



Crisis = Opportunity

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Who Am I?



Who Am I?

- Journalist
- Teacher
- Cruise Director
- Translator
- Liaison
- Moderator
- Advocate
- Performing Artist





Emily Freeman

@editingemily

Following



I just realized advocates and evangelists are diplomats who not only represent their company but also their community to the larger industry.

Y'all. We're the freaking tech UN. [#devrel](#)



7:03 AM - 17 Apr 2018

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Today's Talk

- Interactive!
- Practical



Scenario #1:

The competition goes under.



Teamwork



Scenario #2

You release breaking changes...
without notifying customers.



Communication



Scenario #3:

Lottery Factor



Documentation



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- Teamwork
 - Communication
 - Documentation



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