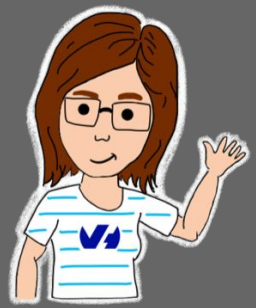
SNOWCAMP 2022

What the heck is DevRel?

2022-02-03



@AurelieVache

@LostInBrittany

OVHcloud

Merci à nos sponsors

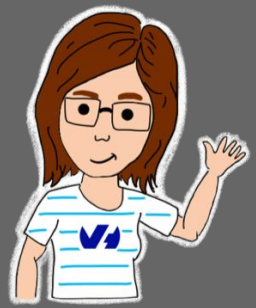
« Etoile »

« Flocon »

SNOWCAMP 2022

What the heck is DevRel?

2022-02-03



@AurelieVache

@LostInBrittany

OVHcloud

Aurélie Vache

@aurelievache

DevRel at OVHcloud

Google **D**eveloper **E**xpert
on Google Cloud

Conferences organizer

Duchess France Leader & Mentor

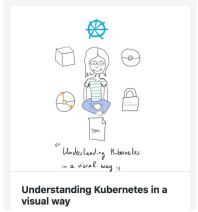
Technical articles & sketchnotes writer

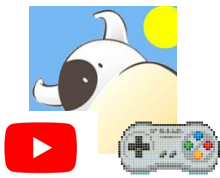
… & Retrogaming lover

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

Duchess [France]

CLOUD NATIVE COMPUTING FOUNDATION AMBASSADOR





Les Productions de MOA

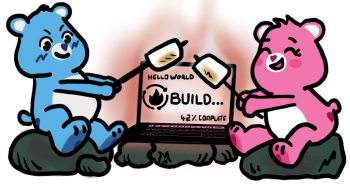
SNOWCAMP 2022

@AurelieVache @LostInBrittany

Horacio Gonzalez

@LostInBrittany

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



OVHcloud

DevRel Leader

DevFest du Bout du Monde

Google Developers Experts 2019

Web Technologies GDE

SNOWCAMP 2022

@AurelieVache @LostInBrittany

What are we talking about?

Technical Developer Advocate

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 different que tu connais pas qui se rajoutent lol

😆 1

Benoit Masson 10:21

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

😆 1

What the heck is DevRel?

DevWhat?

What the heck is DevRel?

What the heck is DevRel?

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

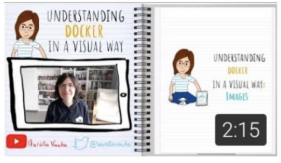
🎥Comprendre Docker en 2 minutes : les Layers 🐳

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

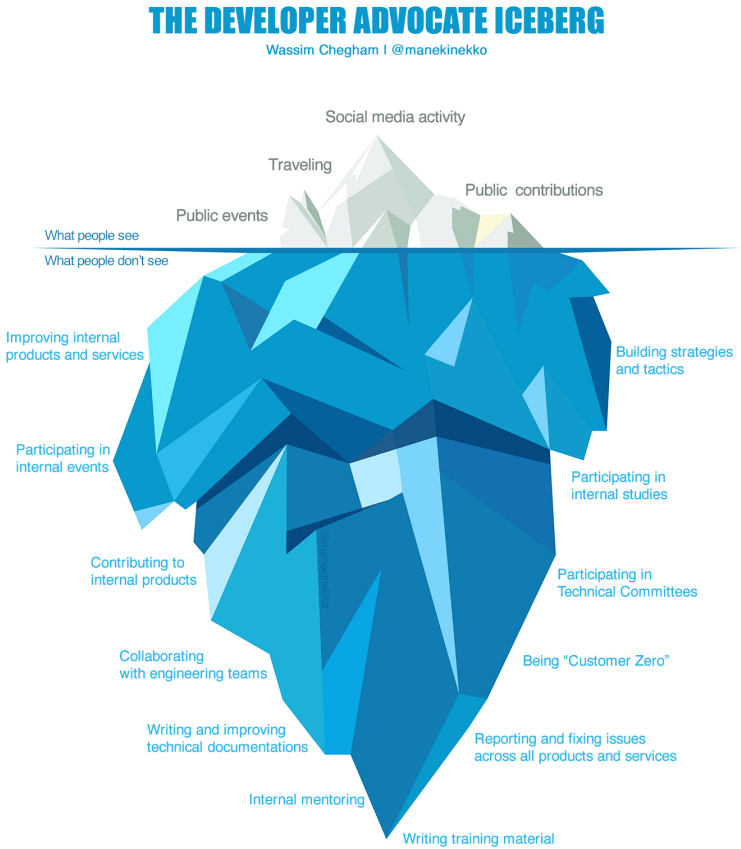


[Comprendre Docker en français] Understanding D...
1,8 k vues • il y a 2 semaines
46 9

What the heck is DevRel?

What the heck is DevRel?

What the heck is DevRel?



What is really DevRel?

DevRel under the glitter

What is <u>really</u> DevRel?

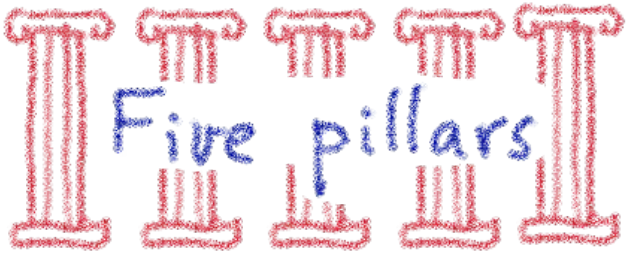
Technical Marketing & Communication targeting Techies

Objectif

Earn techies recommendation

@AurelieVache @LostInBrittany

What is really DevRel?



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

@AurelieVache @LostInBrittany

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

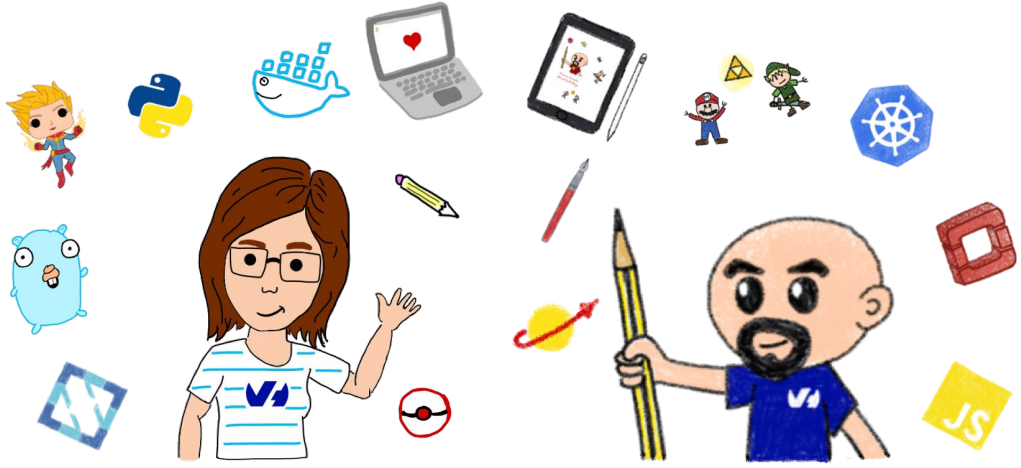
@AurelieVache @Lost In Brittany

What is really DevRel?

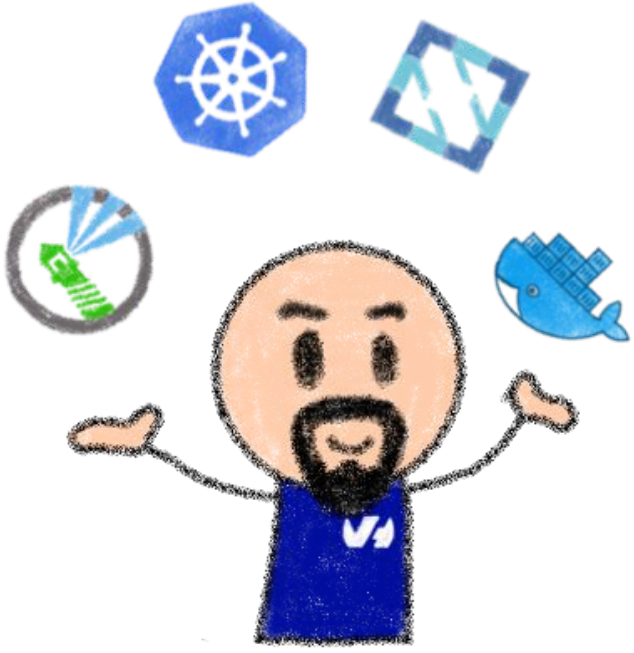
@AurelieVache @LostInBrittany

What is being a DevRel like?

DevRel as a job role



What is being a DevRel like?

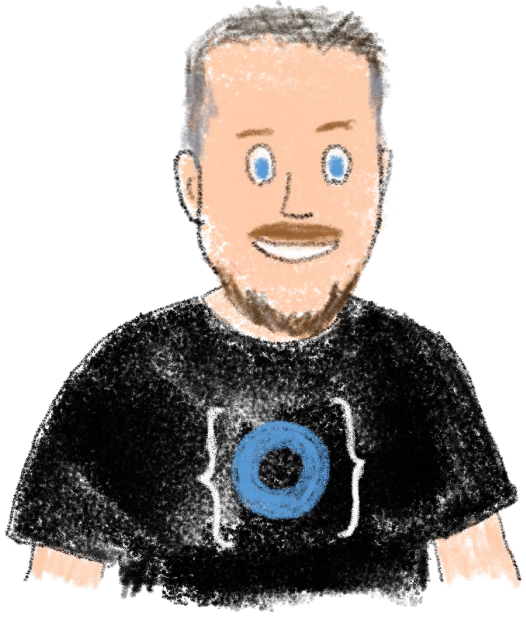


First of all, a technical person

What is being a DevRel like?

@sebi2706

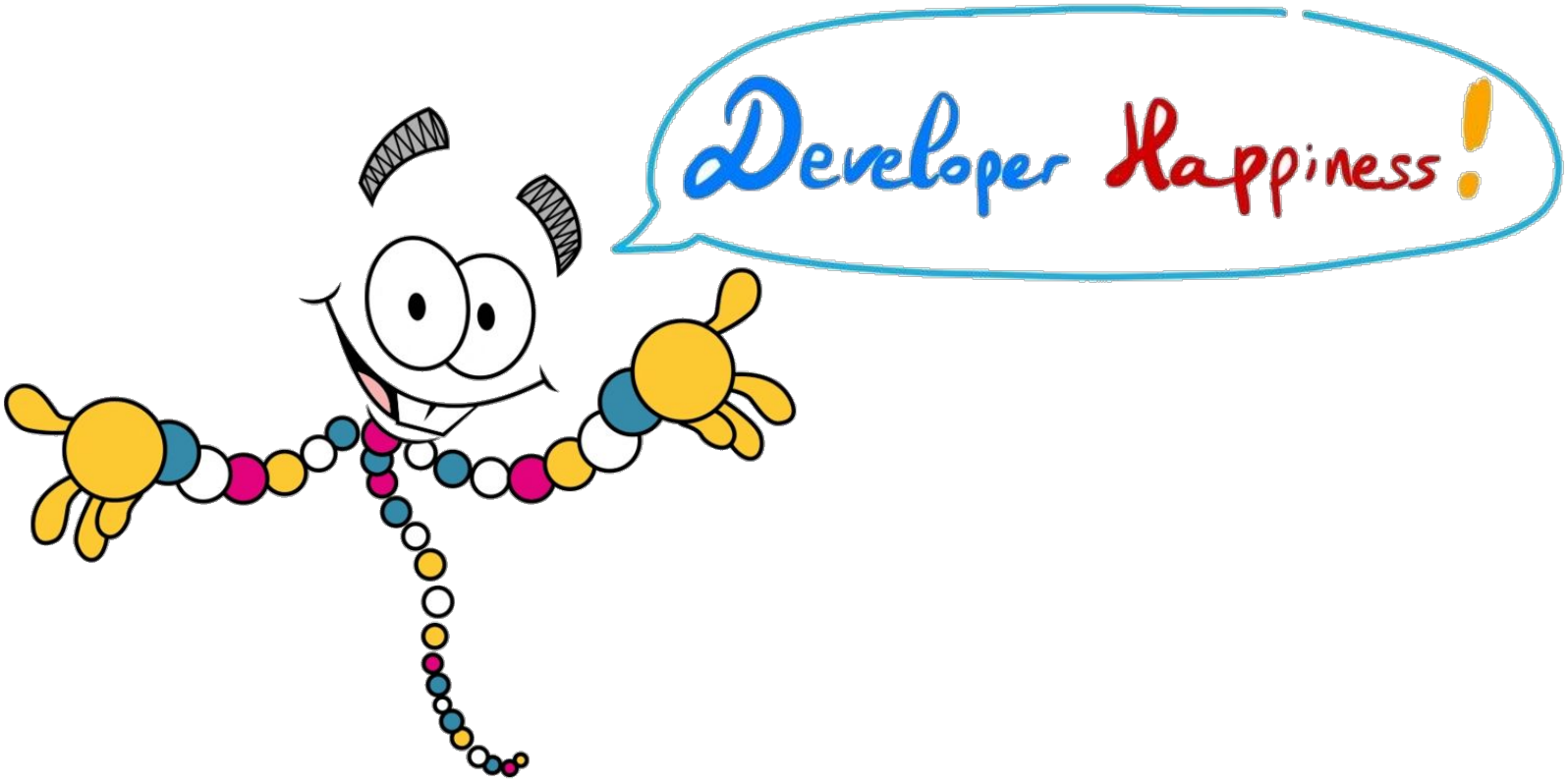
@Pr33g_org



@mraible

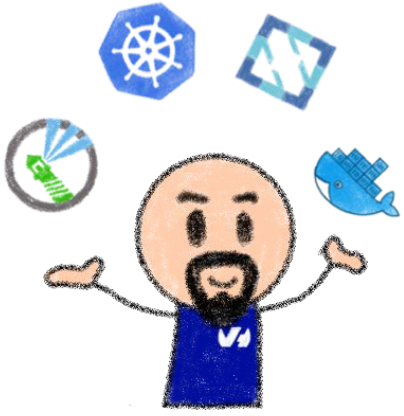
There is no DevRel typical profile

What is being a DevRel like?

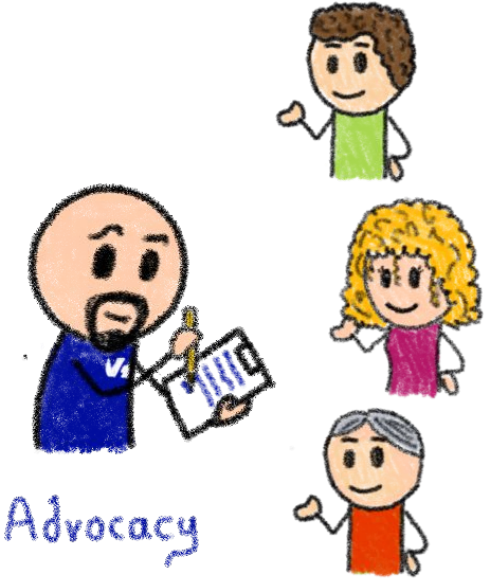


But with the same DNA

What does a DevRel do?



Evangelism

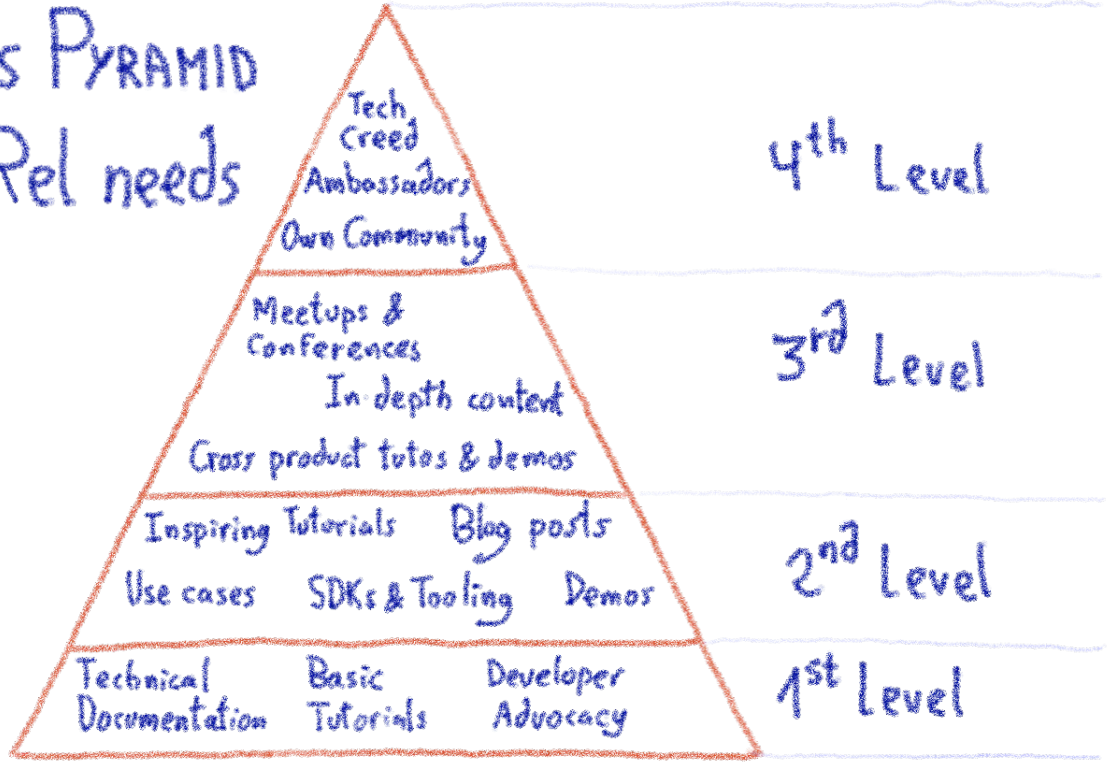


Advocacy

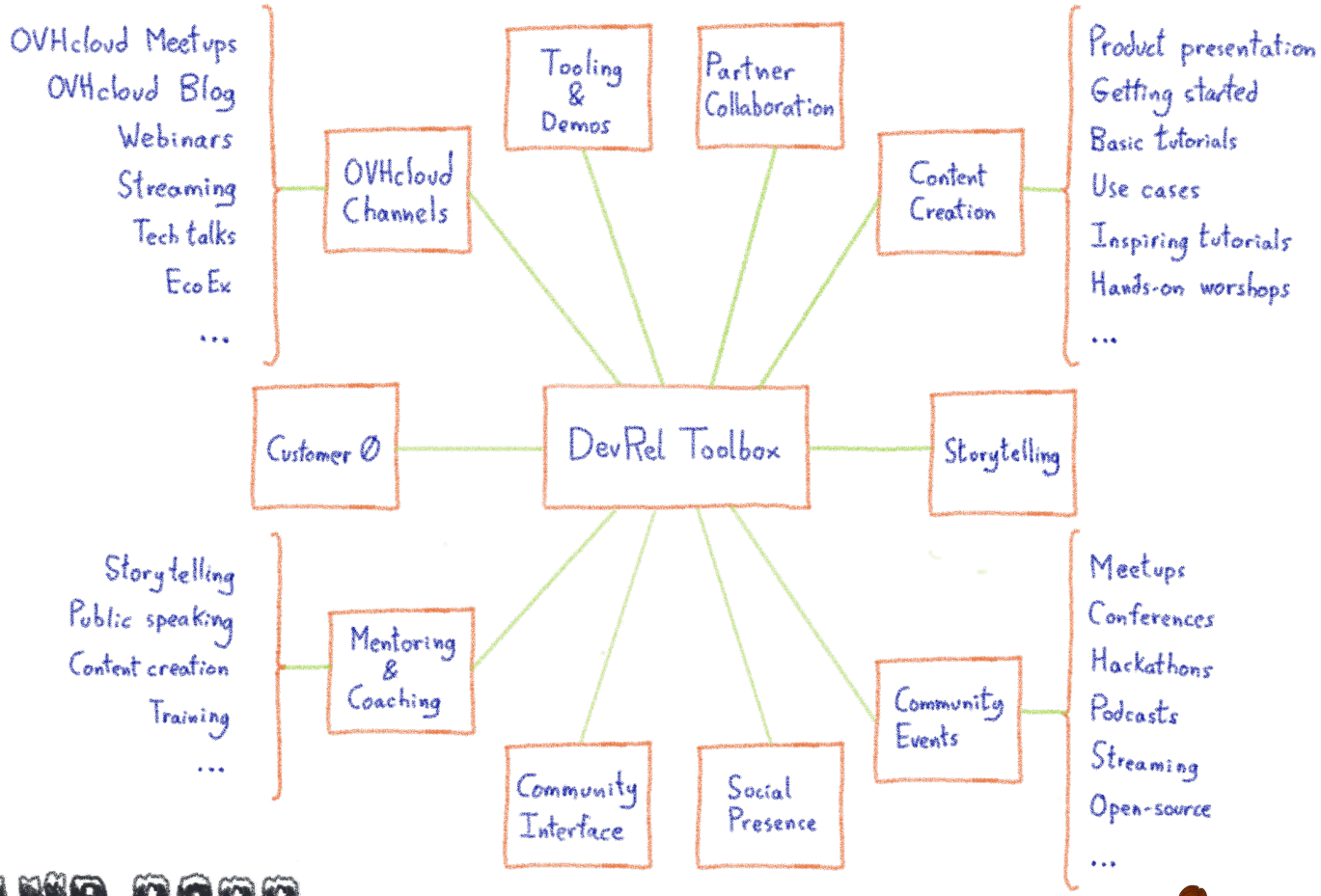
Two main kind of tasks…

What does a DevRel do?

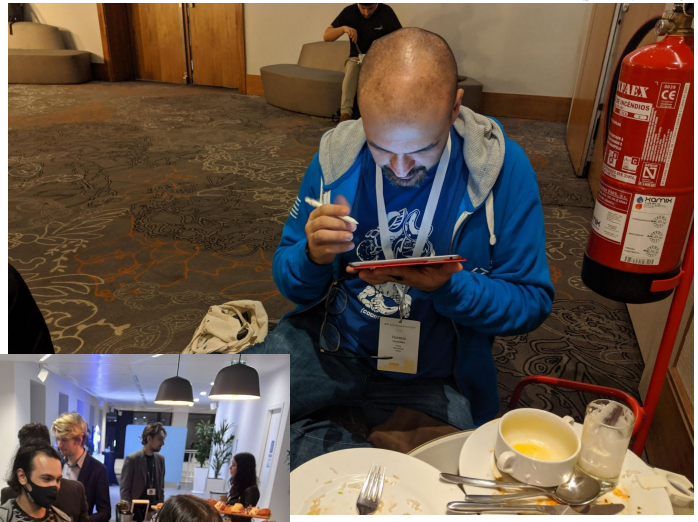
Maslow's Pyramid of DevRel needs



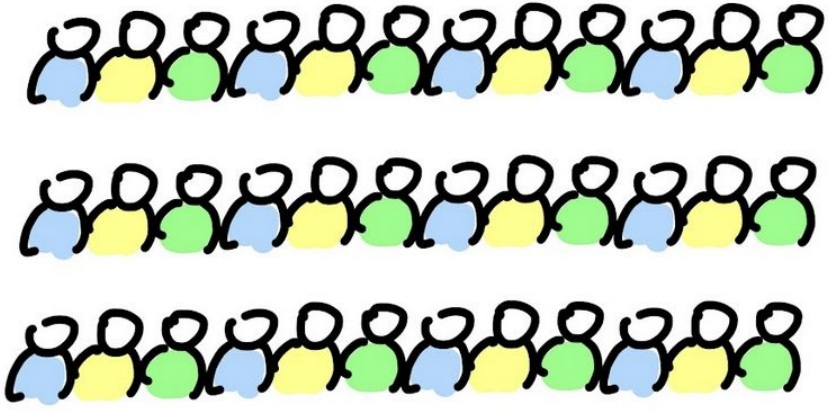
What does a DevRel do?



DevRel activities

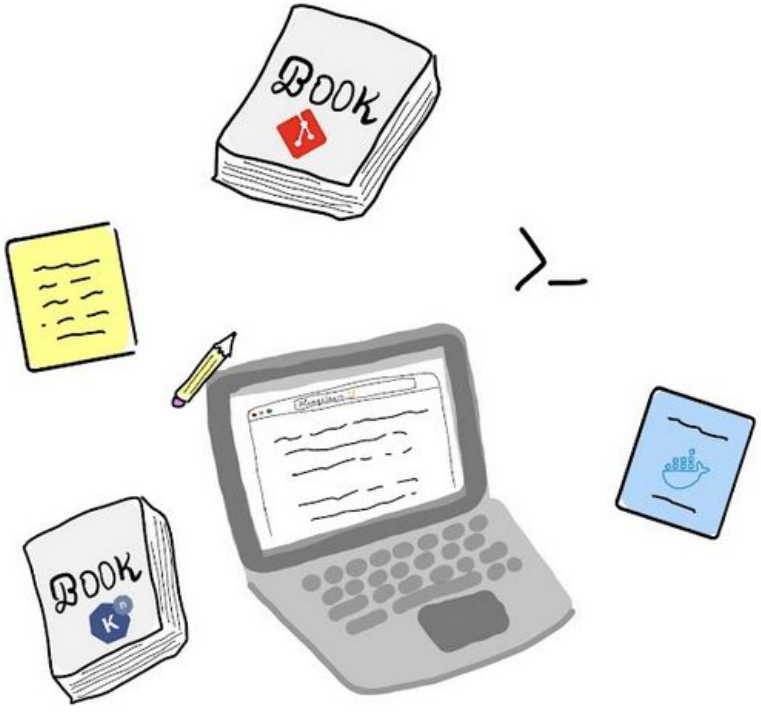


What are the needed skills?



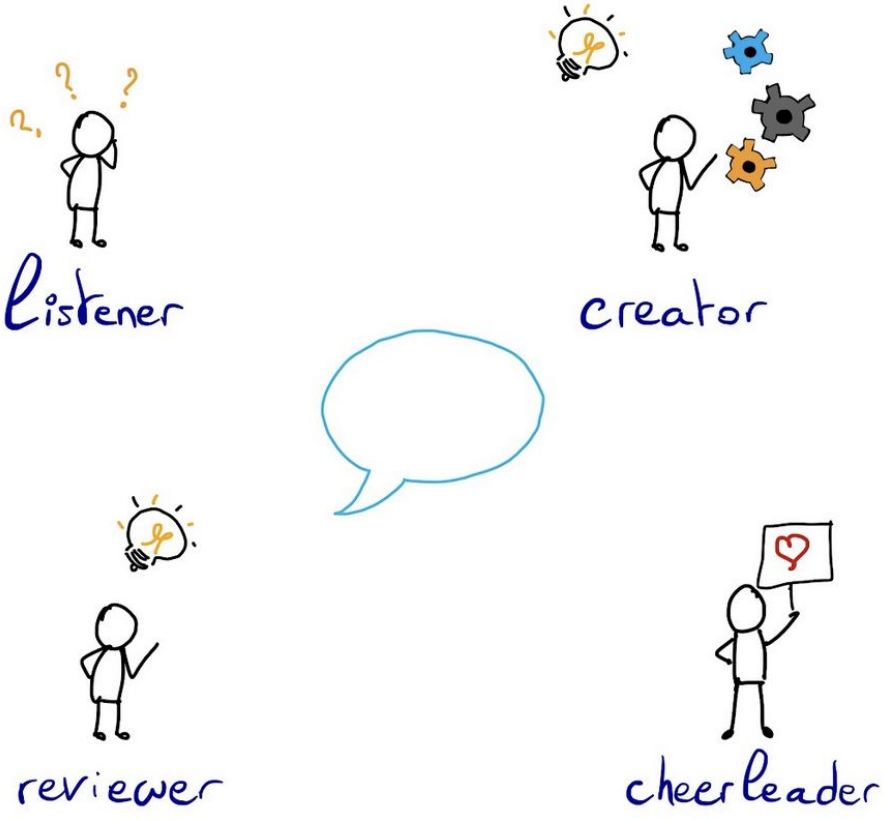
Love to teach and share

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...
>
>
>

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 infiniement Aurélie ⭐

The fan Corsair☠️

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. 🙂

Internally and externally

Easier said than done

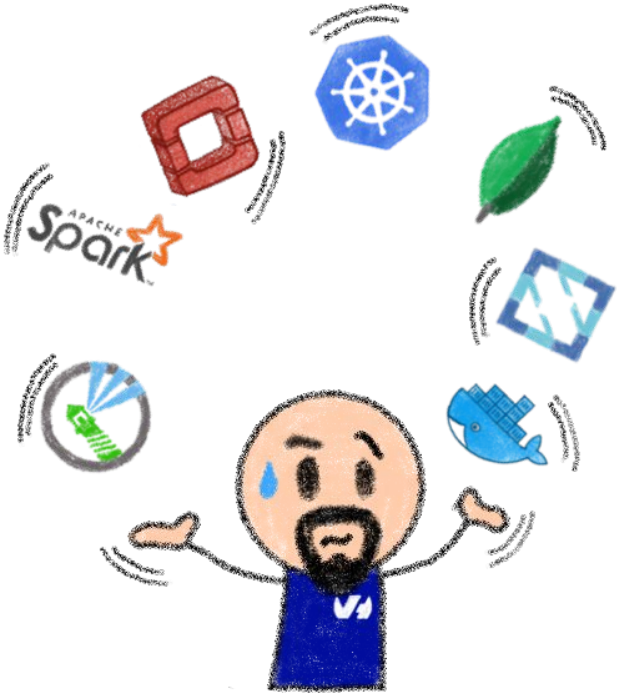
⚠ Be careful :

- ⚠ 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

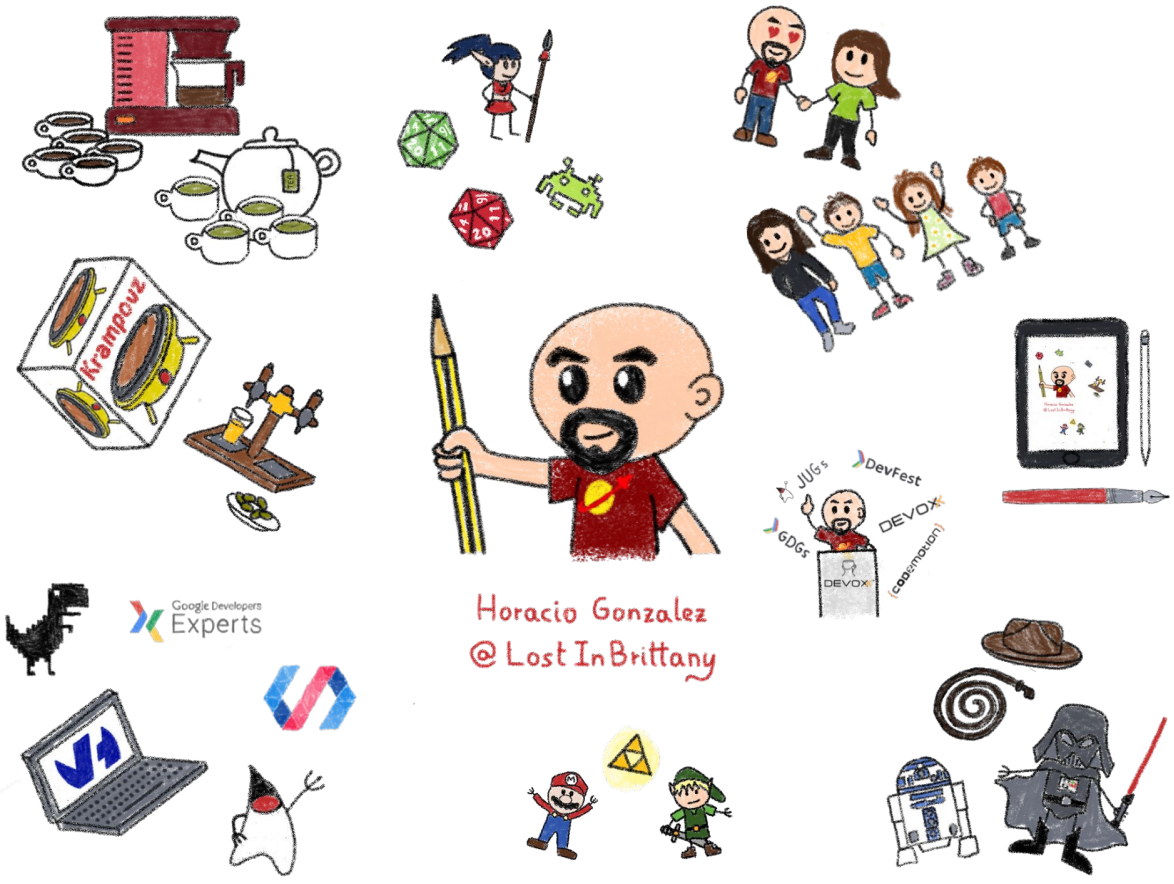


Burn out

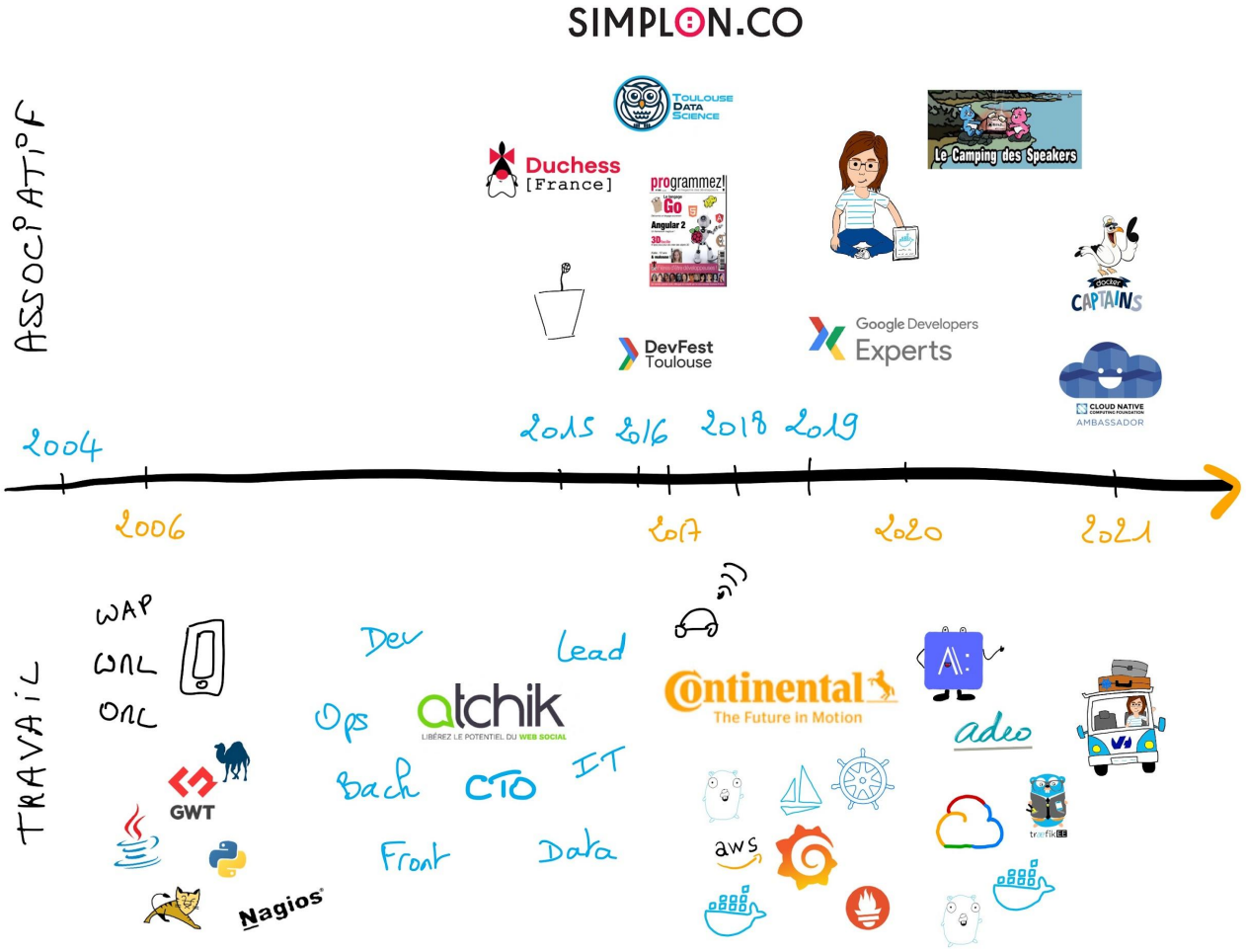
How did we become DevRel?

Once upon a time...

How did Horacio became DevRel?



How did Aurélie became DevRel?



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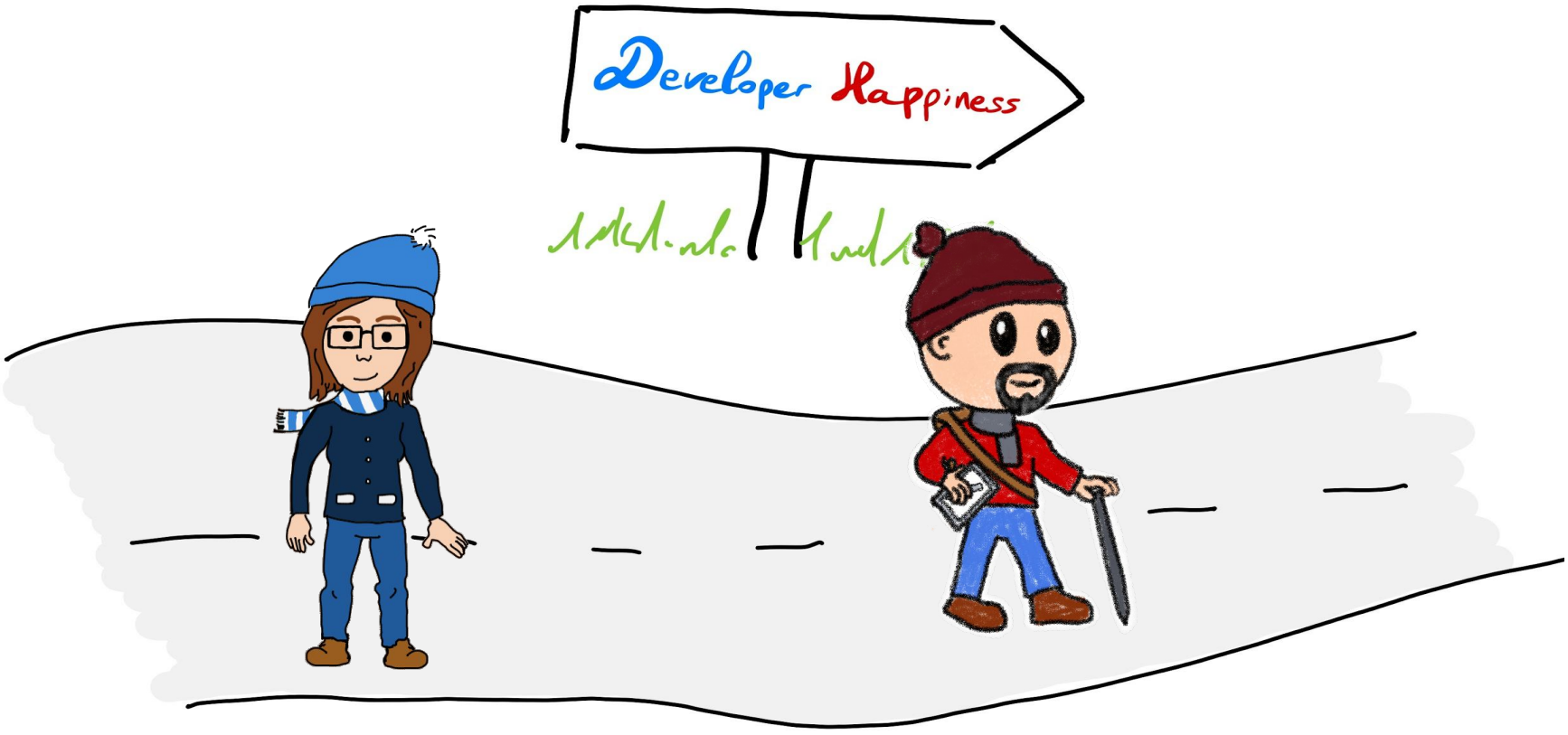
@AurelieVache @Lost In Brittany

Different paths, same destination



DevRel at OVHcloud

Unicorns, glitter and sovereign cloud...

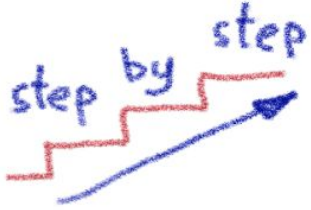
@AurelieVache @LostInBrittany

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 step by step



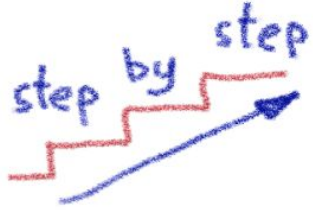
@AurelieVache @Lost In Brittany

Building the OVHcloud DevRel Community

Building a DevRel Community

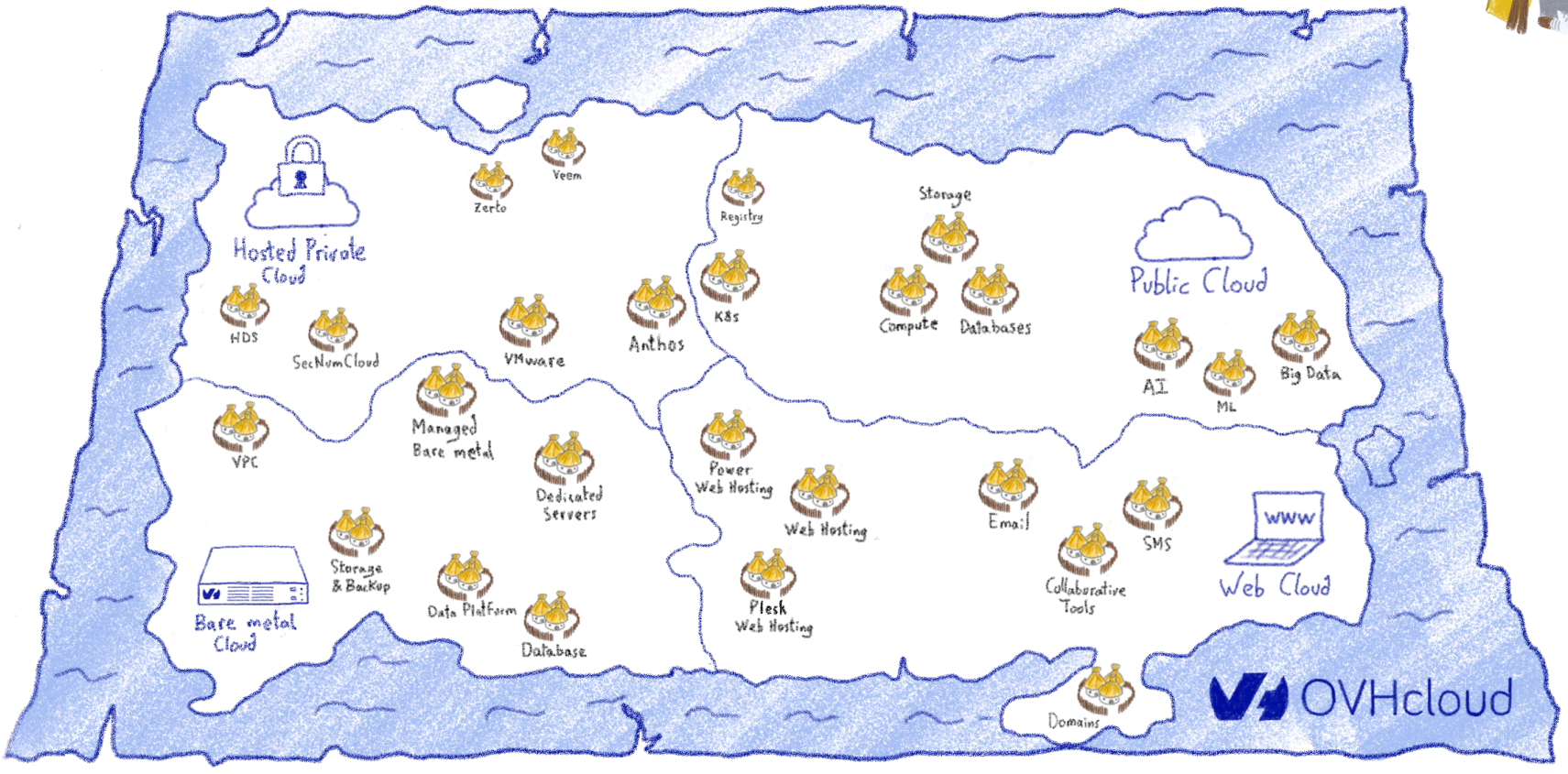
- Gather people doing DevRel
- Onboarding, mentoring, supporting
- Structurating the DevRel impulse
- Target: at least a DevRel for each PU

Putting DevRel into OVHcloud culture step by step



@AurelieVache @LostInBrittany

A huge perimeter

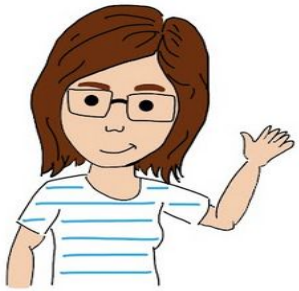


A team was needed!

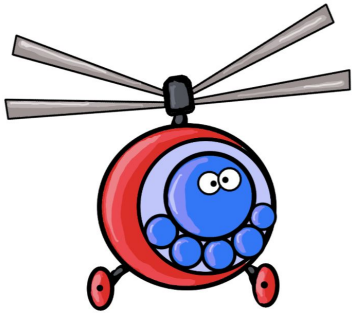
@AurelieVache @Lost In Brittany

The DevRel Dream Team

@LostInBrittany



@AurelieVache

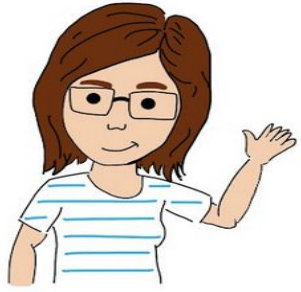


@RacLePoulpe

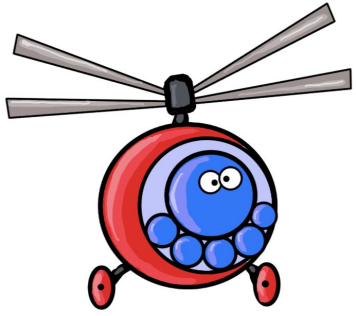
February 1st

The DevRel Dream Team

@LostInBrittany



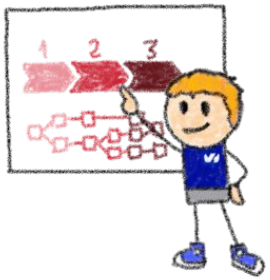
@AurelieVache



@RacLePoulpe

@Wildagsx

DevRel @ OVHcloud



@AurelieVache @LostInBrittany

Putting into perspective

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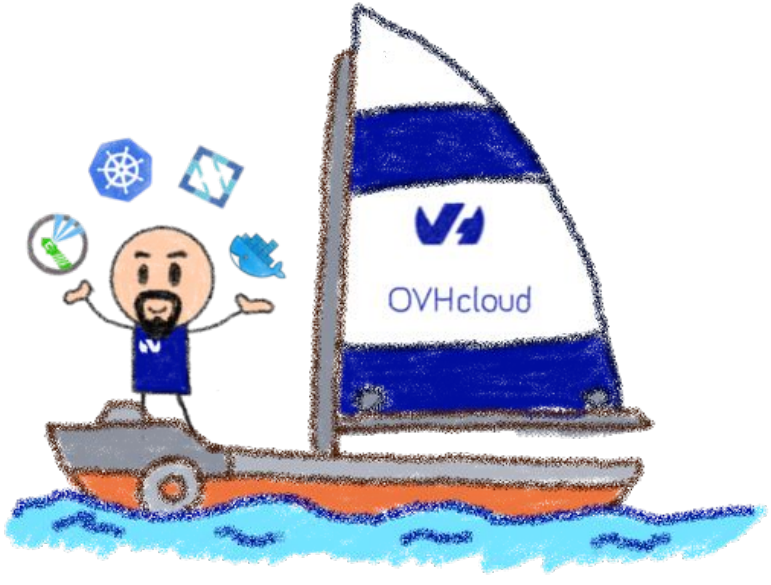
@AurelieVache

@LostInBrittany

How to become a DevRel?

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

Thank you for listening ❤️

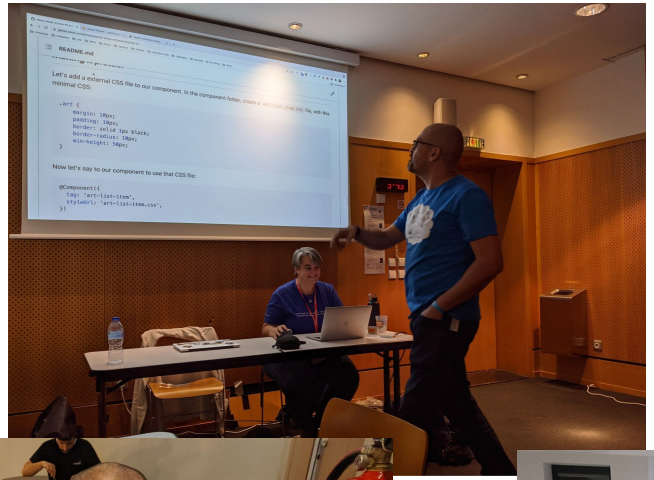


@AurelieVache @LostInBrittany

Votre feedback nous intéresse ❤️

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

What does a DevRel do?

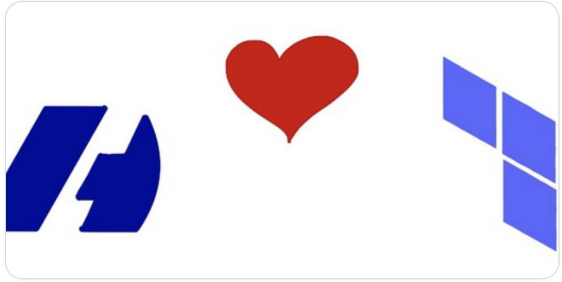


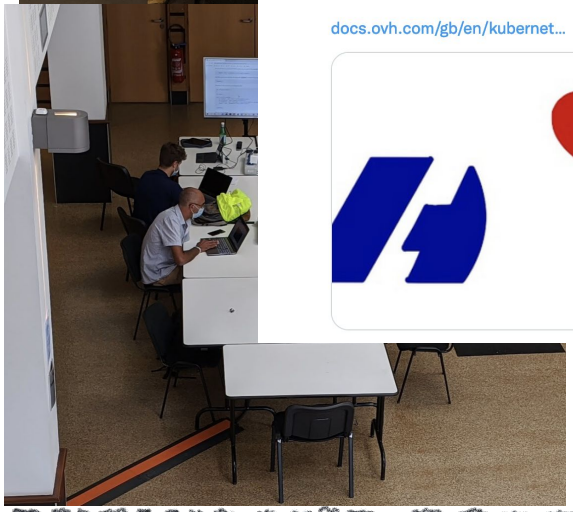
Horacio Gonzalez 🇪🇺 🥑 a retweeté

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/kubernet...





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