



What the heck is DevRel?

2022-09-30 - LunaConf



@AurelieVache



@LostInBrittany

Aurélie Vache

@aurelievache

DevRel at  OVHcloud

Google Developer Expert -
Google Cloud



Conferences organizer

Duchess France Leader & Mentor

Tech articles writer & sketchnoter

... & Retrogaming ♥

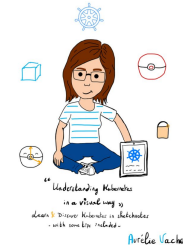
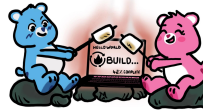
<https://www.youtube.com/c/AurelieVache>



@AurelieVache



@LostInBrittany

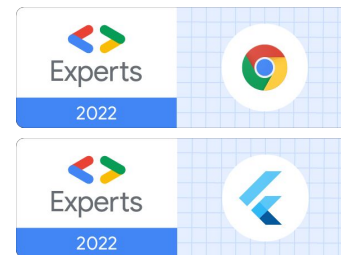
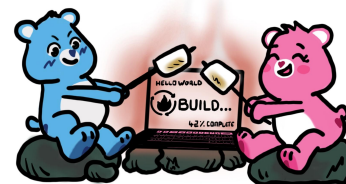


Les Productions de MOA

Horacio Gonzalez

@LostInBrittany

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



Lots of names for a family of job titles



Technical Advocate Developer
Developer Relations Creator
Developer Content Evangelist Advocate

Why do we want to talk about it?



Benoit Masson 10:18

yes I have the impression that it is a challenging job DevRel 😊



Vous 10:19 Modifié(s)

you take a chaudron and in it you put: tech, comm, organization, you stir and every day you have different ingredients that you don't know that are added lol



Benoit Masson 10:21



that's why you have to come and tell us about your daily life! This is going to be super interesting.





What the heck is DevRel?

DevWhat?



How do our friends see us?



How do our friends see us?



How do our friends see us?



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



How do our friends see us?



How do our friends see us?



How do our friends see us?

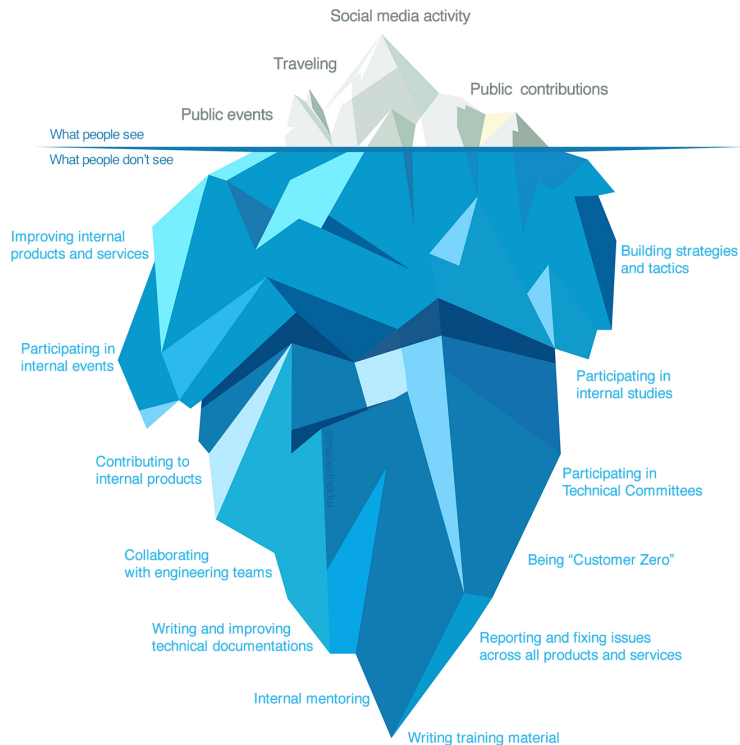


But DevRel is much more than that!



THE DEVELOPER ADVOCATE ICEBERG

Wassim Chegham | @manekinekkko





What is really DevRel?

DevRel under the glitter



What is really DevRel?



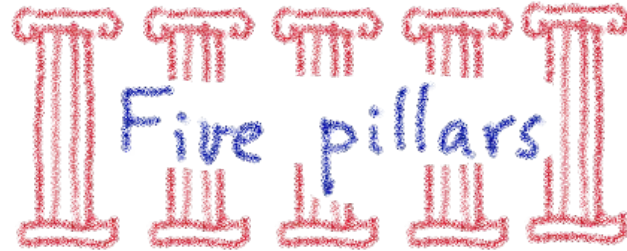
Technical Marketing
& Communication
targeting Techies








Objectif

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?



Mindset



Techs talking to tech



Sincere, no sales pitch

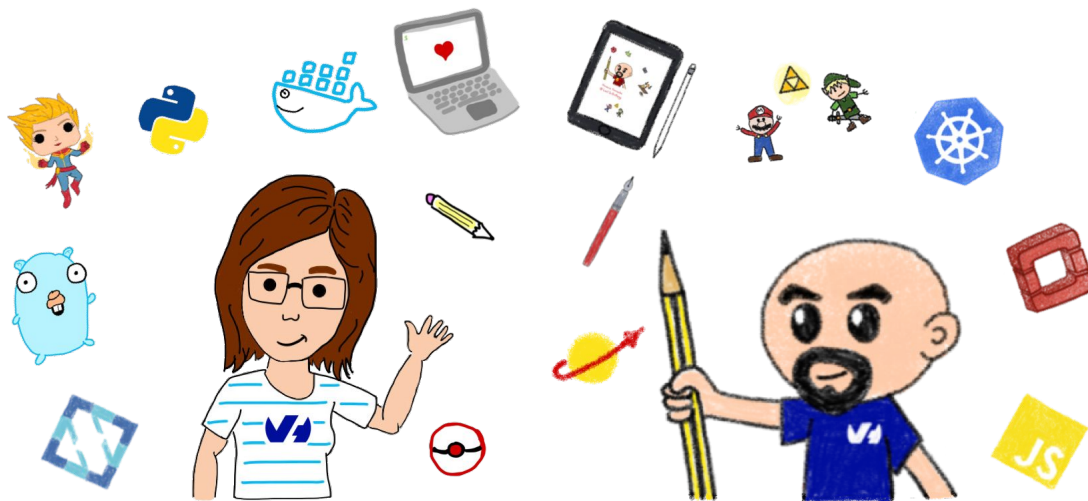


We show what we do

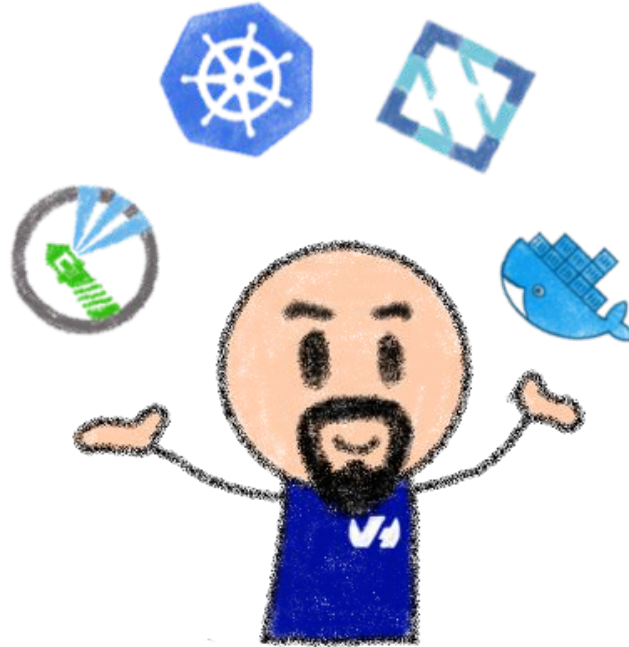


Being a DevRel

DevRel as a job role



Being a DevRel



First of all, a technical person

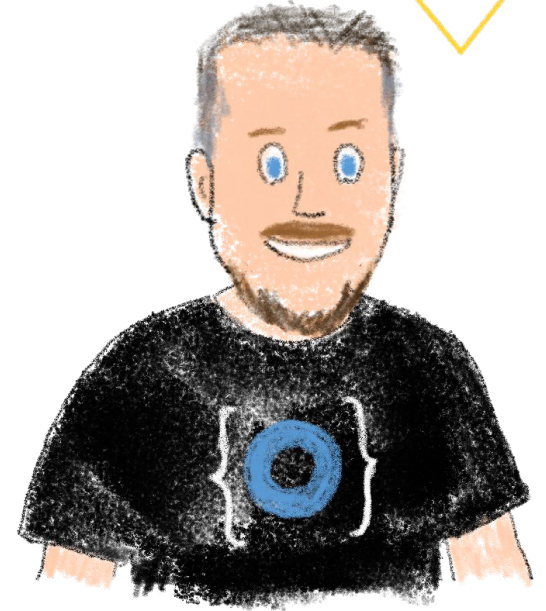
Being a DevRel



@sebi2706



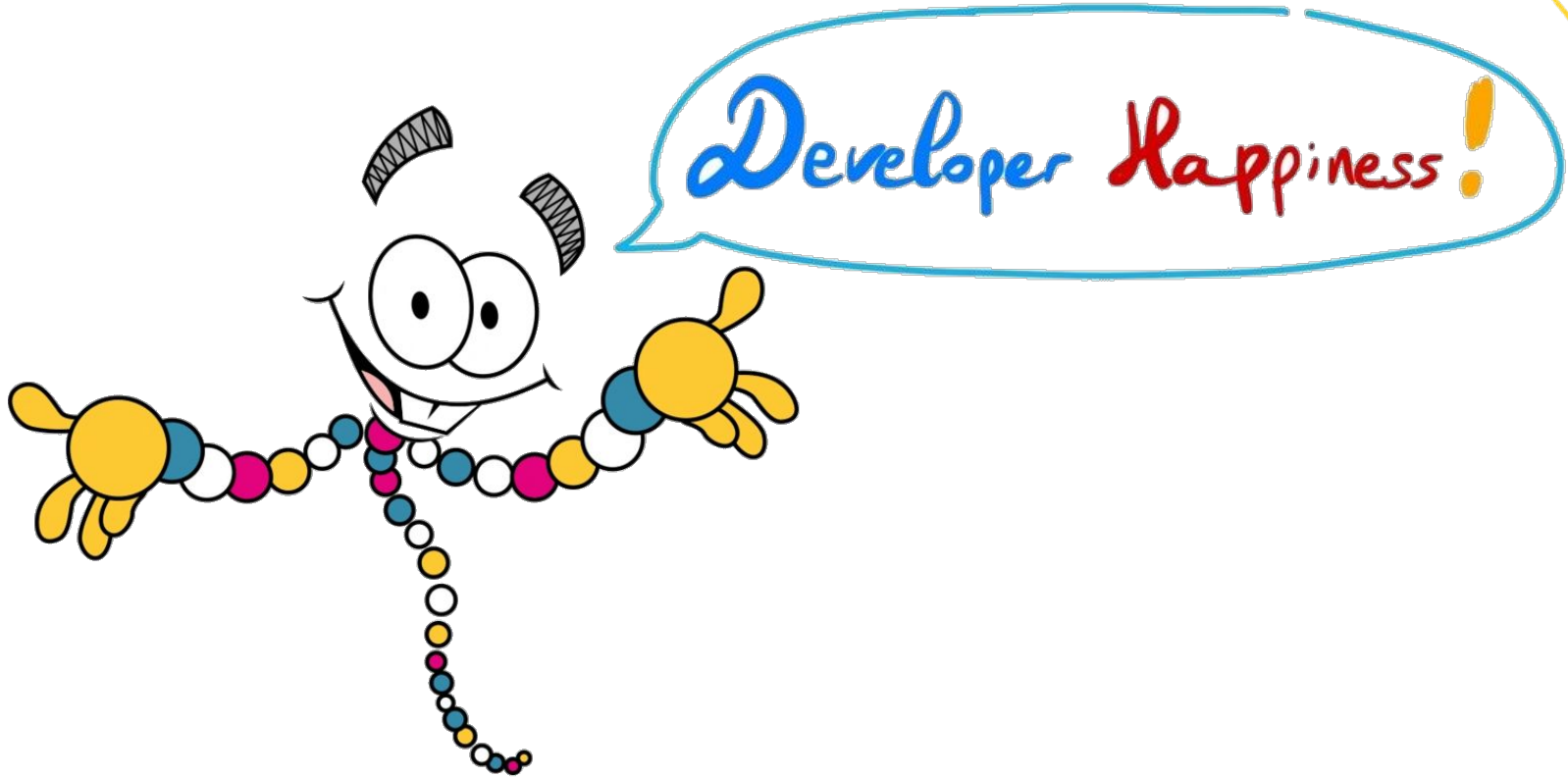
@R33g_org



@mraible

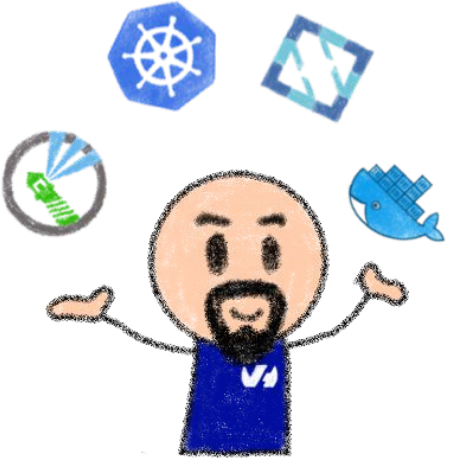
There is no DevRel typical profile

Being a DevRel



But with share the same DNA

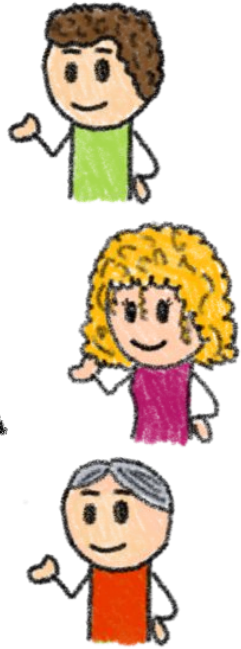
What does a DevRel do?



Evangelism



Advocacy

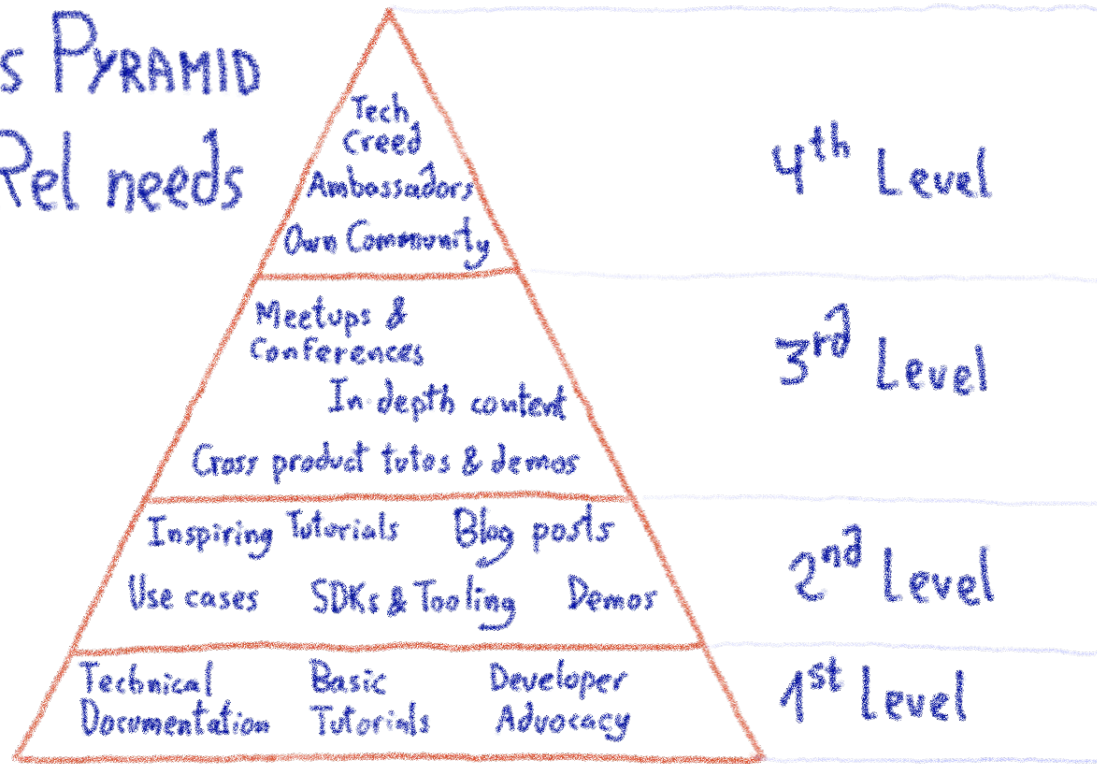


Two main families of tasks

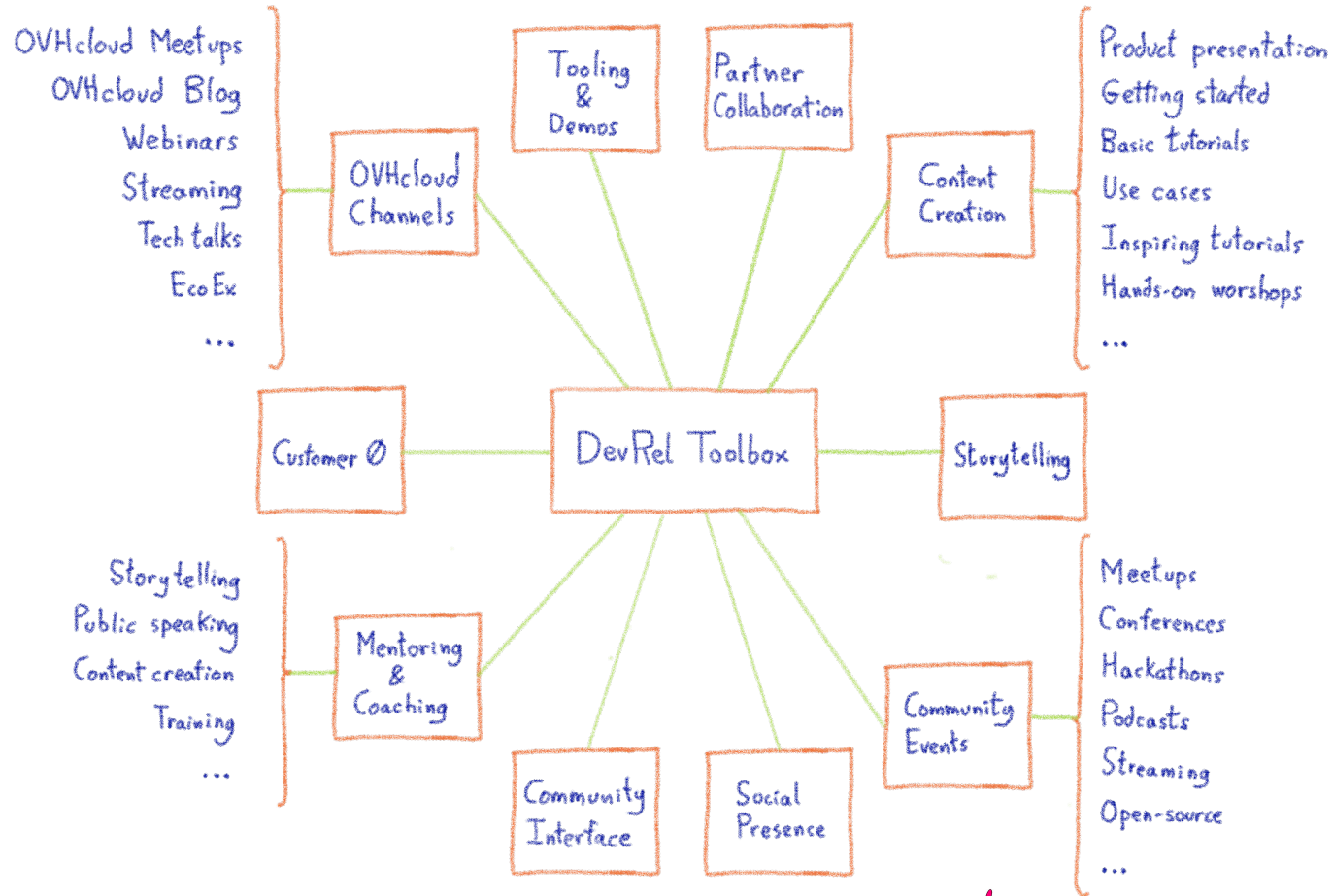
What does a DevRel do?



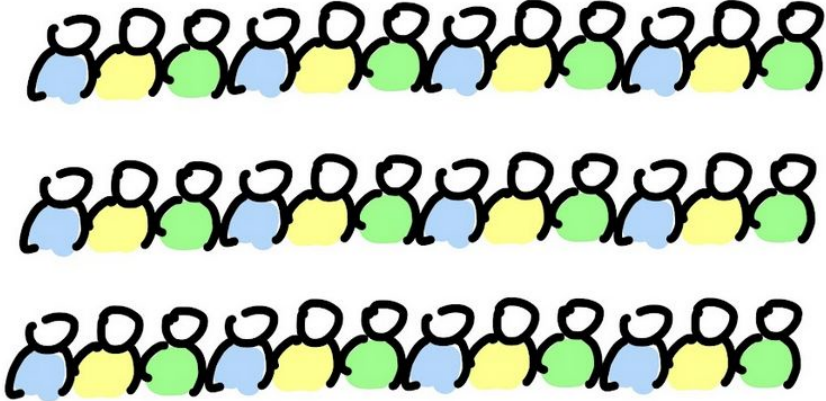
MASLOW'S PYRAMID of DevRel needs



What does a DevRel do?

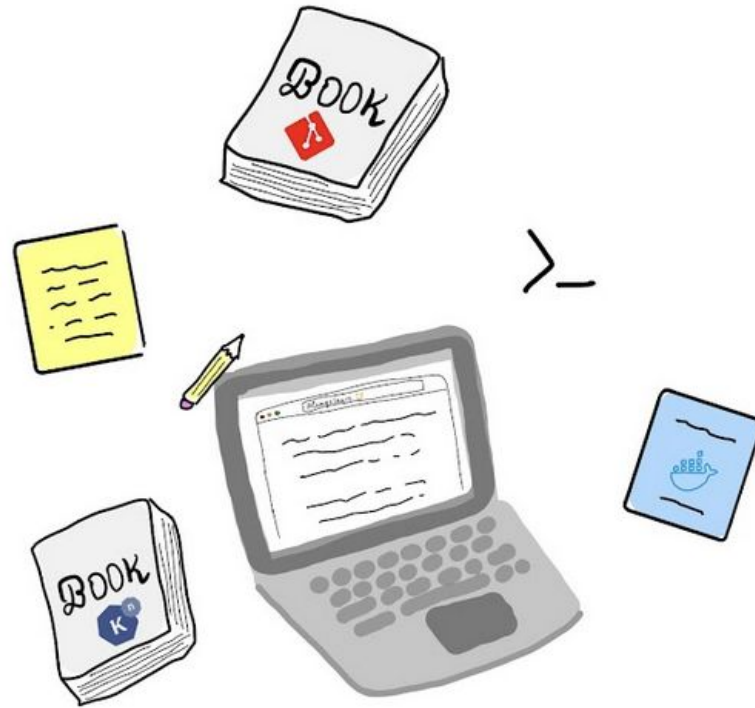


What are the needed skills?



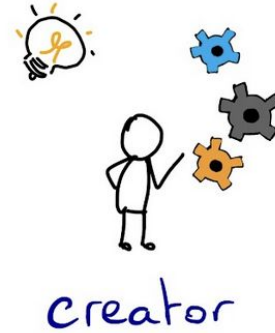
Love to learn and share

What are the needed skills?



A good generalist, always learning

What are the needed skills?



Enjoy collaborating & communicate with others

What are the needed skills?



Proactive & well organized

What about language proficiency?



You need to communicate in multiple languages
(accent is optional 🙄)



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



Easier said than done!



⚠ Be careful :

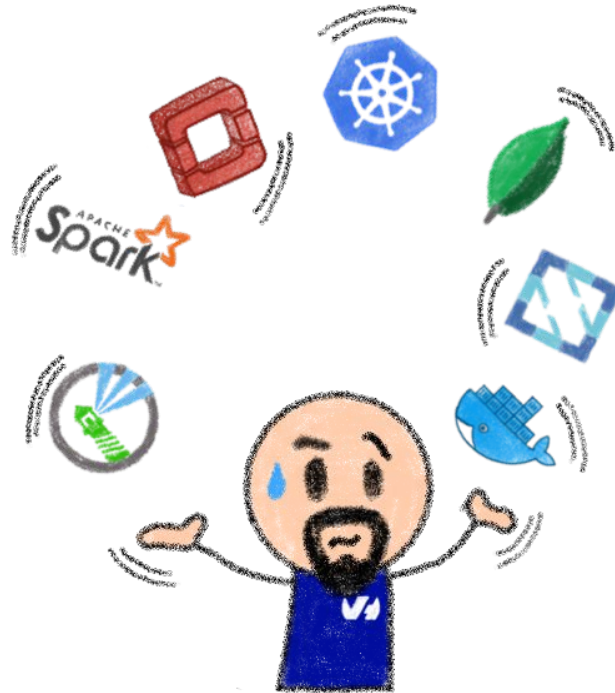
- ⚠ Not easy to concentrate & stay focused on one task (at a time)
- ⚠ Pay attention to fatigue
- ⚠ Balance & organization personal / pro / community life

Easier said than done!



Beware of impostor syndrome

Easier said than done!



Burn out





DevRel at OVHcloud




Unicorns, glitters and Sovereign Cloud...



Building the DevRel community!



2019: Lots of part-time DevRel

-  40+ People
 -  100+ Talks
 -  40+ Blog posts
 -  10+ Confs. organized
- 
- A hand-drawn icon of a clipboard with a checklist, showing three red checkmarks on a list of items.

Putting DevRel into  OVHcloud culture  step by step



Building the DevRel community!



Building a DevRel Community

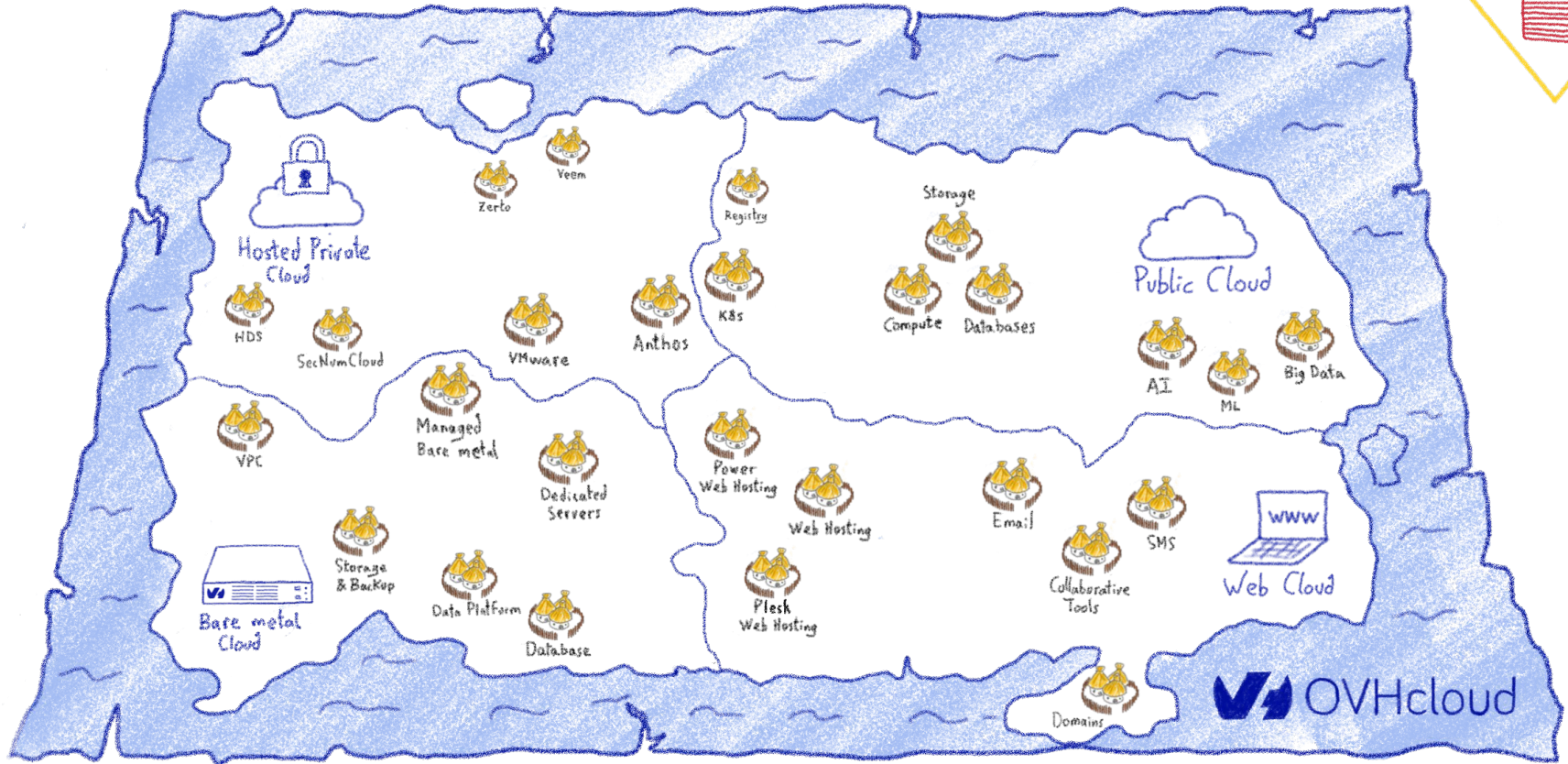


- ☆☆☆☆☑ Gather people doing DevRel
- ☆☆☆☆☑ Onboarding, mentoring, supporting
- ☆☆☆☆☑ Structuring the DevRel impulse
- ☆☆☆☆☑ Target: at least a DevRel for each PU

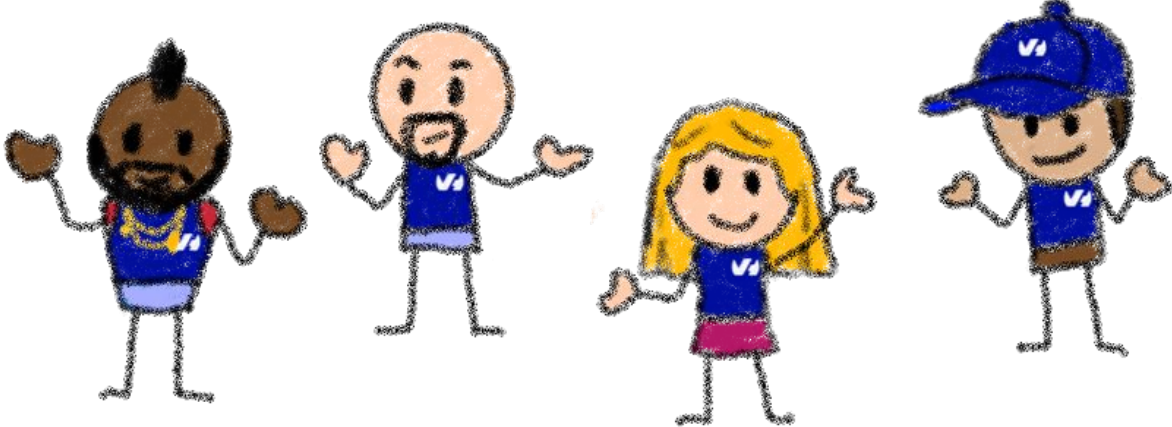
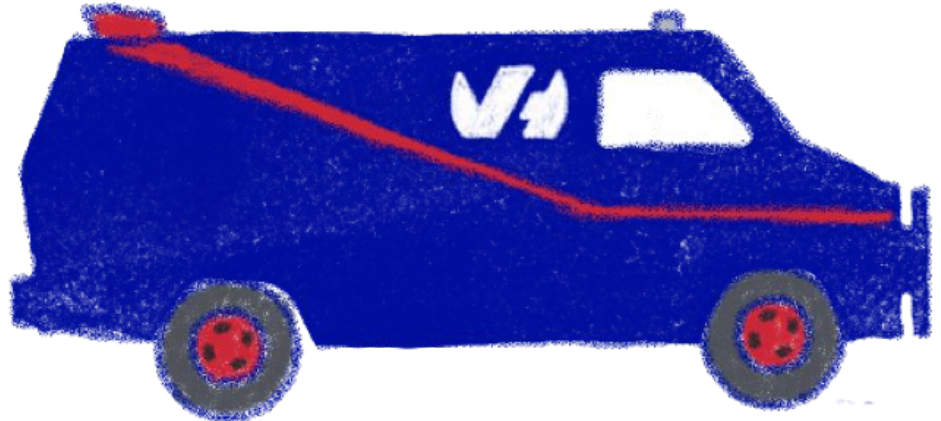
Putting DevRel into  OVHcloud culture  step by step



A huge perimeter



A team was needed!



The DevRel Dream Team



@LostInBrittany



@AurelieVache



@RacLePoulpe

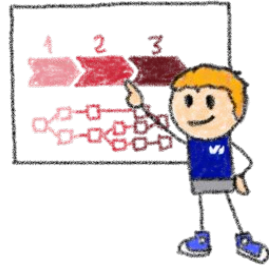


@Wildagsx

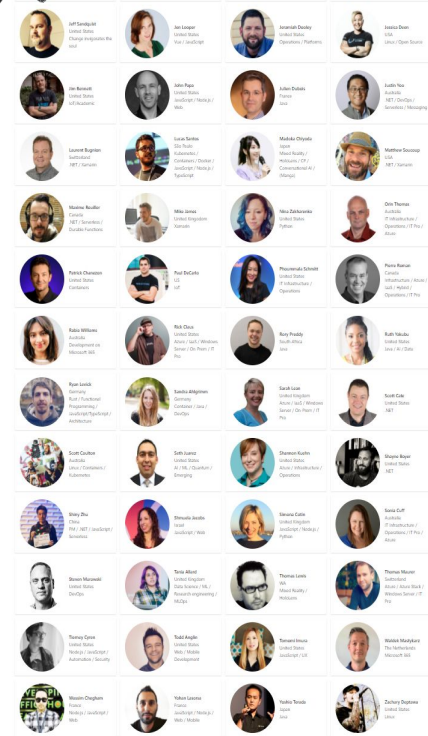
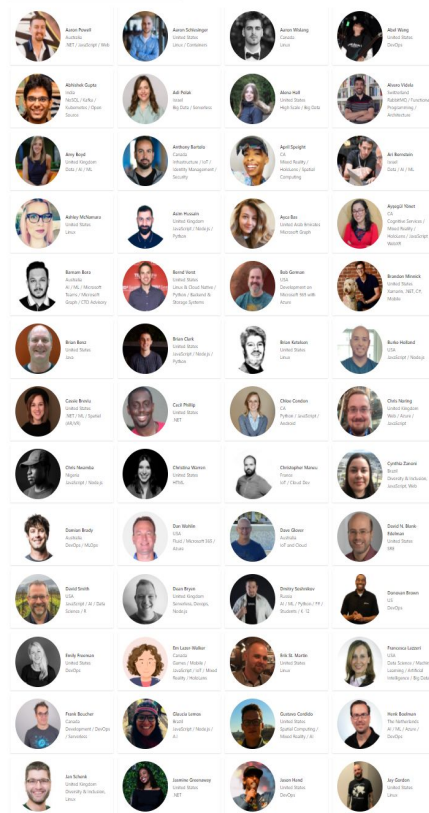
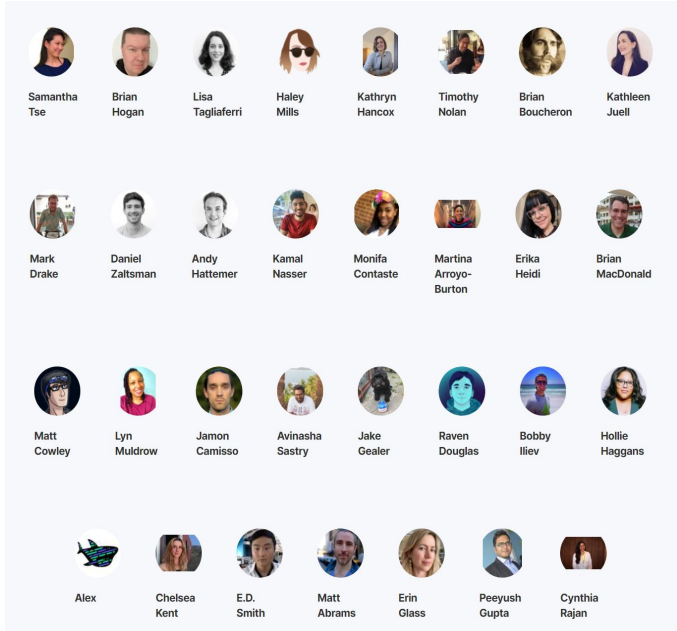


@TitiMoby

DevRel @ OVHcloud

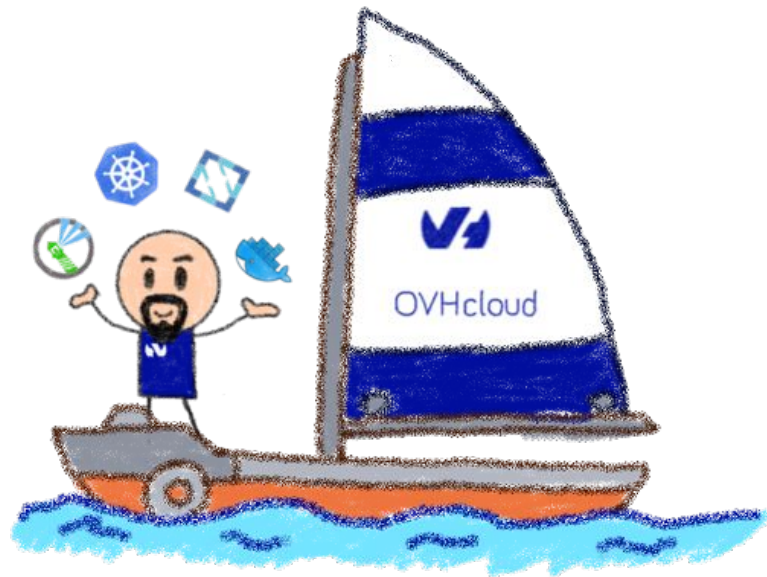


Putting into perspective





♥♥ Thank you ♥♥



We ❤️ feedbacks



LunaConf

What the heck is DevRel?



Horacio Gonzalez



Aurélie Vache

Drôle/original 😄

Très enrichissant 🧐

Super intéressant 👍

Très bon orateur 🙌

Pas clair 🙄

Trop technique 🧑‍🔬

Pas assez de
démo/exemple 🙄

Trop complexe 🍷

<https://bit.ly/vote-devrel-lunaconf>