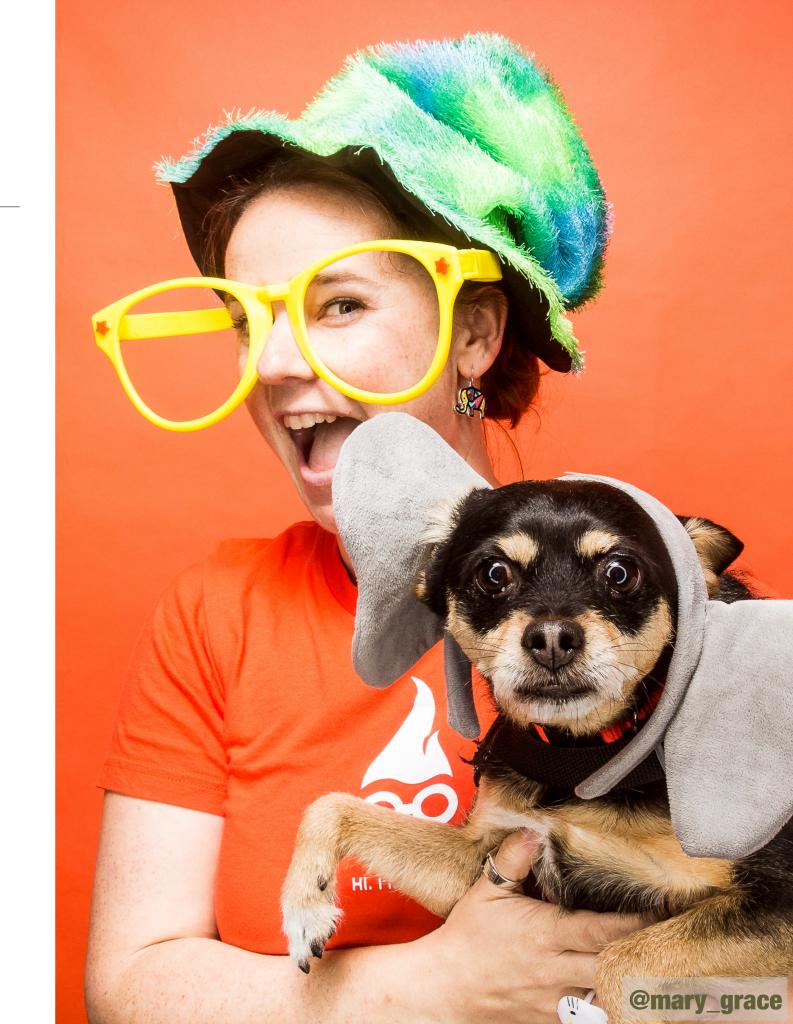


Crisis = Opportunity

Mary Thengvall Founder, Persea Consulting @mary_grace

Who Am I?



Who Am I?

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





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





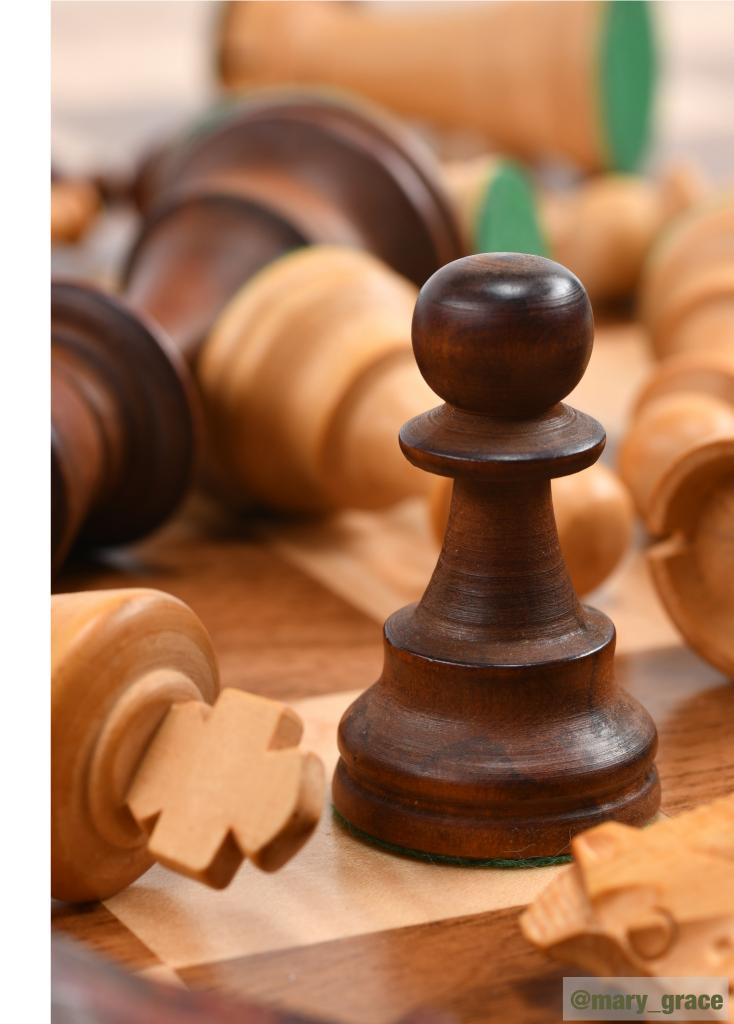
Today's Talk

- Interactive!
- Practical

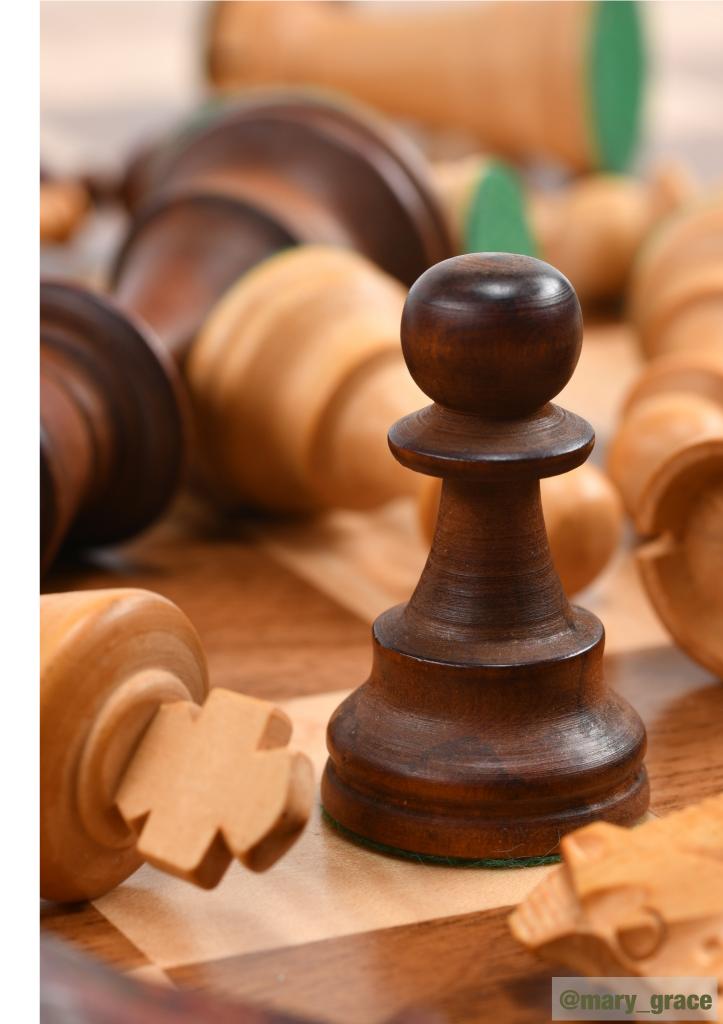


Scenario #1:

The competition goes under.



Teamwork



Scenario #2

You release breaking changes... without notifying customers.



Communication



Scenario #3:

Lottery Factor



Documentation



- Teamwork
- Communication
- Documentation

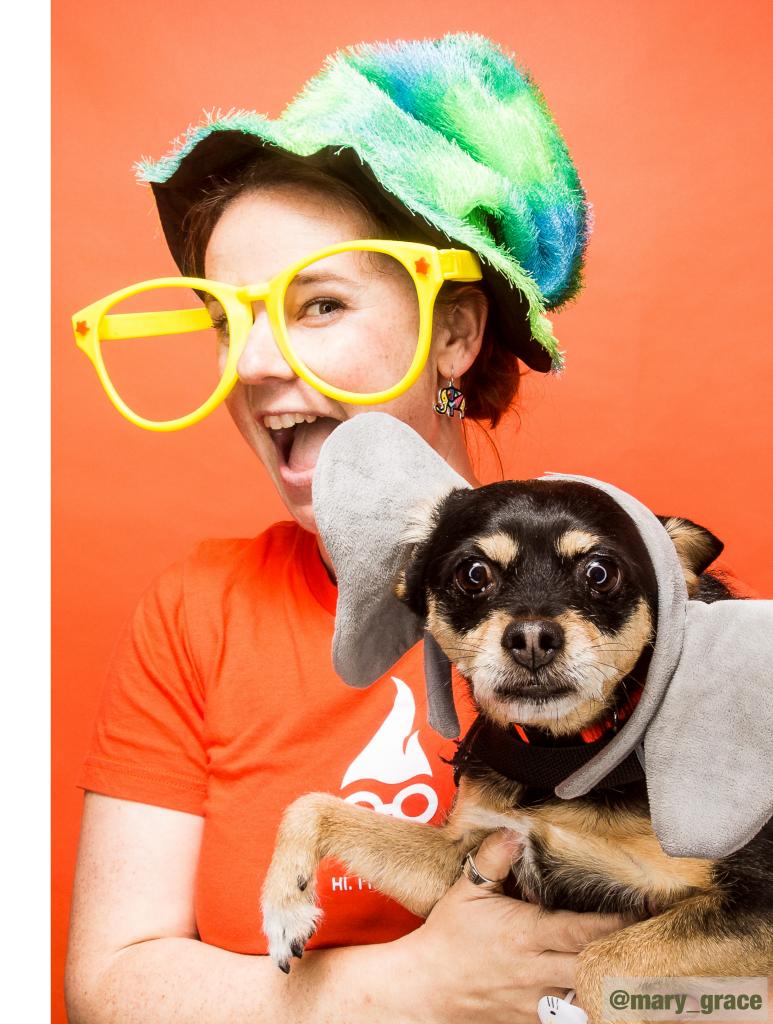


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