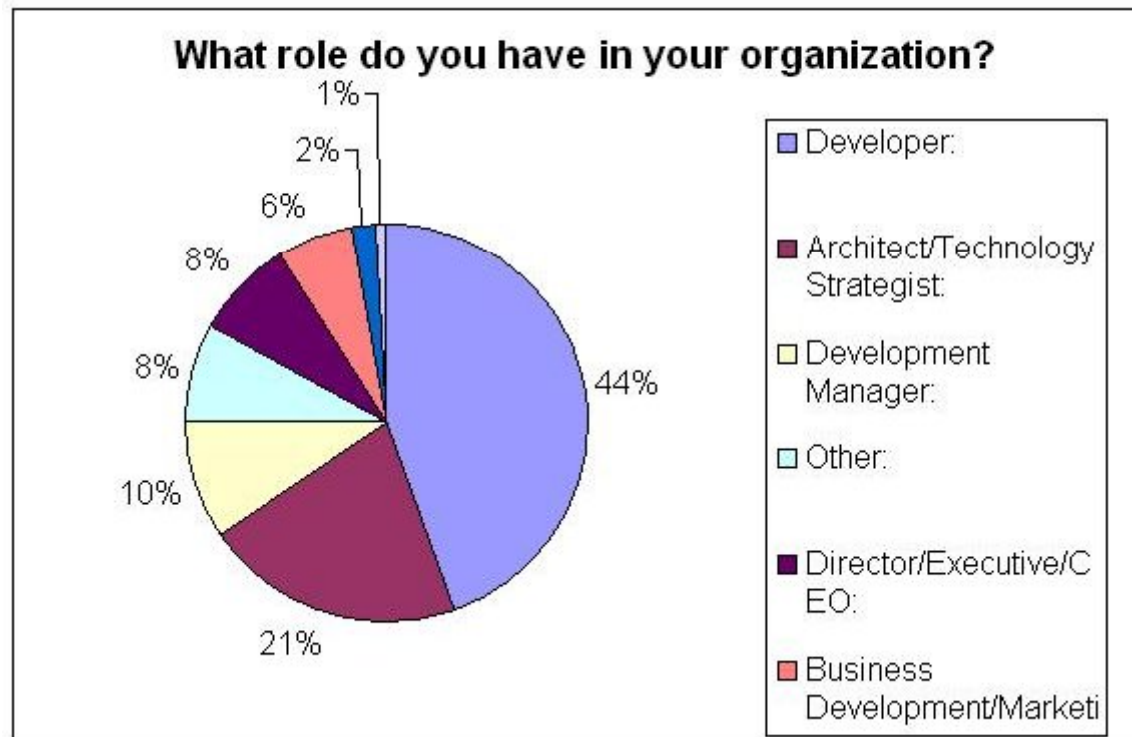
Donald Smith

Background – Attendee Roles

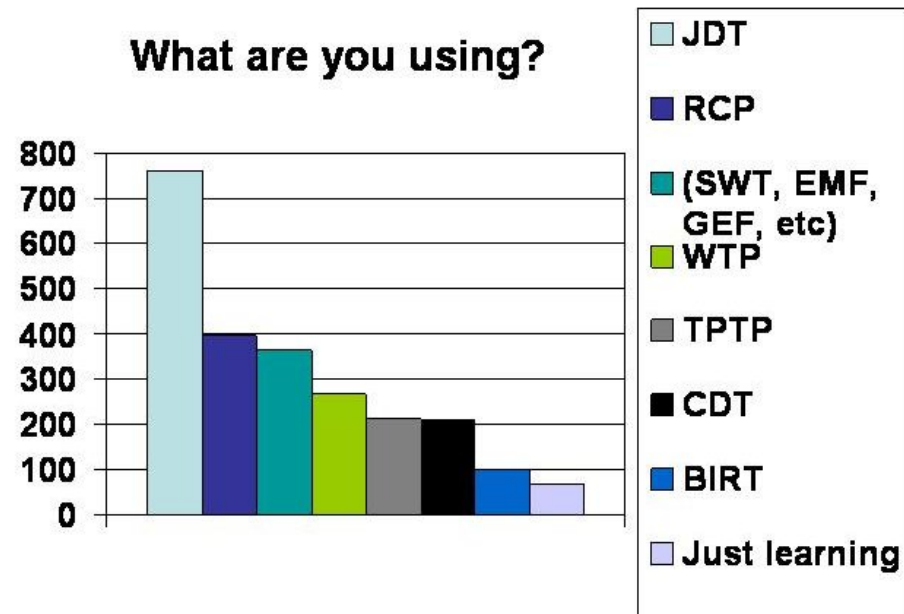- 2006 EclipseCon Attendee Profile

Background – Technology Interests

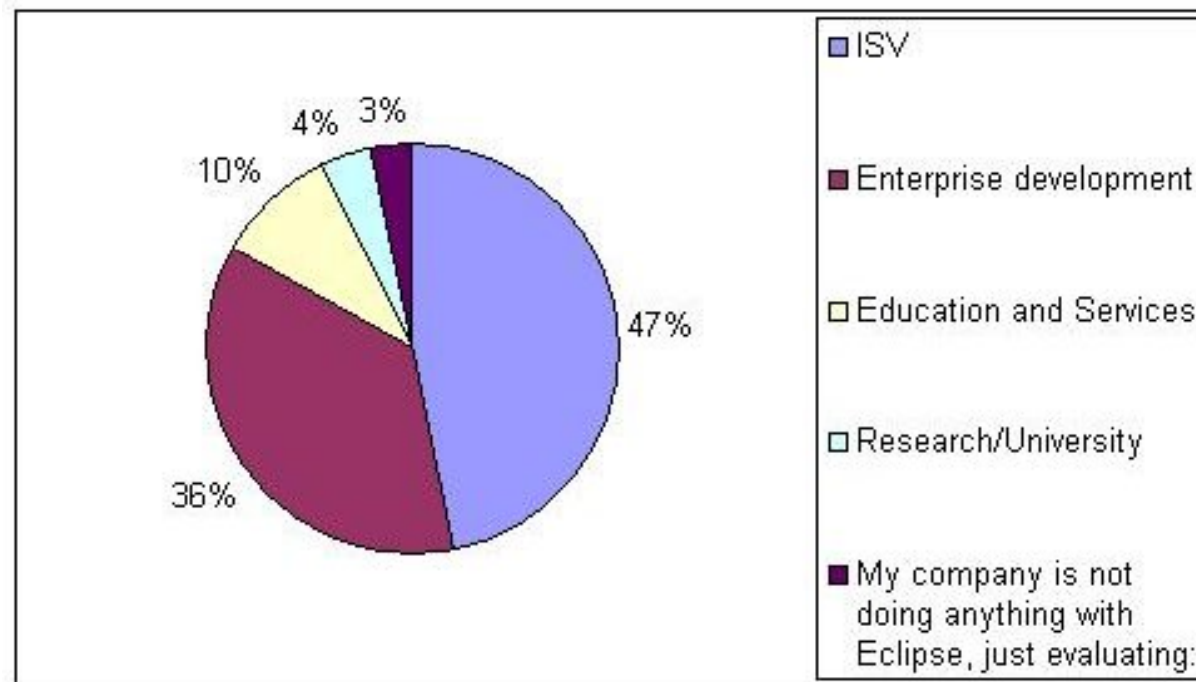- 2006 EclipseCon Attendee Profile

What are you using?

Legend
JDT
RCP
(SWT, EMF, GEF, etc)
WTP
TPTP
CDT
BIRT
Just learning

Background – Organization Representations

- 2006 EclipseCon Attendee Profile

What are your goals for EclipseCon?

- Brand awareness (yours), brand association (with Eclipse)

- Developer relations – Make them love your organization

- Business Development and Business Opportunity Generation

- Networking, experience sharing, troubleshooting (ecosystem)

- LEAD GENERATION BABY!!!

Before The Show….

- Help us promote the conference
  - http://www.eclipsecon.org/2007/index.php?page=friends/

- Send your developers, architects and biz dev teams too!

This is important for you to help achieve the first 4 goals of EclipseCon!

During The Show

- Do something Buzz-worthy

- Vendor Receptions

- Poster Reception, Demos

- Exhibit hall game, Sponsored Tutorials

- Press activities – 30+ Press and Analysts in attendance
    - Contact Ian

- Market your project participation

- Have your biz dev people in the exhibit hall and events

- Attend membership meeting and networking events

- Don't be silent – pass on your feedback when given the opportunity

- Work on Lead Generation, but don't miss the opportunity to listen to the developers

- Mechanisms to solicit input/feedback from the Eclipse Community are always well liked