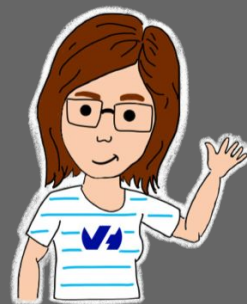


SNOWCAMP 2022



What the heck is DevRel?

2022-02-03



@AurelieVache



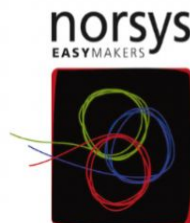
@LostInBrittany





Merci à nos sponsors

« Etoile »



« Flocon »

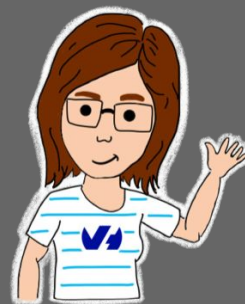


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What the heck is DevRel?

2022-02-03



@AurelieVache



@LostInBrittany



Aurélie Vache

@aurelievache

DevRel at  OVHcloud

Google Developer Expert
on Google Cloud



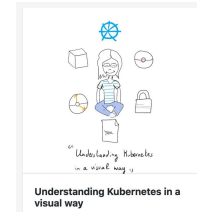
Conferences organizer

Duchess France Leader & Mentor

Technical articles & sketchnotes writer

... & Retrogaming lover

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



Les Productions de MOA

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@AurelieVache



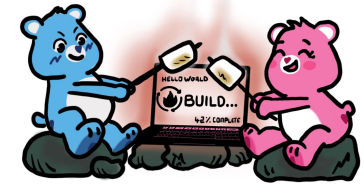
@LostInBrittany



Horacio Gonzalez

@LostInBrittany

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



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@AurelieVache 

@LostInBrittany 

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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@LostInBrittany 

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

 [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

What the heck is DevRel?



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@LostInBrittany 

What the heck is DevRel?



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@AurelieVache 

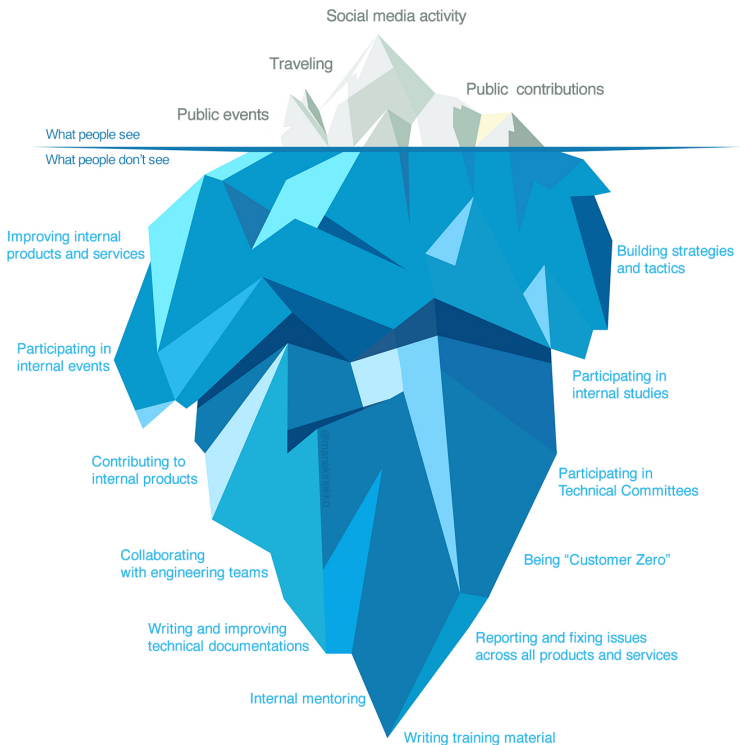
@LostInBrittany 

What the heck is DevRel?



THE DEVELOPER ADVOCATE ICEBERG

Wassim Chegham | @manekinekko



A screenshot of a Twitter profile for Wassim Chegham (@manekinekko). The profile picture shows a man with a beard and headphones. The bio lists his roles: Proud dad, Cloud Engineer at Microsoft, GDE for Google, Ambassador for Auth0, and contributor to Angular and Node.js. It also includes his website wassim.dev and the hashtag #JavaScript. The card shows he has 36K tweets and is followed by the user.

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@AurelieVache @LostInBrittany



What is really DevRel?

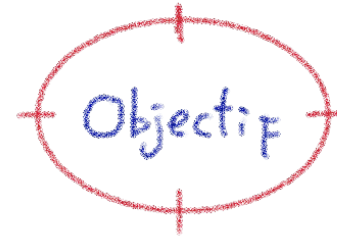
DevRel under the glitter



What is really DevRel?

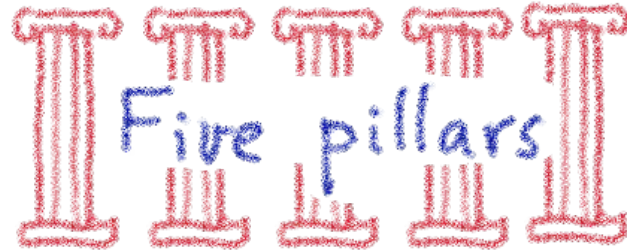


Technical Marketing
& Communication
targeting Techies



Earn techies
recommendation

What is really DevRel?








- I Great Developer Experience
- I Nurturing the Communities
- I Evangelizing to expand awareness
- I Advocating to improve adoption
- I 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?

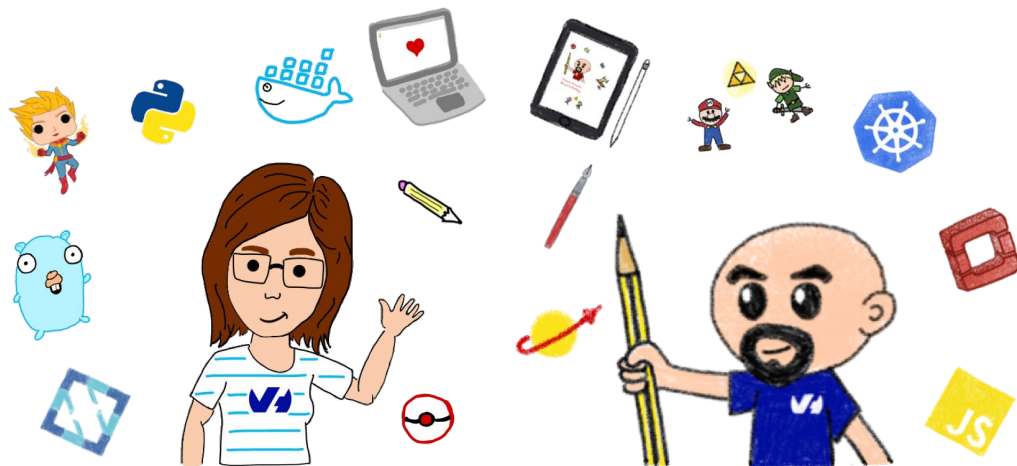


-  Techs talking to tech
-  Sincere, no sales pitch
-  We show what we do

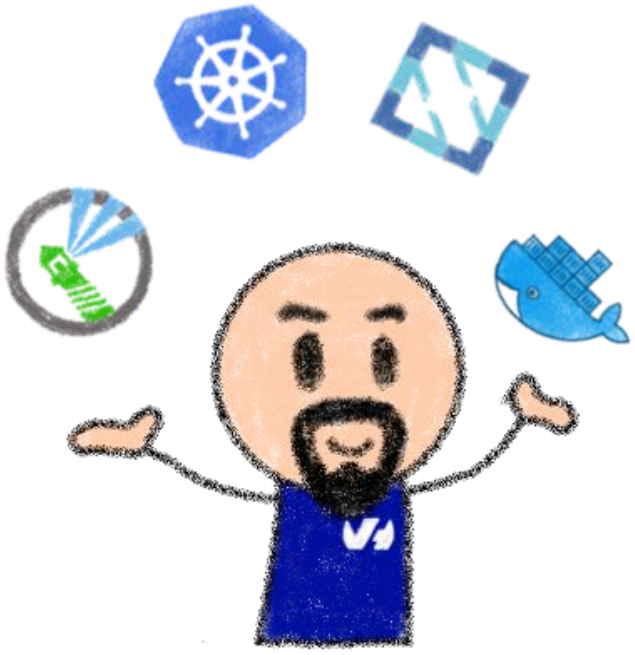


What is being a DevRel like?

DevRel as a job role



What is being a DevRel like?



First of all, a technical person

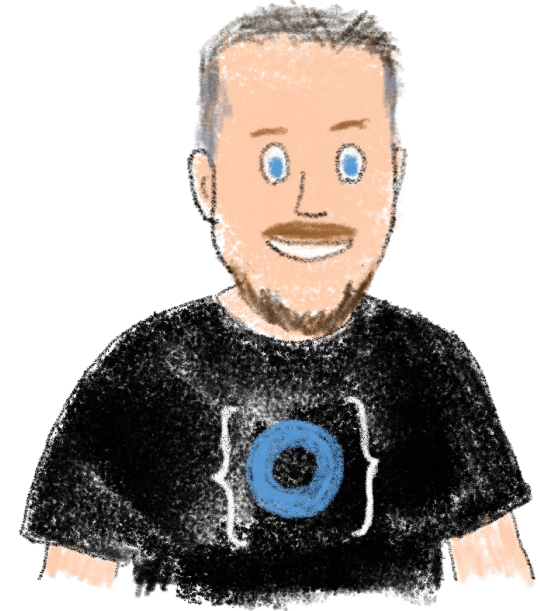
What is being a DevRel like?



@sebi2706



@R33g_org



@mraible

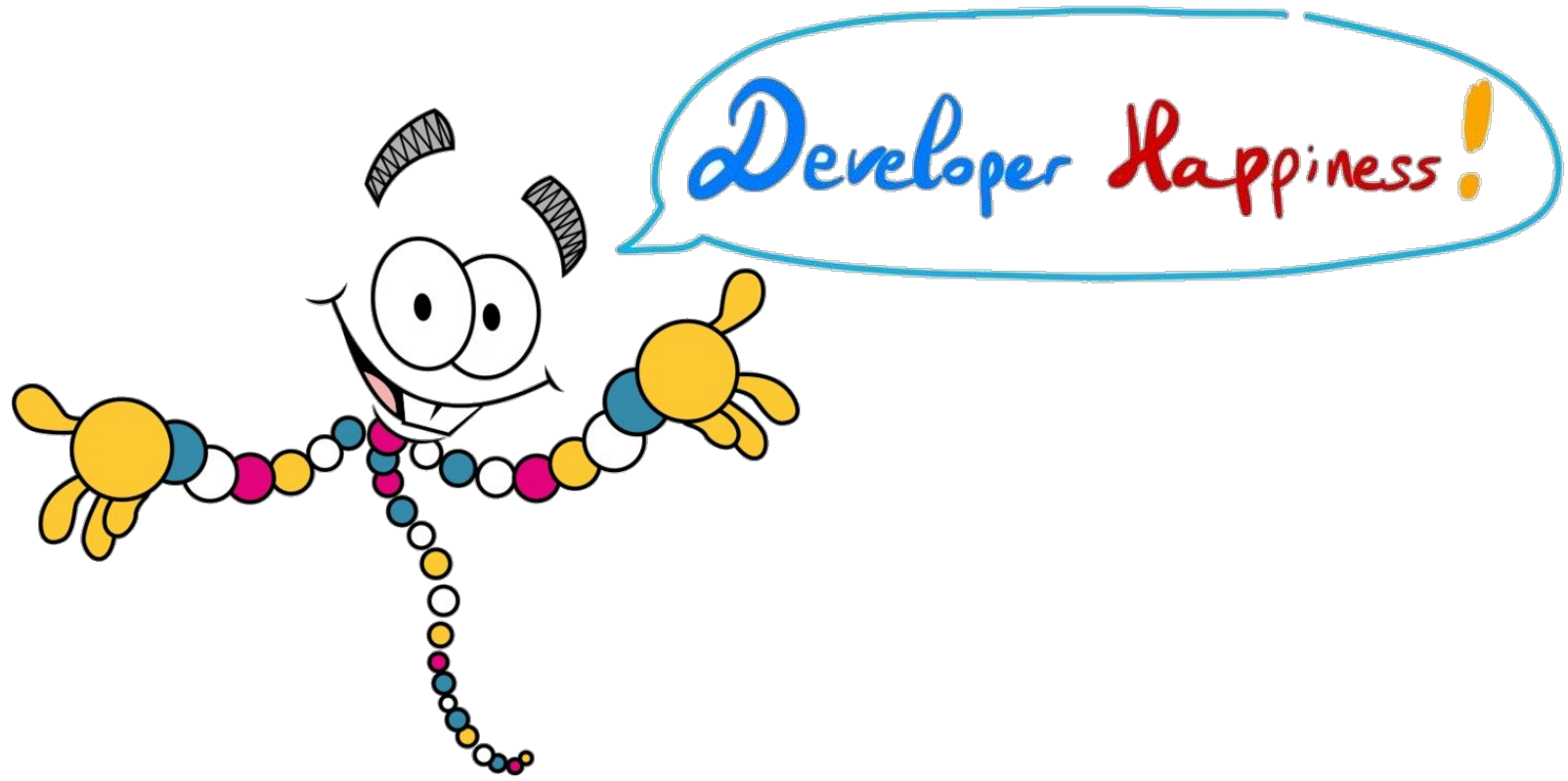
There is no DevRel typical profile

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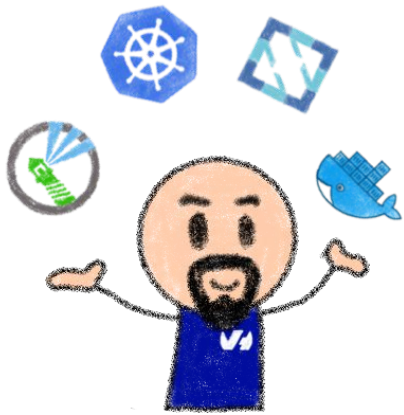
@LostInBrittany 

What is being a DevRel like?



But with the same DNA

What does a DevRel do?



Evangelism



Advocacy

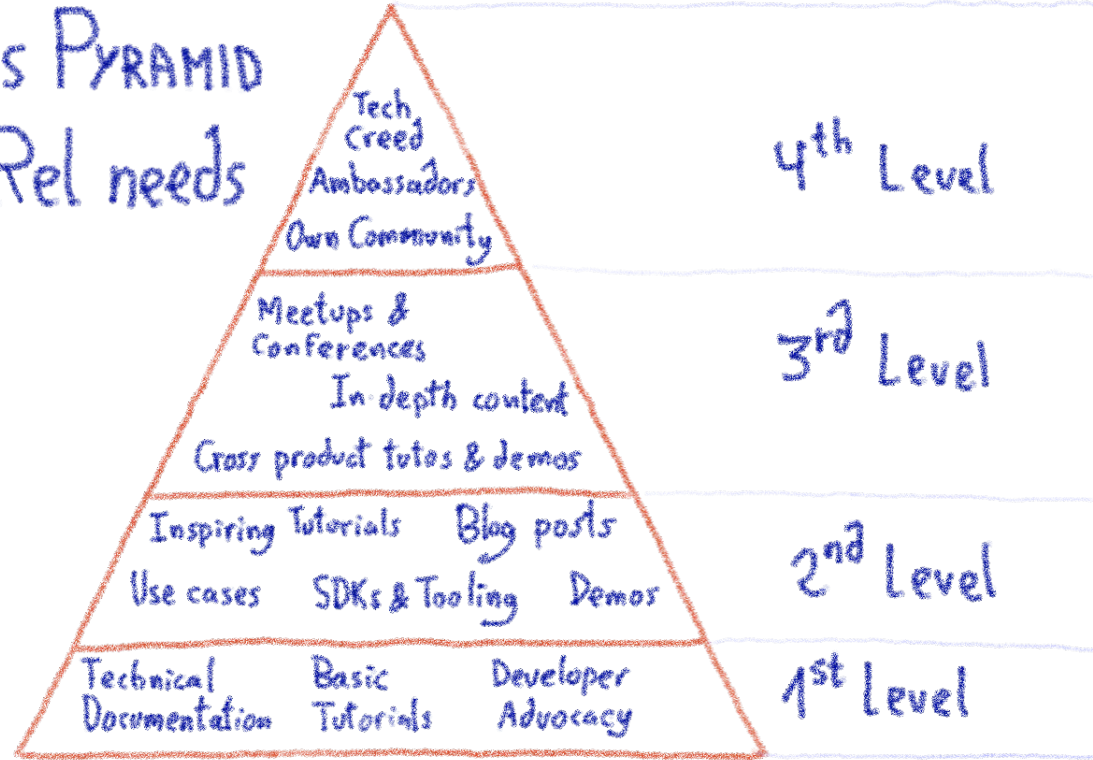


Two main kind of tasks...

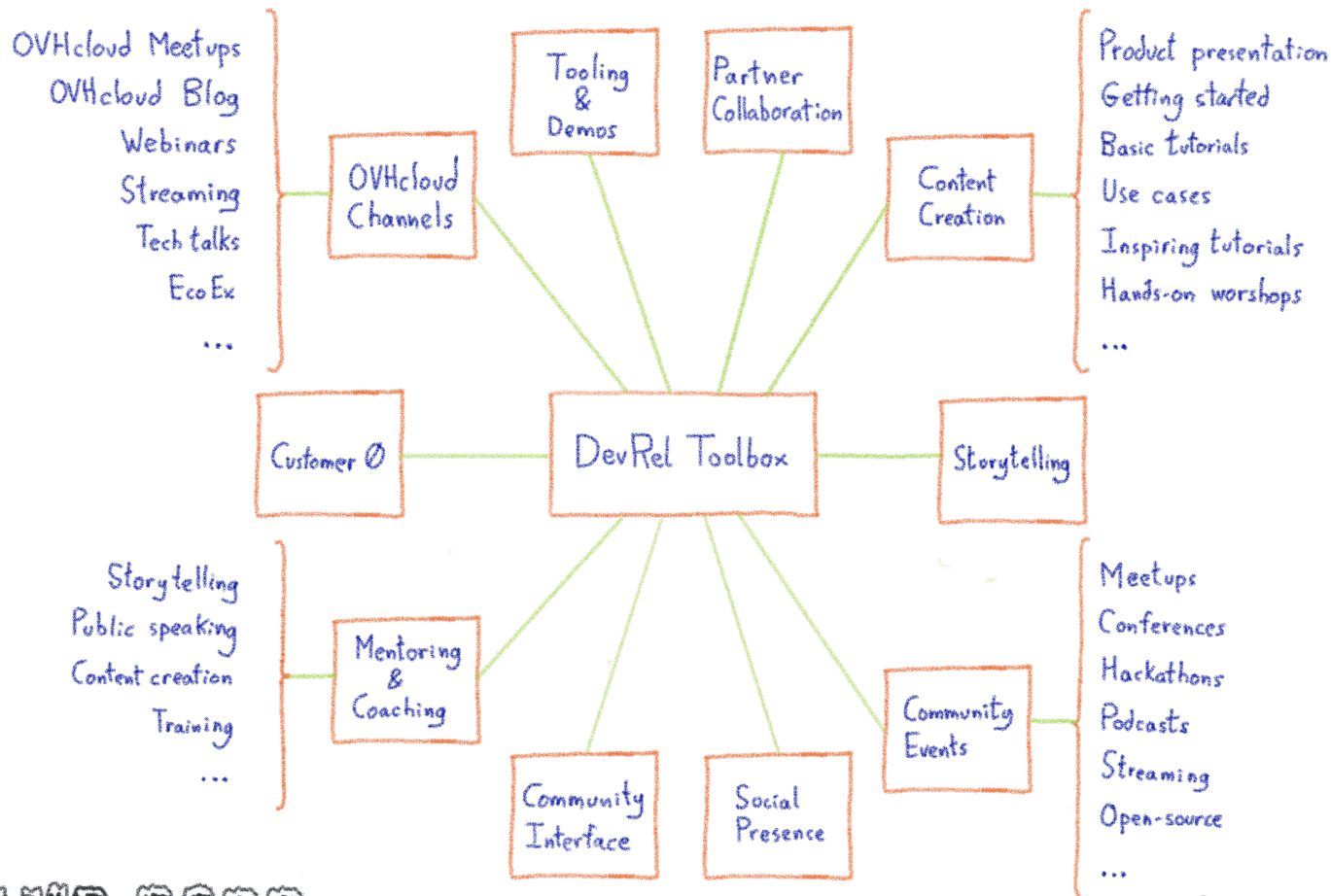
What does a DevRel do?



MASLOW'S PYRAMID of DevRel needs



What does a DevRel do?



DevRel activities

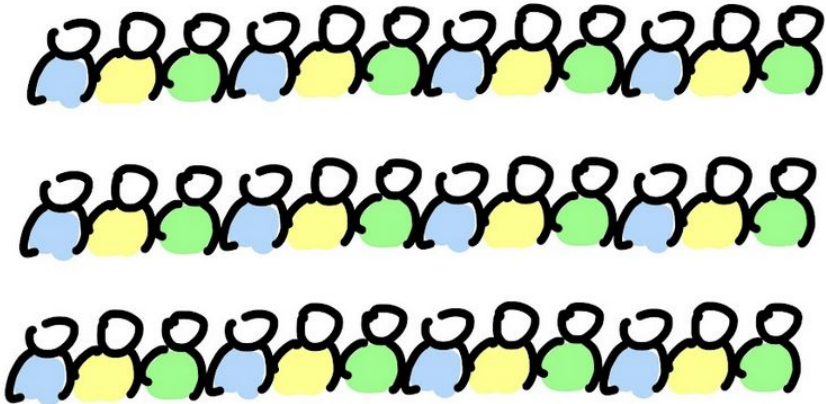


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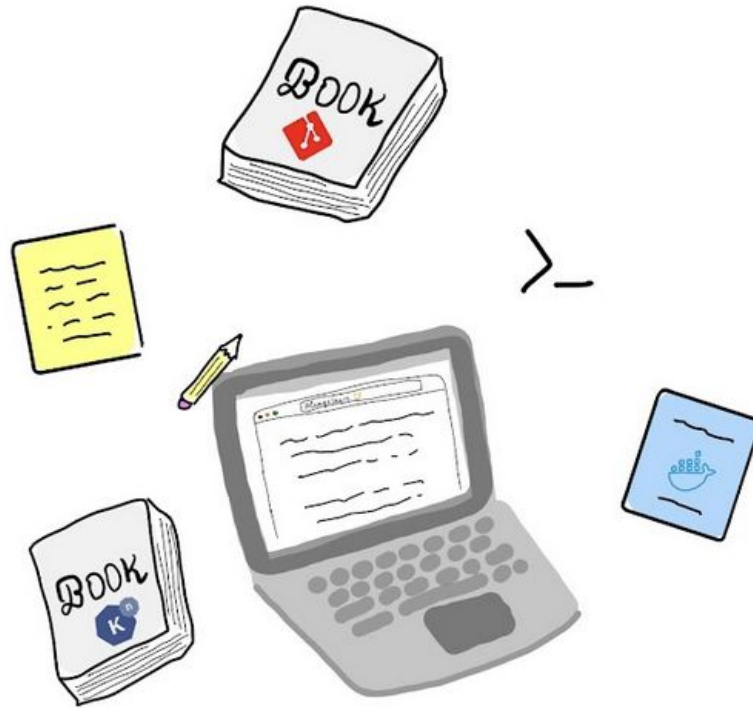
@LostInBrittany 

What are the needed skills?



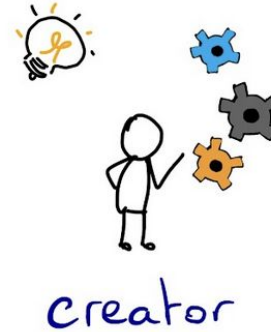
Love to teach and share

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

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@AurelieVache  @LostInBrittany 



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...



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 croisera 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 :

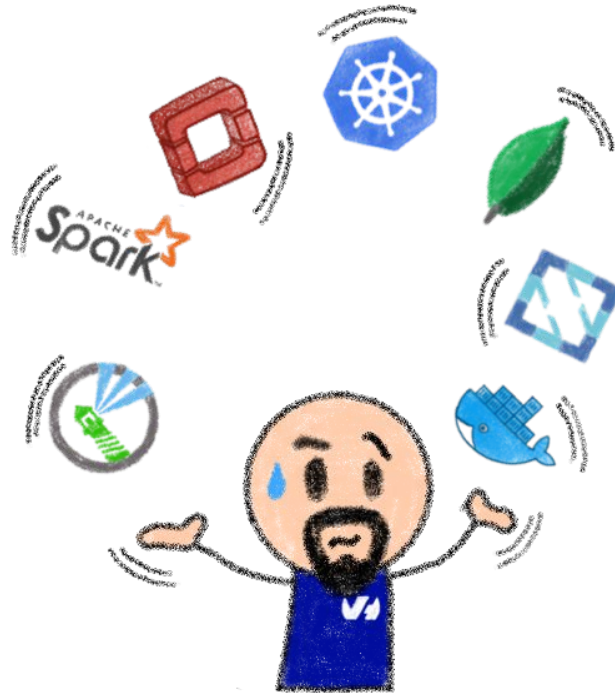
- ⚠ Not easy to concentrate & stay focused on one task (at a time)
- ⚠ Pay attention to fatigue
- ⚠ Balance & organization personal / pro / community life

Easier said than done



Imposter syndrome

Easier said than done



Burn out

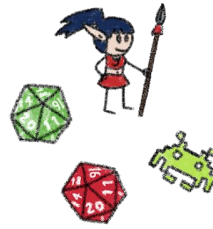


How did we become DevRel?

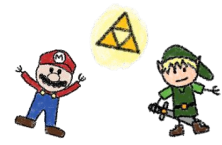
Once upon a time...



How did Horacio became DevRel?



Horacio Gonzalez
@LostInBrittany



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@AurelieVache

@LostInBrittany

How did Aurélie became DevRel?



SIMPLON.CO



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@AurelieVache

@Lost In Brittany

Different paths, same destination



Developer Happiness

Adaptability / Resilience





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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@LostInBrittany 

Building the OVHcloud DevRel Community



Building a DevRel Community

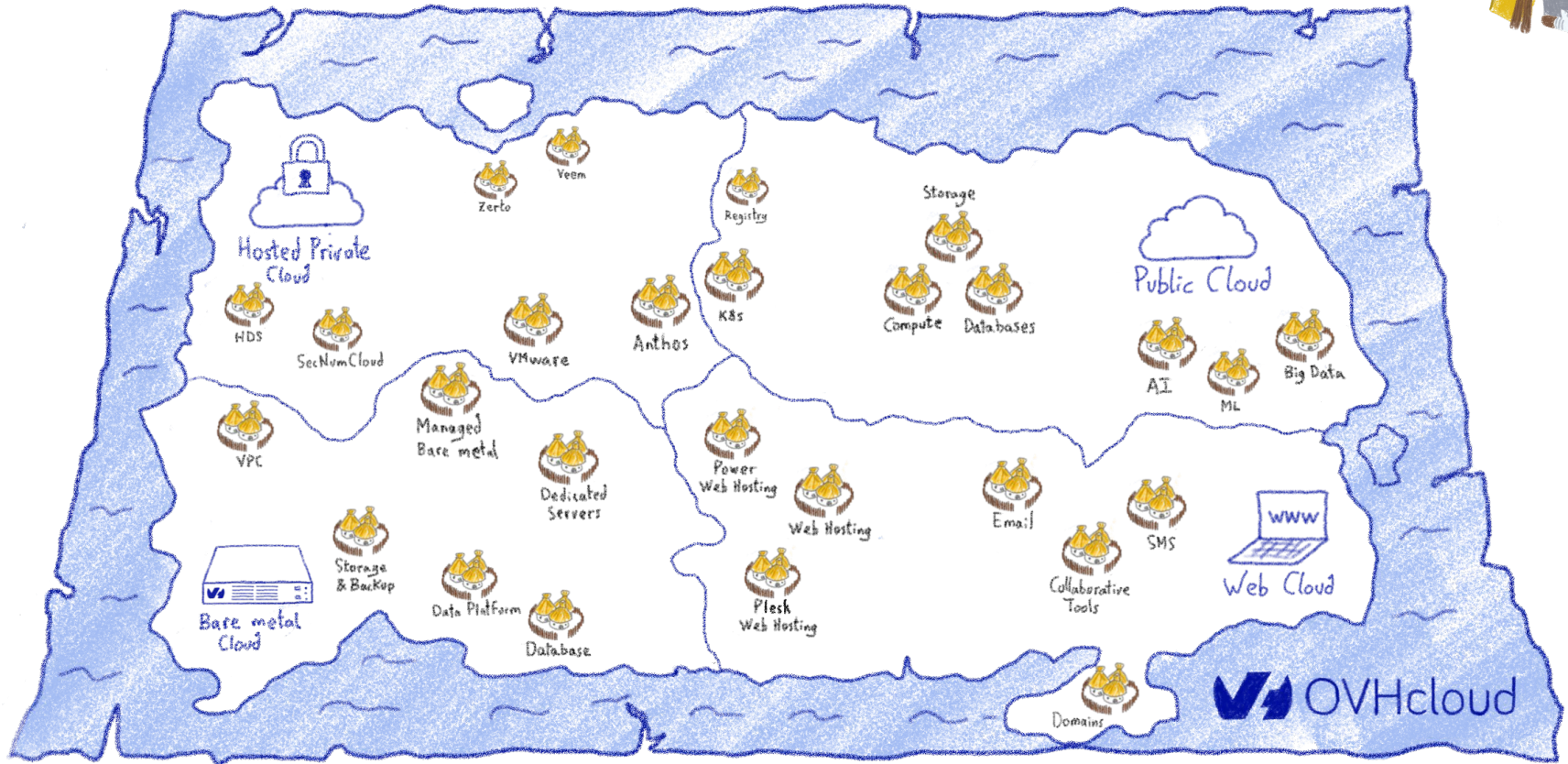


- ☆☆☆☆☑️ Gather people doing DevRel
- ☆☆☆☆☑️ Onboarding, mentoring, supporting
- ☆☆☆☆☑️ Structuring the DevRel impulse
- ☆☆☆☆☑️ Target: at least a DevRel for each PU

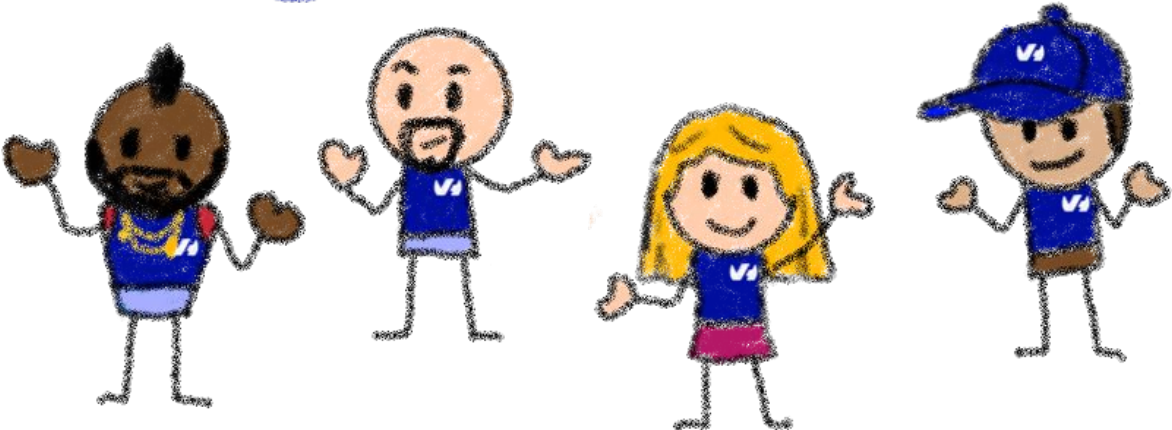
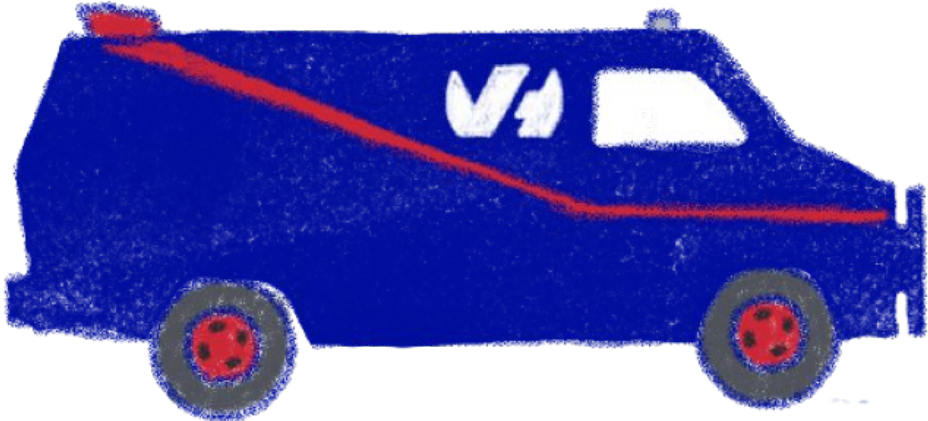
Putting DevRel into  OVHcloud culture  step by step



A huge perimeter



A team was needed!



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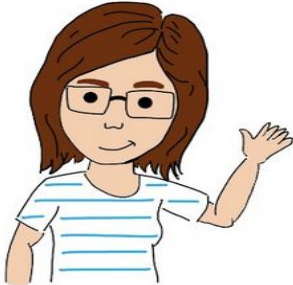
@AurelieVache 

@LostInBrittany 

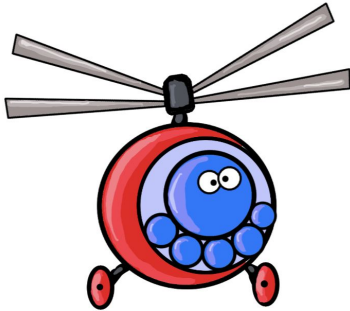
The DevRel Dream Team



@LostInBrittany



@AurelieVache



@RacLePoulpe

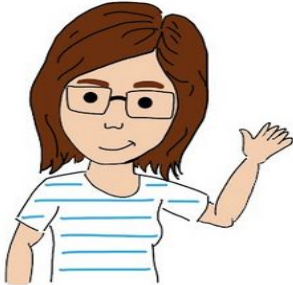


February 1st

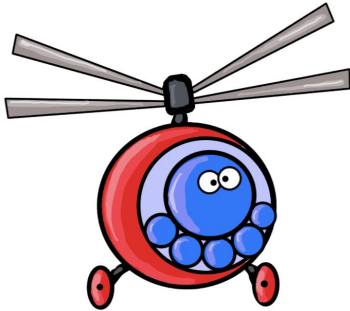
The DevRel Dream Team



@LostInBrittany



@AurelieVache



@RacLePoulpe



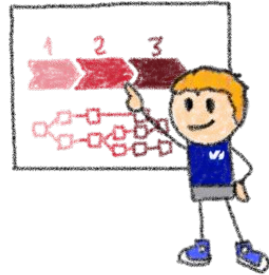
@Wildagsx

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@LostInBrittany 

DevRel @ OVHcloud



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@LostInBrittany 

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	Arnor Willey	Amit Wang
Abhishek Gupta	Adi Falek	Alessio Hall	Alexis Katis
Arya Bapat	Anthony Barba	April Spang	Ari Bernstein
Ashley McManus	Akin Hussein	Aria Bell	Ayazul Khan
Ashwin Raja	Bened Vard	Bibi Sornani	Brandon Black
Avin Nasser	Brian Clark	Brian Redden	Bryce Holland
Cassie Brink	Cecil Philip	Chloe Condon	Chris Wang
Chris Whittle	Christina Wilson	Christopher Manno	Cynthia Dwan
Damon Birk	Dan Wallek	Dan Sauer	David V. Bank
David Smith	David Ryan	Dhruv Sathishan	Dimitrios Branos
Eddy Pearson	Eli Lauer-Wilder	Erik St. Martin	Evanston Lambert
Frank Reucher	Gloria Lomas	Gustavo Cordoba	Hank Redden
Ian Schick	Janine Gossamer	Jason Ford	Jay Gordon

Jeff Swartz	Jon Leppert	Jonathan Dudley	Jovita Diaz
Jim Bennett	John Page	Julian Dubois	Justin Neo
Lorenz Ruyten	Luca Sante	Maddie Christie	Matthew Scahill
Marian Reucher	Mike Lewis	Nico Zastrowski	Oli Thomas
Patrick Charbon	Paul DeLuca	Prasanna Srinani	Piero Parnis
Ravi Williams	Rob Dixon	Roby Prady	Ruth Vaidya
Ravi Lank	Sanku Akhayan	Santosh Gaur	Scott Cook
Scott Gaudin	Seif Karam	Shantanu Kulkarni	Shirag Roper
Shrey Zhi	Shreshth Joshi	Shreshth Caha	Smita Giff
Suman Kulkarni	Tara Aloni	Thomas Vaidya	Thomas Wason
Tamas Cser	Tad Knight	Tamas Bruns	Vishal Manjaria
Vishal Chughan	Vishal Kumar	Vishal Tarda	Zachary Stephens

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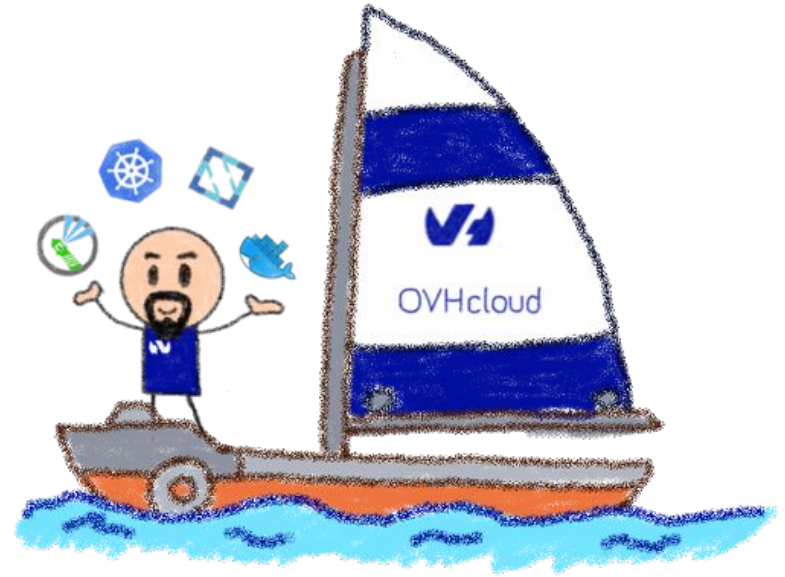
How to become a DevRel?

You did it, folks, now I want to be one of you!





Thank you for listening ❤️



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@AurelieVache 

@LostInBrittany 

Votre feedback nous intéresse ❤️



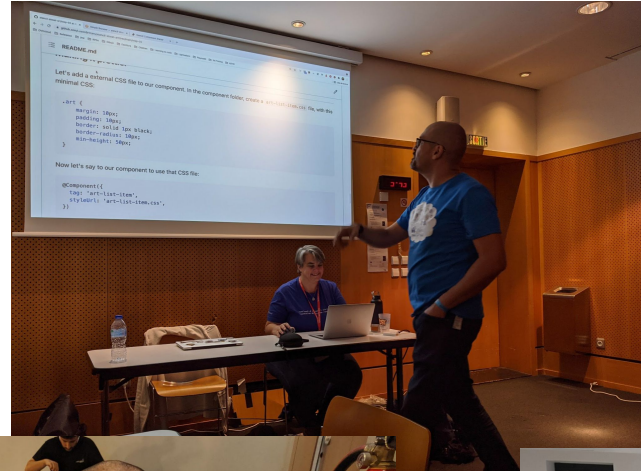
<https://roti.express/r/sc22-013>

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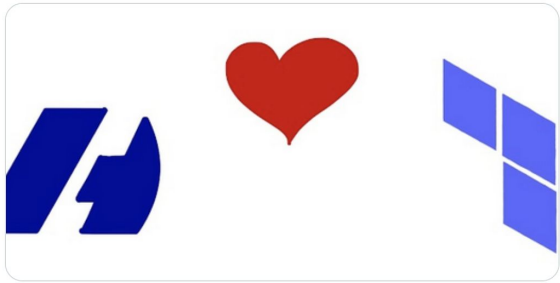
@AurelieVache 

@LostInBrittany 

What does a DevRel do?



Horacio Gonzalez a retweeted
Aurélie Vache @aurelievache · 9 nov. ...
Do you know that you can deploy an @OVHcloud_FR Managed Kubernetes and node pools with @HashiCorp Terraform Infrastructure as Code (IaC) tool?
docs.ovh.com/gb/en/kubernetes...



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@aurelievache

@Lost In Brittany