

# The DevRel Salon

## What the heck is DevRel?

2022-02-22 - Station F



@AurelieVache



@LostInBrittany

# Aurélie Vache

@aurelievache

DevRel at  OVHcloud

Google Developer Expert  
on Google Cloud



Conferences organizer

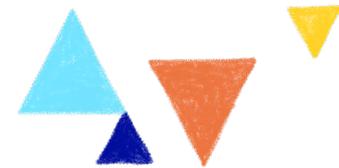
Duchess France Leader & Mentor

Technical articles & sketchnotes writer

... & Retrogaming lover

<https://www.youtube.com/c/AurelieVache>

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Les Productions de MOA

@AurelieVache



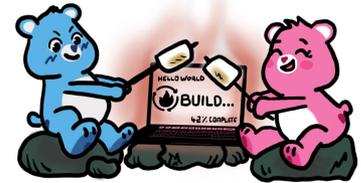
@LostInBrittany



# Horacio Gonzalez

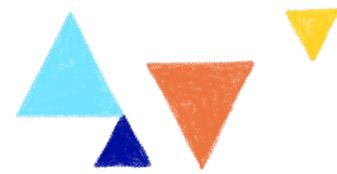
**@LostInBrittany**

Spaniard lost in Brittany,  
developer, dreamer and  
all-around geek



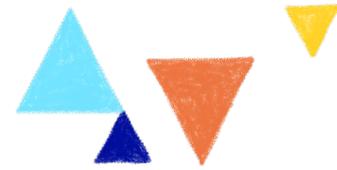
*The DevRel Salon*

# What are we talking about?



Technical Advocate Developer  
Developer Relations Creator  
Developer Content Evangelist Advocate

# Why are we talking about it?



Benoit Masson 10:18

oui j'ai l'impression que c'est un métier sportif DevRel 😊



Vous 10:19 Modifié(s)

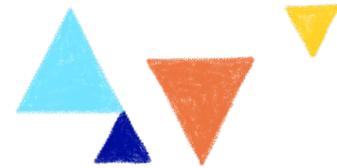
Tu prend une marmite et dedans tu met : de la tech, de la comm, de l'organisation, tu touille et chaque jour t'as des ingrédients différent que tu connais pas qui se rajoutent lol



Benoit Masson 10:21

c'est pour ça qu'il faut que vous veniez nous raconter votre quotidien ! On va pas s'ennuyer 😊





# What the heck is DevRel?

## DevWhat?



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# What the heck is DevRel?

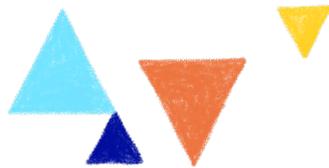


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# What the heck is DevRel?



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@LostInBrittany 

# What the heck is DevRel?



**Horacio Gonzalez** @LostInBrittany

The @OVHcloud Unicorn DevRel Team at @DevfestLille

Traduire le Tweet



Vous et Horacio Gonzalez

1:01 PM · 19 nov. 2021 · Twitter Web App

**Aurélie Vache** @aurelievache

Comprendre Docker en 2 minutes : les Layers

Vous trouvez les Layers dans @Docker moins intéressantes que les images ?

Je compte sur vous pour inverser la tendance 😊

Au menu :

- des images 🍰
- des Layers 🍕
- des commandes pratiques 🧑

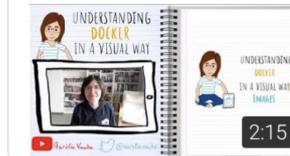
[youtu.be/zdFFRQuKgrQ](https://youtu.be/zdFFRQuKgrQ)



[Comprendre Docker en français] Understanding D...

180 vues · il y a 1 jour

🔄 👍 13 💬 4



[Comprendre Docker en français] Understanding D...

1,8 k vues · il y a 2 semaines

🔄 👍 46 💬 9

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# What the heck is DevRel?

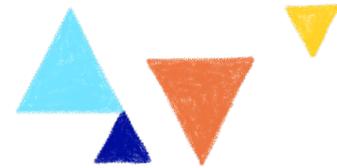


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@AurelieVache 

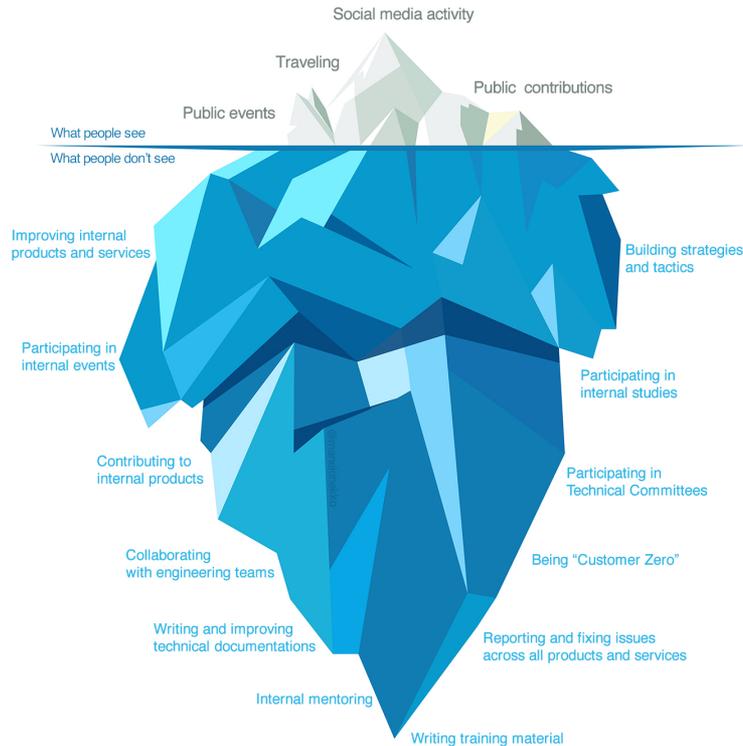
@LostInBrittany 

# What the heck is DevRel?



## THE DEVELOPER ADVOCATE ICEBERG

Wassim Chegham | @manekinekkko



**Wassim Chegham** ⚡  
36K Tweets

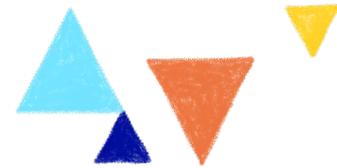
... 📧 🔔 **Following**

**Wassim Chegham** ⚡  
@manekinekkko Follows you

★ Proud dad 🧑🏻‍🍼 ★ Cloud Engineer at @Microsoft ★ GDE for @Google ★  
Ambassador for @Auth0 ★ Contrib. Angular and Node.js ★ [wassim.dev](#)  
#JavaScript

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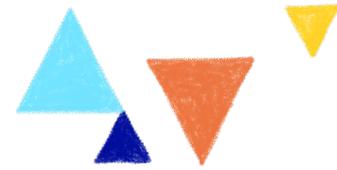


# What is really DevRel?

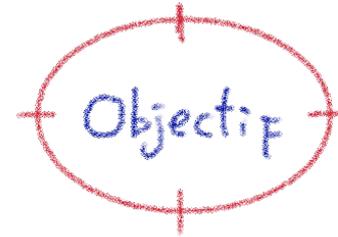
## DevRel under the glitter



# What is really DevRel?

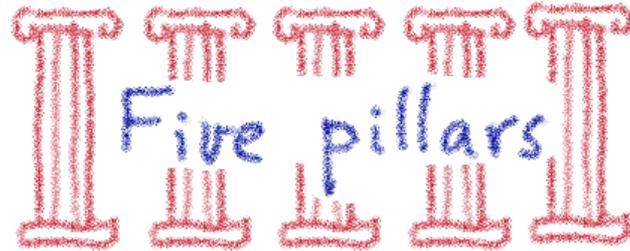
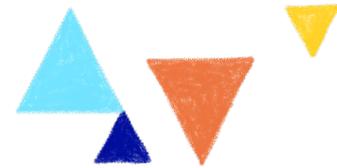


Technical Marketing  
& Communication  
targeting Techies



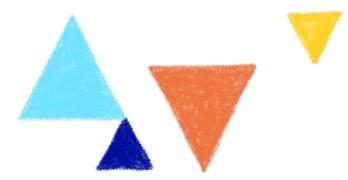
Earn techies  
recommendation

# What is really DevRel?

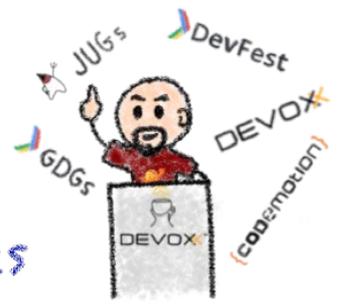


-  Great Developer Experience
-  Nurturing the Communities
-  Evangelizing to expand awareness
-  Advocating to improve adoption
-  Helping developers

# What is really DevRel?

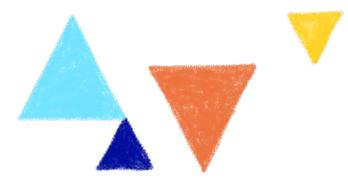


DevRel  
Activities

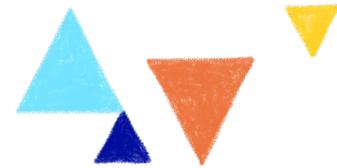


-  Participate in technical events:  
speaker, sponsor, organizer, attendee
-  Create & deliver technical content
-  Be a community person
-  Be present where the conversation is
-  Get the hands dirty in code

# What is really DevRel?

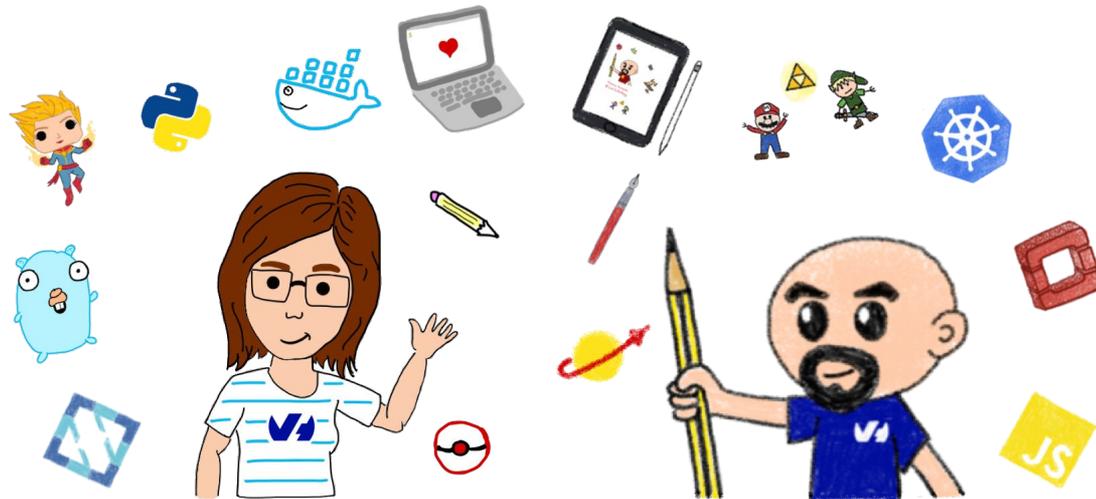


-  Techs talking to tech
-  Sincere, no sales pitch
-  We show what we do

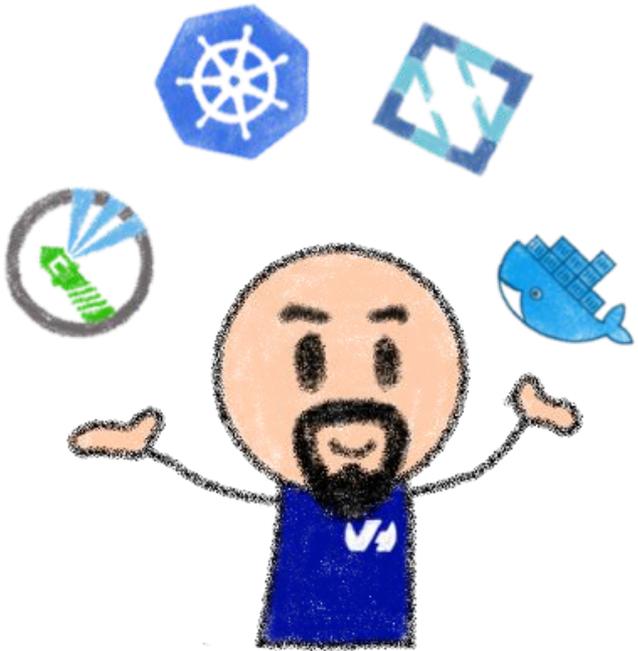
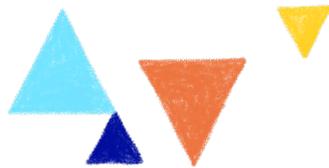


# What is being a DevRel like?

## DevRel as a job role

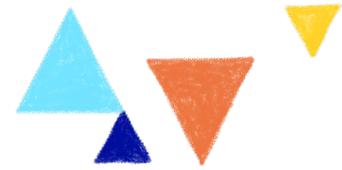


# What is being a DevRel like?



First of all, a technical person

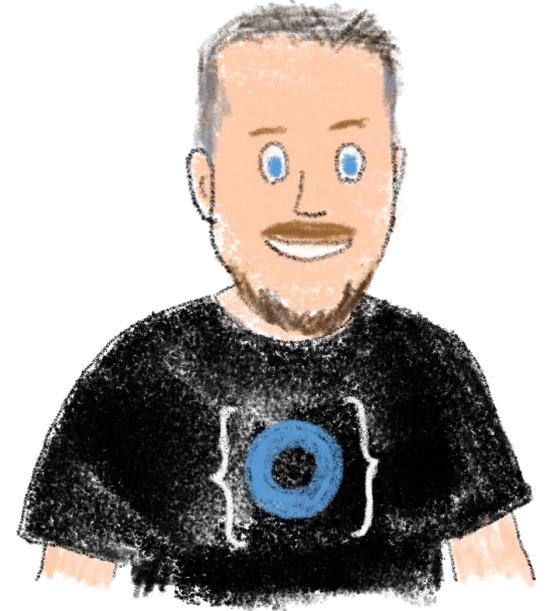
# What is being a DevRel like?



@sebi2706



@R33g\_org



@mraible

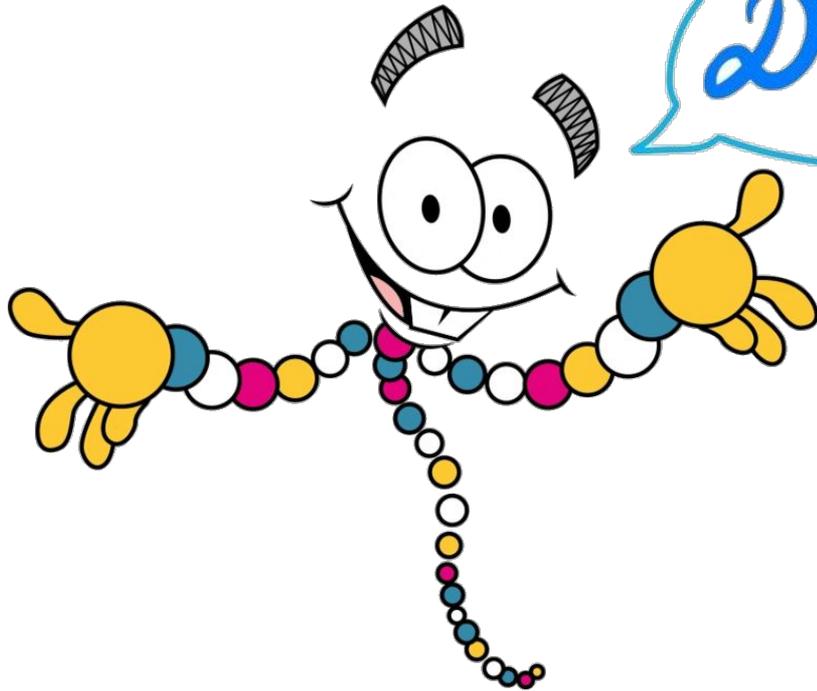
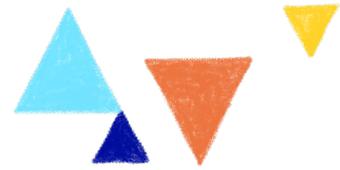
There is no DevRel typical profile

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@LostInBrittany

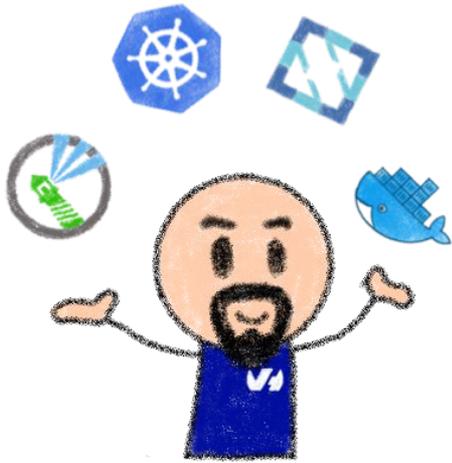
# What is being a DevRel like?



Developer Happiness!

But with the same DNA

# What does a DevRel do?



Evangelism

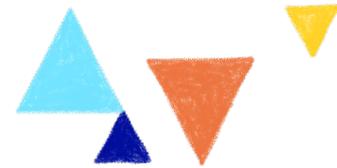


Advocacy

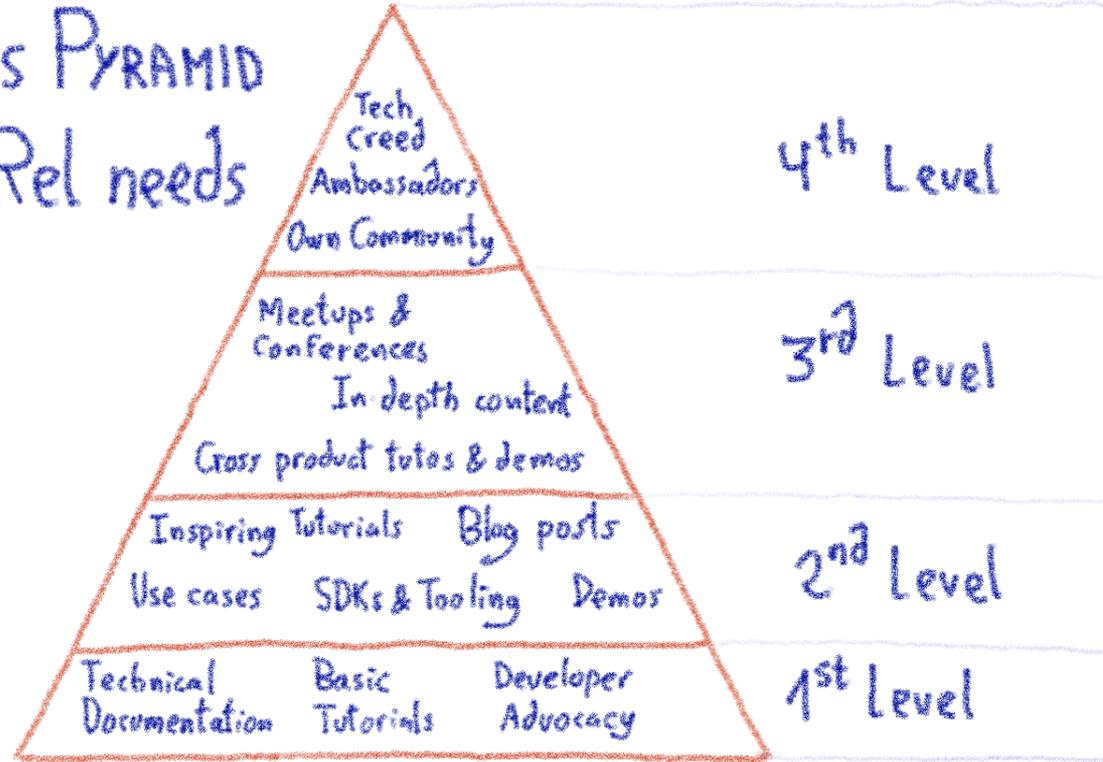


Two main kind of tasks...

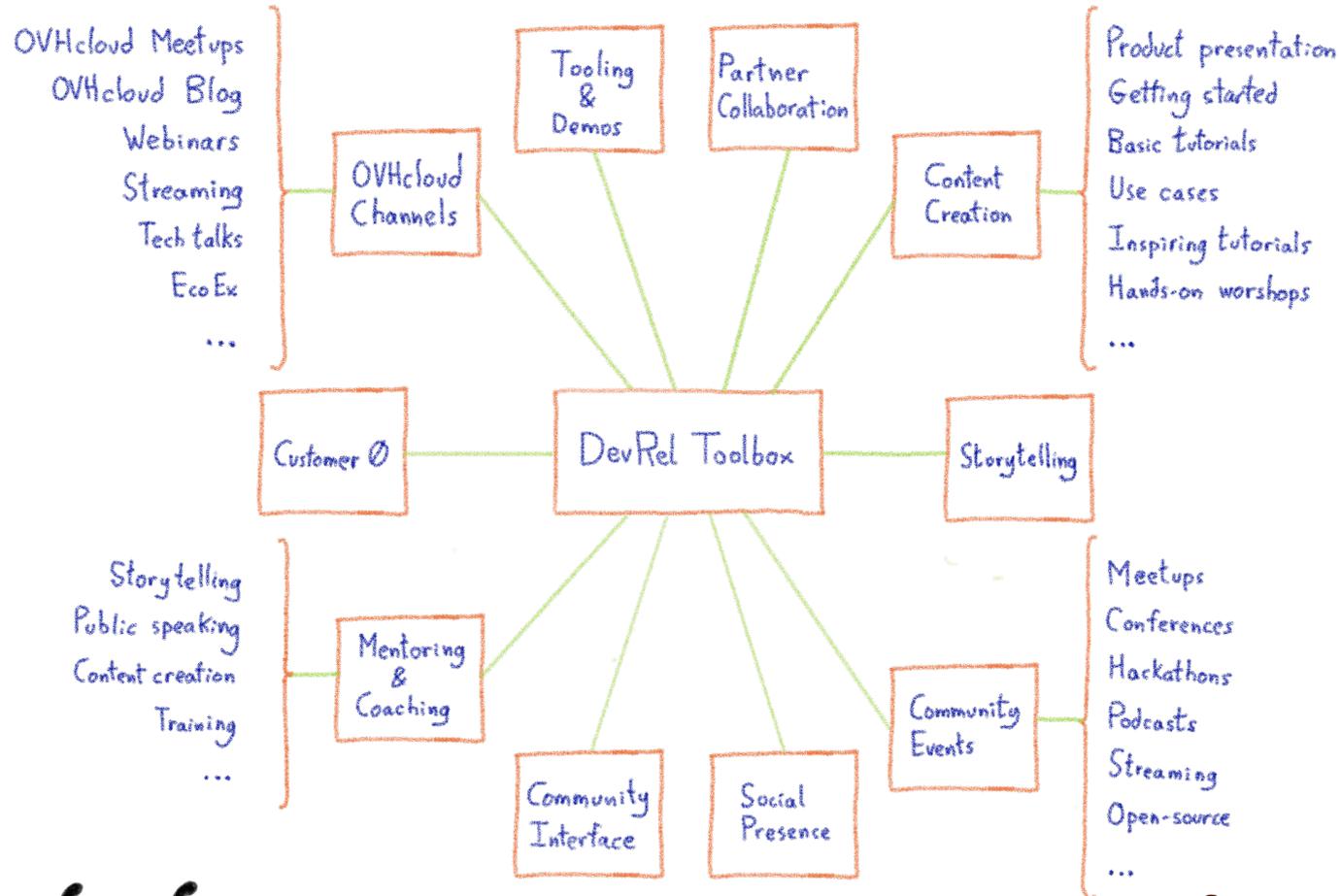
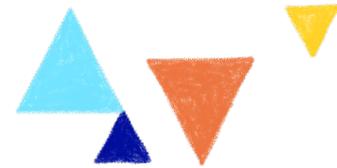
# What does a DevRel do?



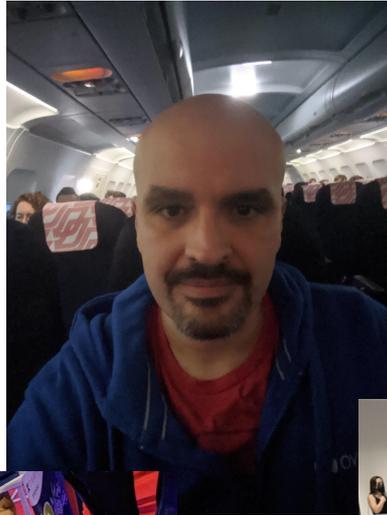
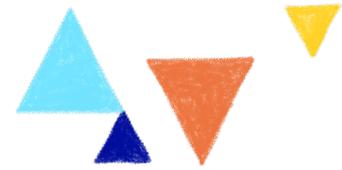
## MASLOW'S PYRAMID of DevRel needs



# What does a DevRel do?



# DevRel activities

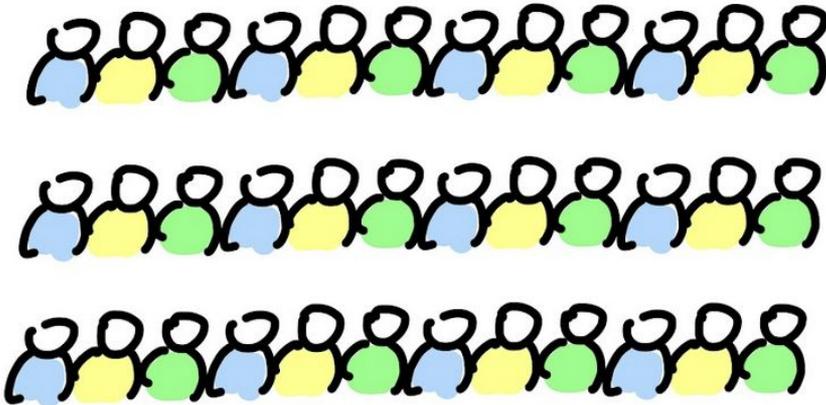


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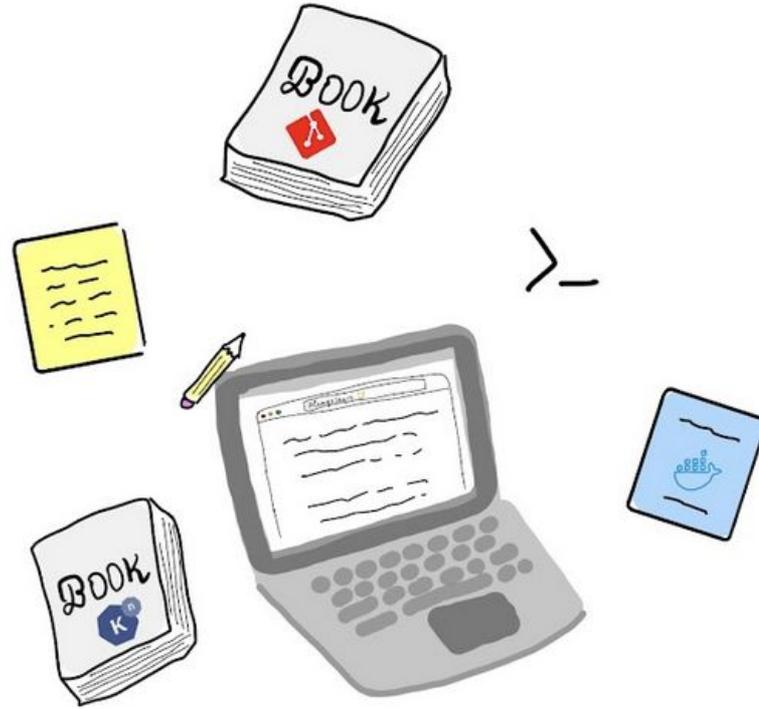
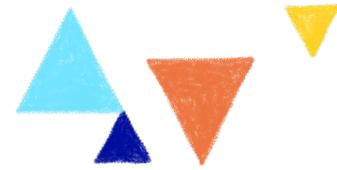
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# What are the needed skills?



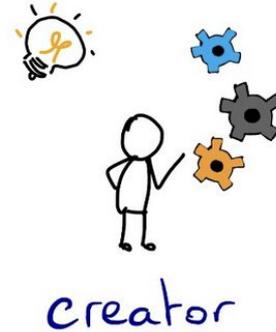
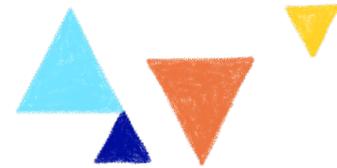
Love to teach and share

# What are the needed skills?



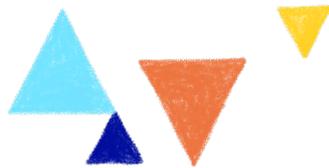
Need to always learn & multi-tech/languages

# What are the needed skills?



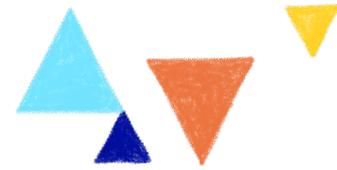
Enjoy collaborating with others

# What are the needed skills?

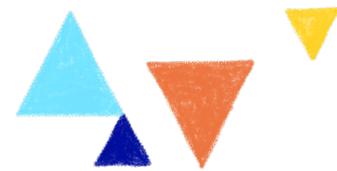


Proactive & well organized

# What are the needed skills?



Proficient in spoken & written in several languages

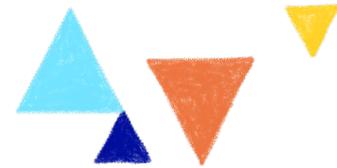


# How to be a good DevRel?

For the others... and for you!



# Looking for Developer Happiness



Pierre Zemb @PierreZ · 14 oct. 2020



Many thanks @LostInBrittany !!!!!



Horacio Gonzalez @LostInBrittany · 14 oct. 2020

I have just made a quick logo for my friend @PierreZ's project Record Store, a light, scalable, multi-model, user-defined place for your data on top of @FoundationDB [github.com/PierreZ/record...](https://github.com/PierreZ/record...)



Nicolas Lacroux 14:50

Bonjour Aurelie,

On ne se connait pas, je suis un nouveau venu chez OVH mais je tenais à t'adresser un petit mot pour te remercier pour tes videos sur k8s, au plaisir d'en discuter quand on se croiera à la pause café quand tu seras à Tls. 😊



Nuno do Carmo @nunixtech · 11 août

Aurélie is a pure 💎 for the community ❤️

The impressive amount of content she creates and for F R E E !!! is truly amazing 🙌

So don't wait, look at her blog entries, subscribe to her Youtube channel, I swear you won't regret it

Merci infiniment Aurélie ★

The fan Corsair 🇵🇸

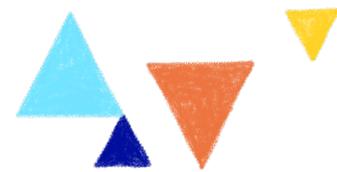
## Internally and externally

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@AurelieVache 

@LostInBrittany 

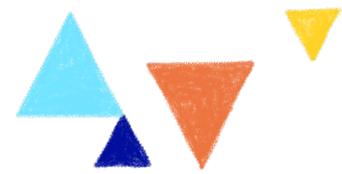
# Easier said than done



⚠ Be careful :

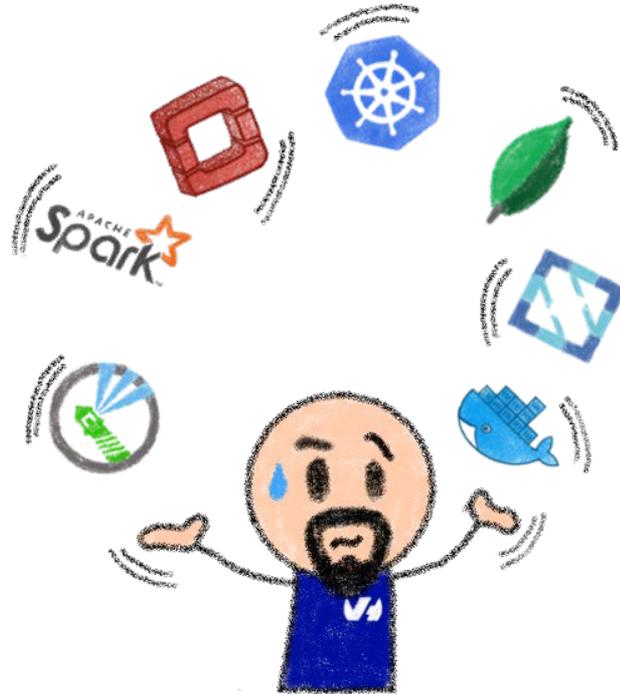
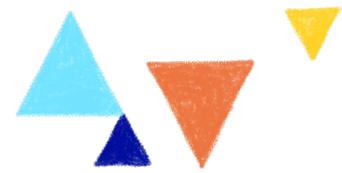
- ⚠ Not easy to concentrate & stay focused on one task (at a time)
- ⚠ Pay attention to fatigue
- ⚠ Balance & organization personal / pro / community life

# Easier said than done

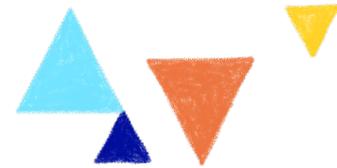


Imposter syndrome

# Easier said than done



Burn out

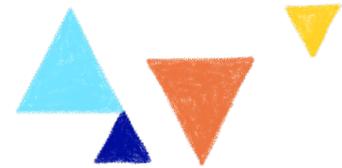


# How did we become DevRel?

Once upon a time...



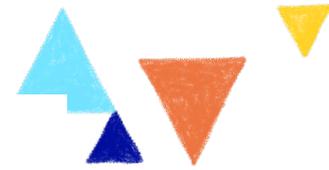
# How did Horacio became DevRel?



Horacio Gonzalez  
@LostInBrittany

The DevRel Salon

# How did Aurélie became DevRel?



SIMPLON.CO

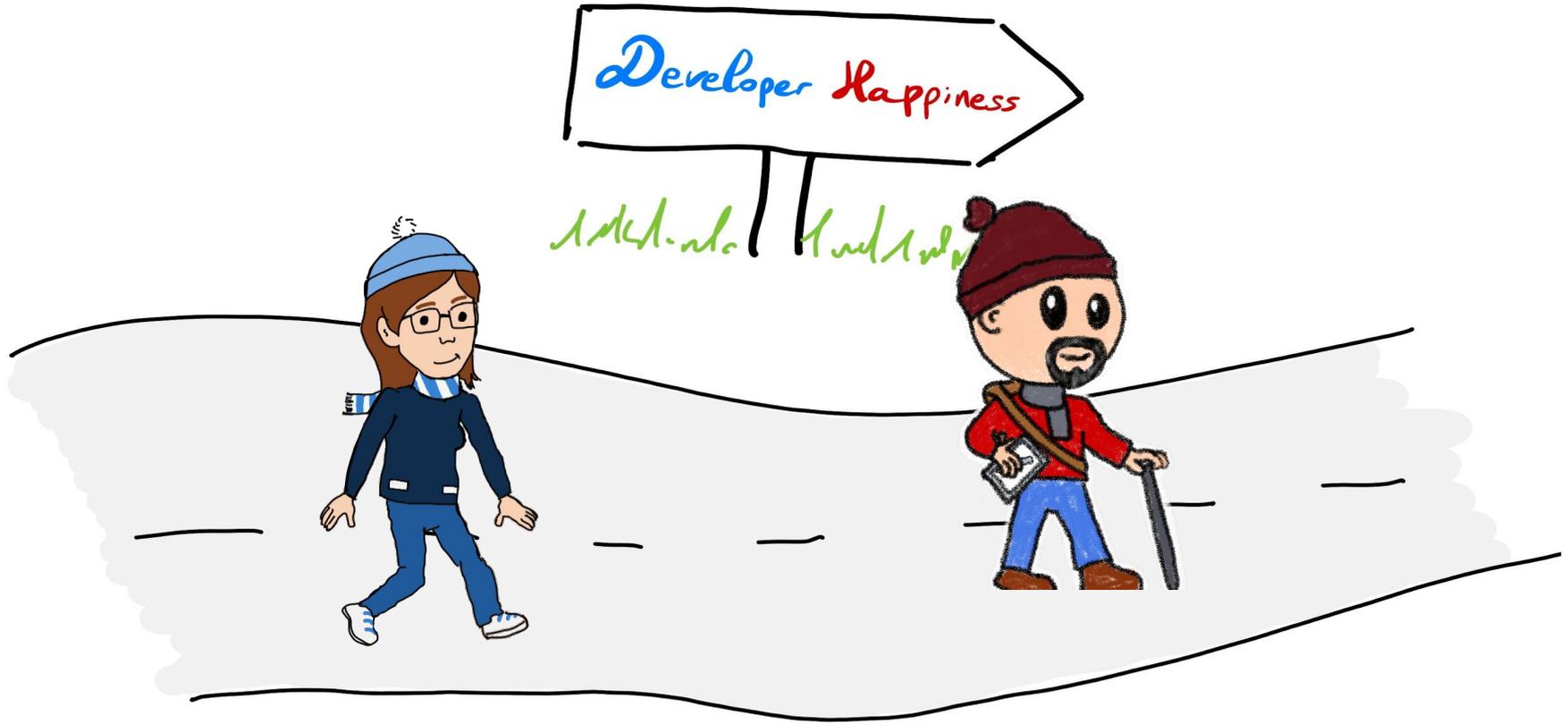
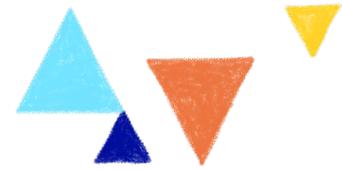


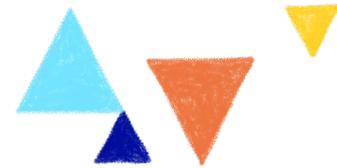
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# Different paths, same destination



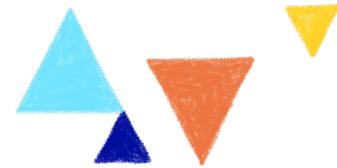


# DevRel at OVHcloud

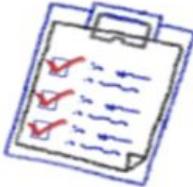
Unicorns, glitter and sovereign cloud...

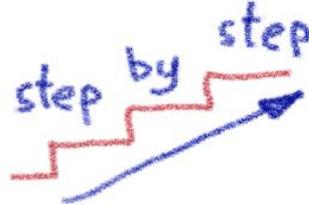


# Building the OVHcloud DevRel Community



2019: Lots of part-time DevRel

-  40+ People
  -  100+ Talks
  -  40+ Blog posts
  -  10+ Confs. organized
- 

Putting DevRel into  OVHcloud culture 

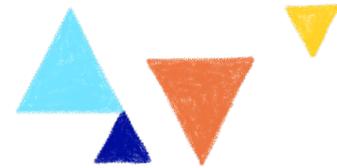


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# Building the OVHcloud DevRel Community

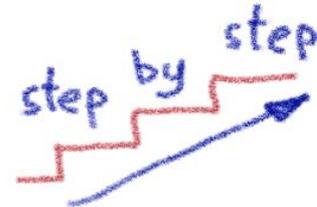


## Building a DevRel Community



- ☆☆☆☆☑ Gather people doing DevRel
- ☆☆☆☆☑ Onboarding, mentoring, supporting
- ☆☆☆☆☑ Structuring the DevRel impulse
- ☆☆☆☆☑ Target: at least a DevRel for each PU

Putting DevRel into  OVHcloud culture *step by step*

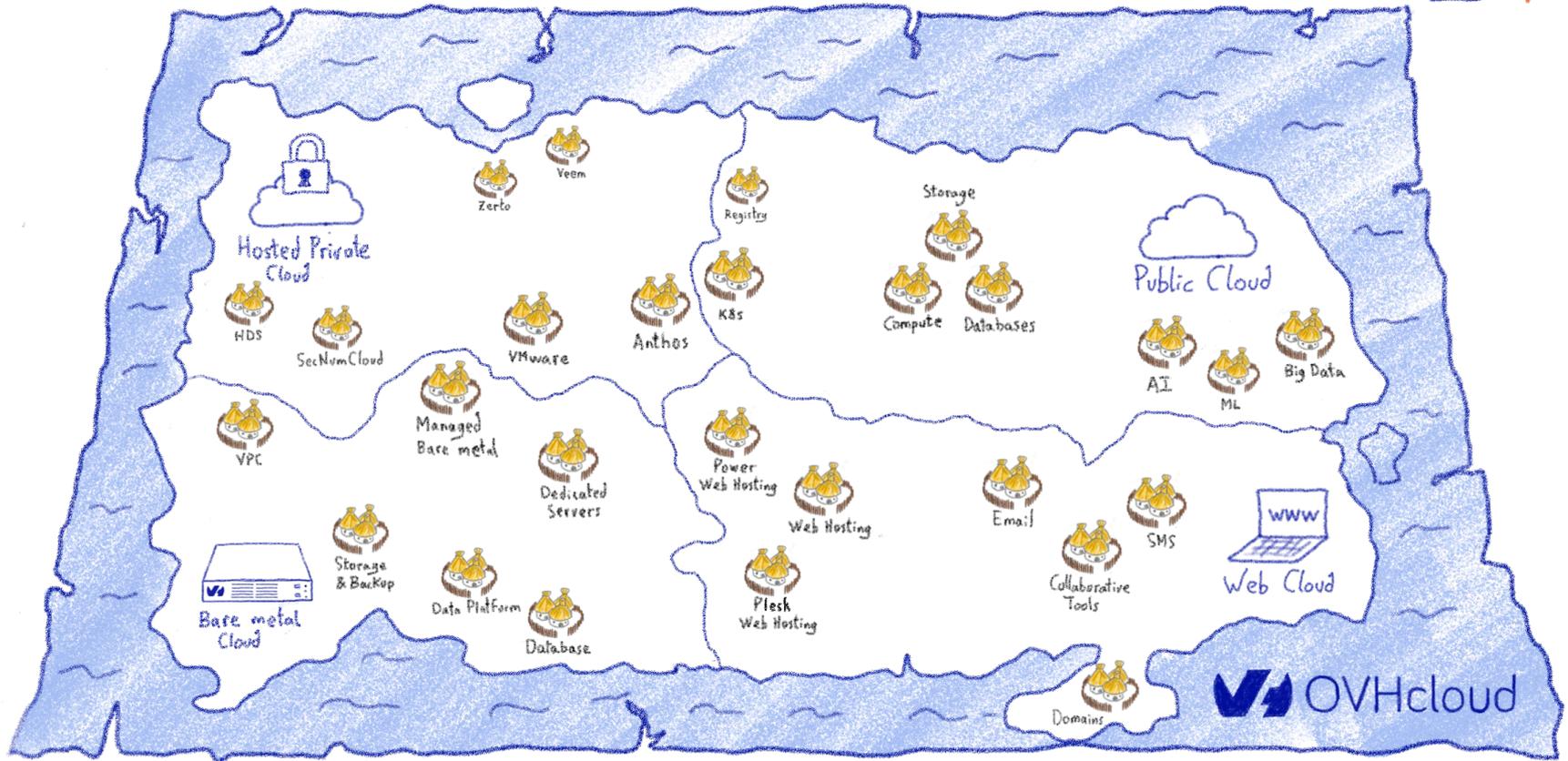
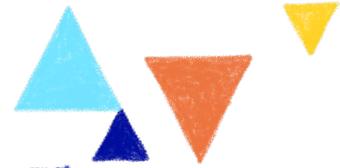


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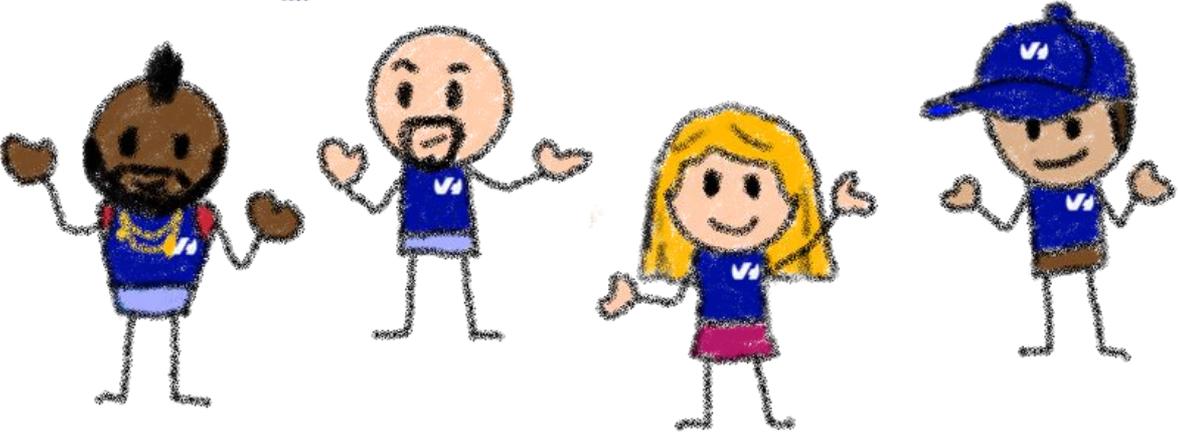
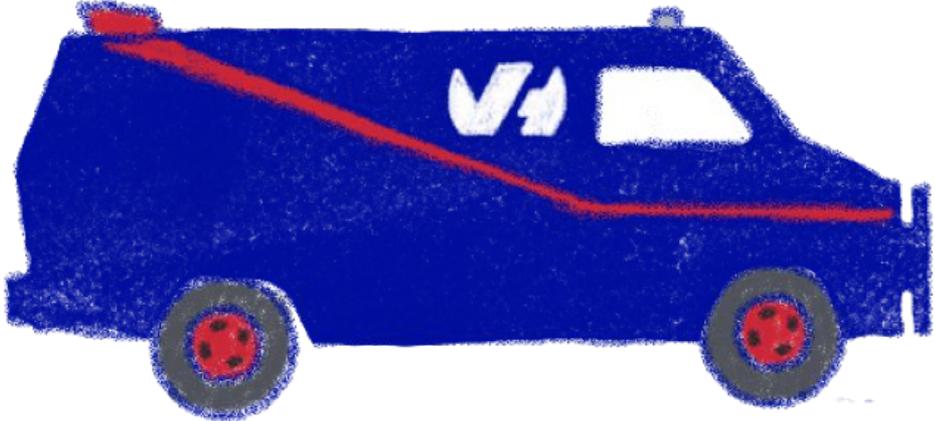
@AurelieVache 

@LostInBrittany 

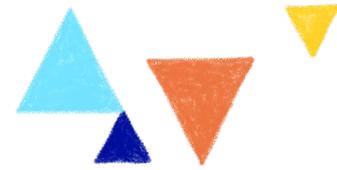
# A huge perimeter



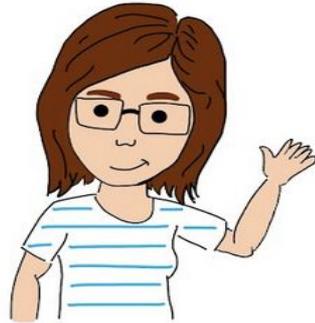
# A team was needed!



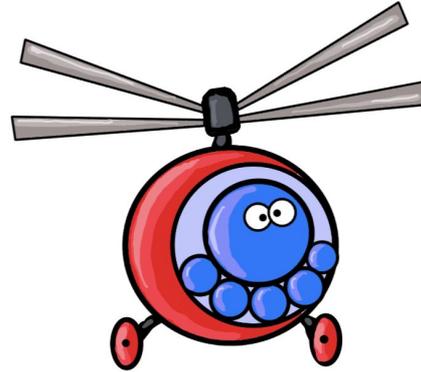
# The DevRel Dream Team



@LostInBrittany



@AurelieVache



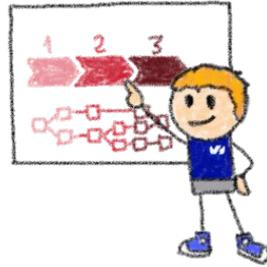
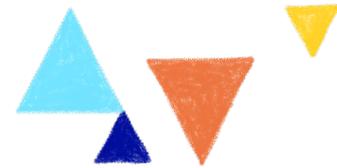
@RacLePoulpe



@Wildagsx

*The DevRel Salon*

# DevRel @ OVHcloud

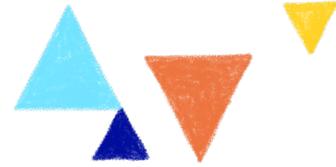


*The DevRel Salon*

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# Putting into perspective



Samantha Tse	Brian Hogan	Lisa Tagliaferri	Haley Mills	Kathryn Hancox	Timothy Nolan	Brian Boucheron	Kathleen Juell
Mark Drake	Daniel Zaltsman	Andy Hattemer	Kamal Nasser	Monifa Contaste	Martina Arroyo-Burton	Erika Heidi	Brian MacDonald
Matt Cowley	Lyn Muldrow	Jamon Camisso	Avinasha Sastry	Jake Gealer	Raven Douglas	Bobby Iliev	Hollie Haggans
Alex	Chelsea Kent	E.D. Smith	Matt Abrams	Erin Glass	Peeyush Gupta	Cynthia Rajan	

Aaron Powell	Aaron Scholinger	Aarav Wising	Abel Wang
Abhishek Gupta	Adi Fala	Alessio Hill	Alexis Katis
Arya Bapat	Anthony Barba	April Spangler	Arin Sankaran
Ashley McQueen	Akin Hussein	Aria Hill	Ayazul Khan
Ashwin Raja	Bened Vard	Bibi Sornani	Brendan Black
Avin Nair	Brian Clark	Brian Redden	Bryce Holland
Cassie Brink	Cecil Philip	Chloe Condon	Chris Wang
Chris Nivola	Christina Weston	Christopher Manno	Cynthia Dwan
Damon Birk	Dan Veltre	Dan Ober	David V. Bank
David Smith	Dean Ryan	Dhruv Sathishan	Dhruv Bhatt
Dody Pevsner	Dr. Liane Walker	Dr. St. Martin	Duncan Lambert
Frank Reucher	Gloria Lomas	Gustavo Cordoba	Hank Beckman
Ian Schick	Janine Gossamer	Janet Wood	Jay Gordon

Jeff Swartz	Jon Lopez	Jonathan Dudley	Jovita Doss
Jim Bennett	John Page	Julian Dubois	Justin Ho
Lorenz Rypstra	Luca Satta	Madhu Chivela	Matthew Scahill
Maxime Reucher	Mike Lewis	Nico Zastrowski	Oli Thomas
Patrick Charbon	Paul DeLuca	Prasanna Srinani	Piero Pagan
Ravi Williams	Rob Dixon	Rob Paddy	Ruth Vaidya
Ravi Lank	Sandeep Arghavan	Santosh Gopal	Scott Cook
Scott Gaudin	Seif Lamm	Shantanu Kulkarni	Shirag Roper
Shrey Zhi	Shravan Bhatia	Shravan Gaba	Smita Dutt
Suman Kulkarni	Tara Abud	Thomas Vaidya	Thomas Wason
Tamas Gomb	Tad Knight	Tamas Bencs	Vishal Manjaria
Wesley Chapman	Wesley Lerner	Wesley Teras	Zachary Stephens

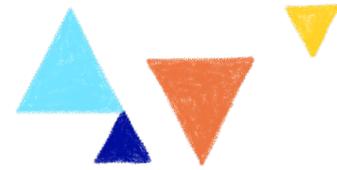
The DevRel Salon

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**Thank you for listening** ❤️

