

DEVRELATE

DEVELOPER RELATIONS ACADEMY

DEVELOPER RELATIONS
TRAINING BACKED BY
YEARS OF EXPERIENCE
AND DEVELOPER RESEARCH

DEVELOPER PROGRAM ADVISORY

WORKSHOPS AND ASSESSMENTS

Developer programs are designed to attract and engage the world's 21+ million developers to a company's platform to ensure its success. They begin, evolve and grow organically and they vary from one organization to another. Each company comes into the Developer Relations space with its own motivations and expectations that are reflected by the resources devoted to the program and the interests of the stakeholders. But there are methods, techniques and insights that apply to every developer program and that only come from years of experience. Evans Data's Developer Program Advisory provides expert program guidance from proven program leaders to help make your program the best it can be. We offer:

STRATEGY WORKSHOPS

FOR PROGRAM DIRECTORS AND STAKEHOLDERS

Workshops are customizable to suit your needs, but typically we start with a 2 – 4 day workshop at your company headquarters with Evans Data experts to lead you in the following:

Creating and verbalizing an overall Developer Relations Program Strategy – We help you define objectives of the program, target audience(s), desired outcomes, and measurements of success. This will provide a framework for program execution, inform the choice of program tactics, and establish ROI metrics to support investment and satisfaction. It is often helpful to include interviews with these stakeholders at this point to incorporate their views.

We do an in-depth review of what you have today – your priorities, offerings, program elements, website, staff, budget, metrics, and timelines. Working with you we develop a precise and written understanding that serves as a starting point for developing a program roadmap.

Using the Design Thinking methodology we create a set of Developer Personas – that your program will target, define the wants/needs of those personas, define potential program elements that will appeal to those personas and attract them to you and determine KPIs that will indicate progress towards your desired outcomes.

Strategy Program deliverables include:

- ◆ Recommended Strategy
- ◆ In-depth Personas
- ◆ Gap Analysis from your baseline to where you need to be to achieve your desired outcome. This takes the form of key recommendations including detailed steps you need to take to achieve those recommendations
- ◆ Step by Step Action Plan to create & execute an industry leading developer relations program
- ◆ Optionally we will provide a Project Advisor who will work with you at intervals over a 3-6 month period to help execute the recommendations, measure the results, and identify any course corrections as the program rolls out.

TACTICAL WORKSHOPS

FOR PROGRAM MANAGERS

Our one day tactical workshops are designed for program managers who want practical tactical insights into the everyday program elements that comprise their programs. Our Program Advisors will tailor the program to fit your needs and interests, however, a typical workshop would fit the format below. Workshops are typically conducted onsite at your headquarters. A typical one day tactical program workshop consists of:

Introduction: Decoding the Facets of Developer Relations - This session provides an introduction of the day's workshop, and walks attendees through an overview of essential program elements using Evans Data's primary and secondary research as well as the knowledge and insights of years of program experience to provide a framework for the rest of the workshop.

Developer Relations Strategy and Framework for Success - To start or enhance your developer relations program, we'll first take a look at how to create an overall strategy. We'll cover defining objectives, persona discovery, working with stakeholders to get their "buy in", enumerating desired outcomes and creating the measurements (KPIs) of success. Then we'll outline an execution framework so that you can run a successful, thriving developer community. The framework will include your list of program tactics, ROI metrics to support the investment, a step by step action plan and measuring results along the way to identify course corrections and new opportunities.

Know Your Developers - Understanding Your Target Market - An in-depth look at identifying your developer community: discovering developer demographics, psychographics, tech adoption, and how to find the right developer segments for your technology.

Essential Program Basics - An overview of the basic features every program needs to have to be successful, plus those that will differentiate your developer program from others. Covering an array of topics from tools and APIs, providing support, effective communication, program extensions, and funding; this session provides the essential elements to any successful program.

Building a Robust Developer Community through Outreach - This session explores how to reach developers and position your technology to the best advantage. We cover events like hackathons and code camps, contests, search engine advertising, creating a social media presence, public relations, and other forms of outreach.

Creating Enduring Partnerships that Inspire Loyalty - Once you've discovered the best practices for your developer program, recruited developers, expanded through outreach, you'll need to explore how to maintain your developer community. This session explores understanding community characteristics, sustaining core strengths while identifying areas of improvements, planning according to needs, and providing resources that inspire loyalty.

Best Practice Examples of Existing Developer Relations Programs - Here we look at multiple examples of developer relations program best practices from some of the top platform, software, hardware and services companies.

Q&A, Information Links and Next Steps - In this informal end to the workshop, we will take your final questions, take a look at additional information that is available about developer relations programs and offerings, and discuss next steps for your developer relations program.

EXTERNAL ASSESSMENT

An Evans Data Developer Relations expert analyst will approach your program the way every developer does – from the outside – and using a checklist that we've developed from years of experience and hundreds of developer surveys, we will evaluate your offerings and provide an assessment of your programs strengths and weaknesses in a detailed report.

INDIVIDUAL PROGRAM ASSESSMENT

Based on the Developer Program Overall Checklist, the First Look Developer Program Assessment provides a quick overview of your current developer relations program or goals for a new one. This initial overview is provided free to paid members of the DevRelate community.

The In-Depth Developer Program Assessment is geared towards serious practitioners and provides an assessment of your company's current (or planned) developer relations program with ideas for improvements and enhancements based on your industry, product, service or platform. Working with your staff, the assessment will do a deep dive into your company, product or services, current or planned developer program features and how well they mesh together. The draft assessment will recommend features and additional infrastructure services. The assessment will be presented to the company, with feedback and create the work items required to move forward. DevRelate will revisit your progress and do an additional assessment in 3 months, 6 months and 1 year.

MEET THE EXPERTS

Our seasoned industry practitioners have weathered the storm of fast-moving technology. Now you can learn from their personal experience as they provide mission critical advice to help you build robust programs and thriving communities.

David Intersimone

David Intersimone, known to many as David I, is a passionate and innovative software industry veteran who extols and educates the world on developer tools, software development and software architectures. David I joined Borland Software in 1985 where he practically invented Developer Relations. During David I's forty-three years as a developer, development manager, developer community executive and chief evangelist, he has created a thriving global developer community, thousands of articles, videos and blog posts.

Before Embarcadero acquired the developer tools business from Borland Software, David spent more than 20 years with Borland in various evangelism, engineering, and development capacities, including creating the company's developer relations program.

Today, David I shares his visions and insights as a pioneer in developer relations with program managers and directors through Evans Data's Developer Program Advisory where he gives workshops, guidance and advice on program creation and enhancement and through the DevRelate Developer Program community website.

Gina Poole

Gina Poole is the industry's leading Developer Relations expert with a 20 year successful track record attracting millions of developers to IBM's offerings. She envisioned and created IBM's developerWorks program and drove IBM's focus on developers as rapidly growing influencers in IT purchasing decisions. Gina led IBM's developer ecosystem organization in delivering an award winning worldwide developer program, including a website, online communities, social outreach and events targeting hands-on skill building and providing developers with unparalleled access to experts, new products, and advanced technologies. Gina oversaw the growth of IBM's developer program to over 6 million members worldwide across 195 countries. She also led worldwide marketing for IBM's software development tools delivering enhanced capabilities to clients in all industries.

In previous roles, she was vice president of IBM Software Digital Marketing, with worldwide responsibility for driving digital demand generation programs and tactics. She was also vice president, Innovation and University Relations for IBM, with worldwide responsibility for developing and executing IBM's internal and external innovation programs for collaborating with employees, clients, partners, governments and academia to foster innovation. Gina started her career as a programmer and tester. Gina is a certified Project Management Professional (PMP) and holds degrees in computer science, business management, and economics.

GET IN TOUCH

For more information or for workshop, assessment, or consultation pricing, please contact us at info@DevRelate.com