



Getting the Most out of EclipseCon 2009

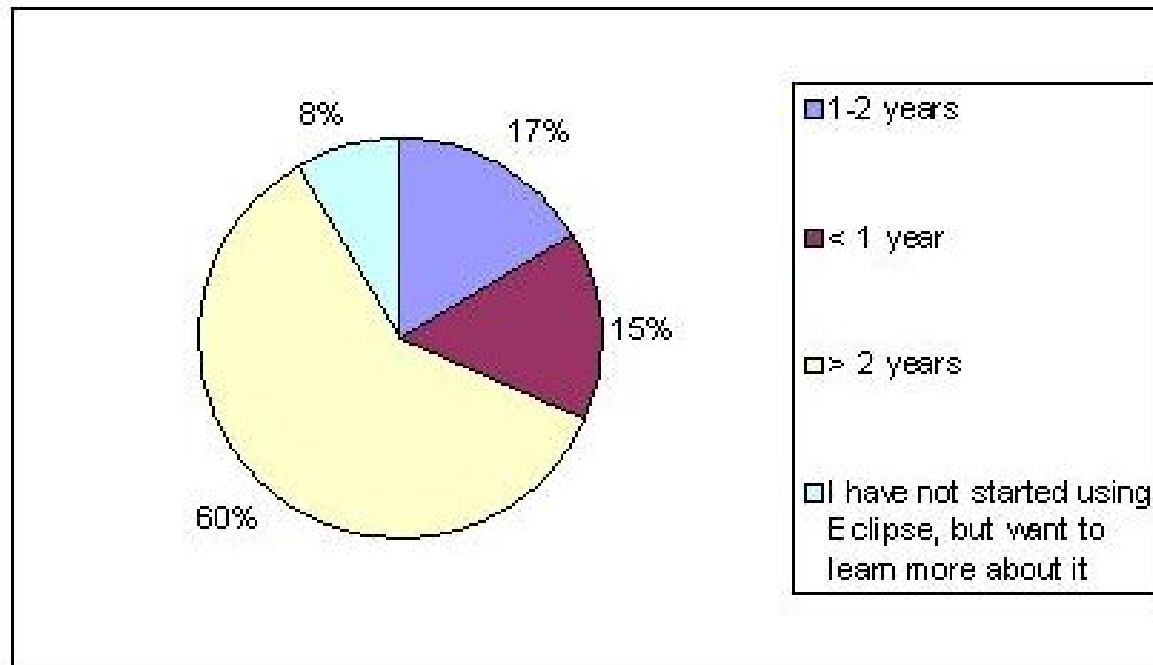
Donald Smith

February 23, 2009

Background – Attendee Experience



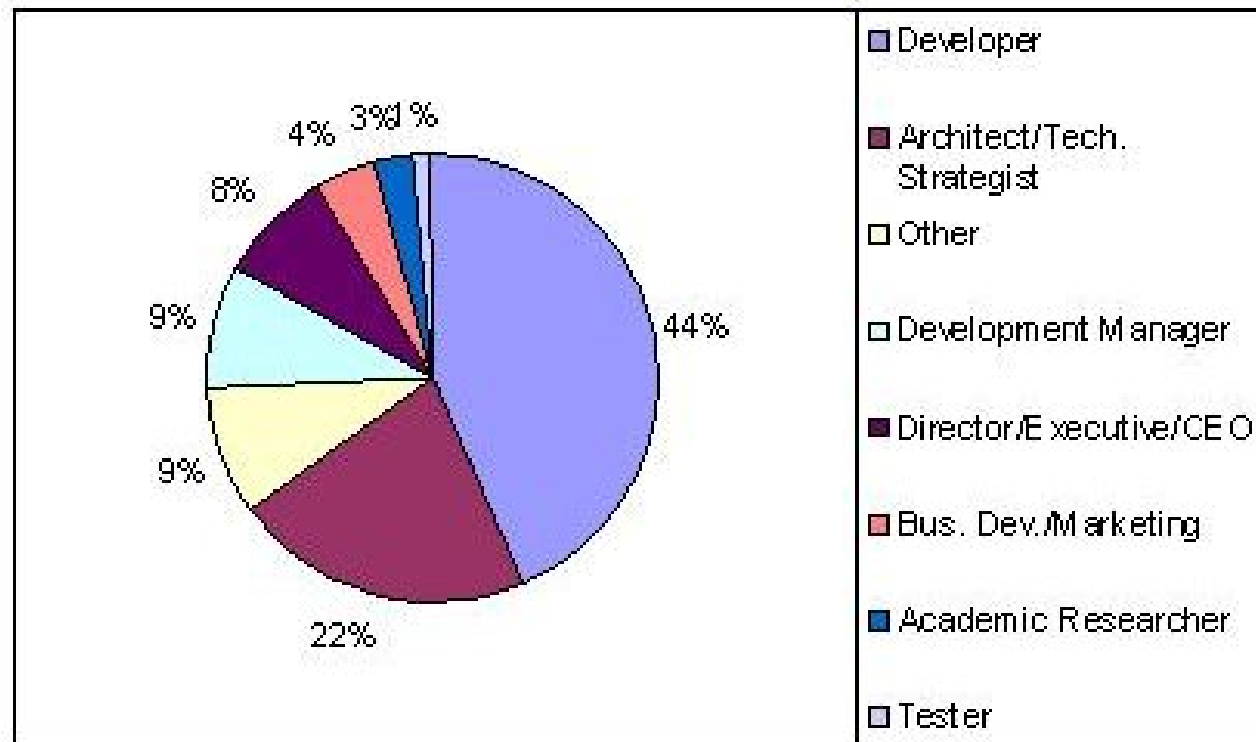
- 2008 Attendee Years Experience with Eclipse



Background – Attendee Roles



- 2008 EclipseCon Attendee Profile



Background – Technology Interests



- 2008 EclipseCon Attendee Profile

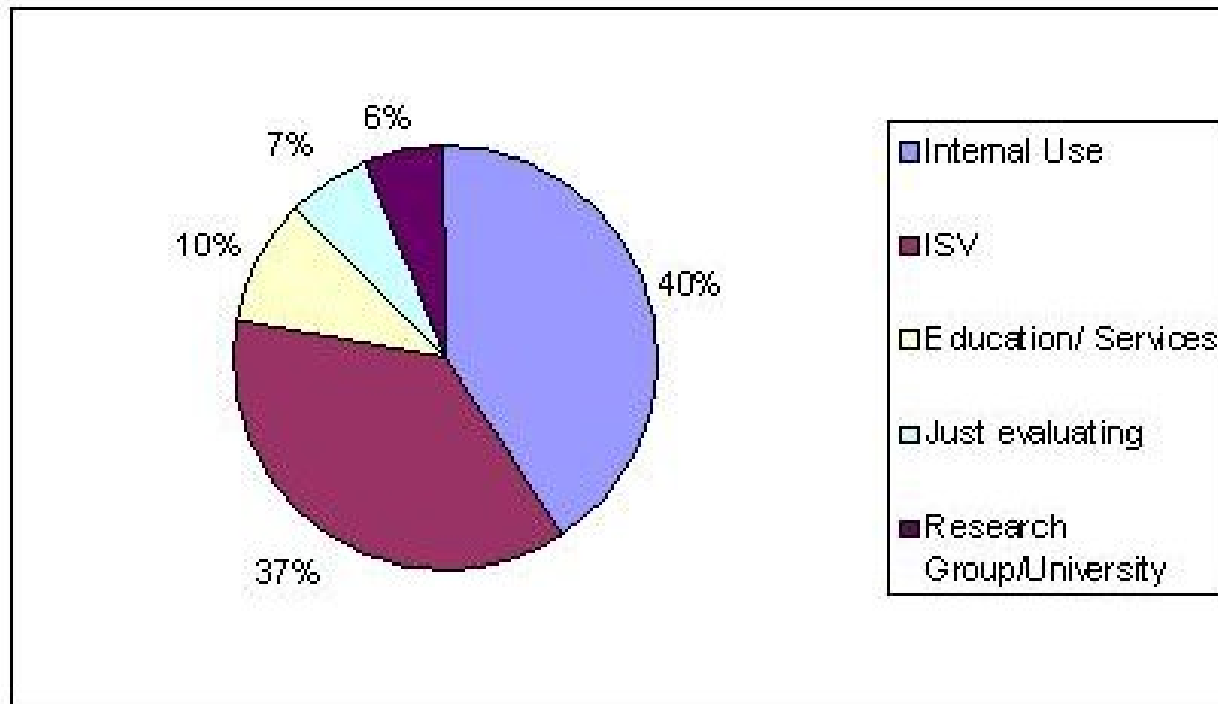
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RCP	478
EMF	362
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Background – Organization Representations



- 2008 EclipseCon Attendee Profile



What are your goals for EclipseCon?



- Brand awareness (yours), brand association (with Eclipse)
- Developer relations – Make them love your organization
- Business Development and Business Opportunity Generation
- Networking, experience sharing, troubleshooting (ecosystem)
- Lead Generation!

Before The Show....



- Help us promote the conference
 - <http://www.eclipsecon.org/2009/friends>
- Send your developers, architects and biz dev teams too!
This is important for you to help achieve the first 4 goals of EclipseCon!

During The Show



- Have your biz dev people in the exhibit hall and events
- Attend membership meeting and networking events
- Work on Lead Generation, but don't miss the opportunity to listen to the developers
- Do something Buzz-worthy
- Poster Reception, Demos
- Exhibit hall game, Sponsored Tutorials
- Press activities – approximately 20 Press and Analysts in attendance
 - Contact Ian
- Market your project participation
- Don't be silent – pass on your feedback when given the opportunity
- Mechanisms to solicit input/feedback from the Eclipse Community are always well liked