



How to Make the Most of Magento Events

Sherrie Rohde

Community Manager at Magento







Magento Momentum in Italy

- **91** certified individuals
- **7** solution specialists
- **103** total certifications

- **4,000+** live Magento domains (in the last 3 months)
- **19,000+** Magento 2 downloads since launch
- **#8** globally for Magento 2 downloads



Top Contributors in Italy



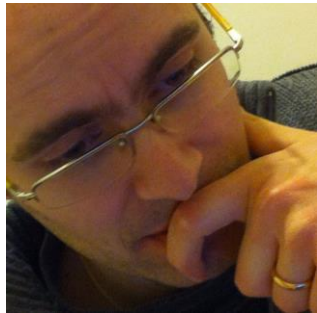
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 MauroLorenzutti



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 RicTempesta

Community Collaboration in 2016:

- Over **1,100 contributors**.
- Presented over **800 talks** on Magento or at Magento events.
- Produced over **120 podcast episodes** centered around Magento.
- Organized and produced conferences and Meetups in **over 30 countries**.
- Wrote **seven books** about Magento.
- Contributed to official product **documentation**.
- Wrote over **1,100 blog posts** to raise awareness and education.
- **Answered thousands of questions** on both StackExchange and the Forums.




The **Magento community**
is a group of **innovators**
who thrive on **collaboration.**



Innovators are
lifelong learners.



There are Magento events in over
30 countries.



In 2016, there were
over 800 presentations
about Magento or at Magento events.

What did we learn?



Prep up for Magento Imagine 2016

 [Karen Baker](#)

 [March 16, 2016](#)

 [1 Comment](#)

Categories:
[Magento](#)

In just under a month the best of the Magento ecosystem will reconvene for the Imagine Conference in Las Vegas. As a veteran of the event I thought I'd share some tips for people attending for the first time.

When to Get There

The Sat/Sun are fully of pre-Imagine events, I'd definitely advise get in Sunday morning/lunch at latest so you can ease gently into the Imagine 'experience', trust me it get's busy!

The community runs:

1. [Hackathon](#) – Starts Saturday, wonderful place to learn, meeting all types of developers & exchange ideas/learn/code
2. [Great Dam Run](#) – I seem to have volunteered for this event for some mad reason, please [sponsor me](#) as I aim to do a 5K for the first time in many years!!
3. [Pre-Imagine Party](#) – Infamous and sponsored by the wonderful Magento community this is THE event to attend at Imagine, its intimate, a great way to network especially if you are new to the ecosystem, full of very intelligent people where everyone is an equal and everyone is your friend

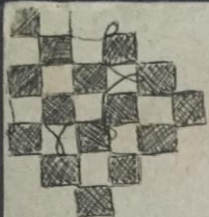
Formal sessions at Imagine start Monday morning, evening reception is unlike any other conference and the first keynote is Tuesday morning.



1. Know your goals.

2. Say hi to people.

3. Write down key takeaways.



cmx Summit 5/19

Evan Hamilton, Coursera

ROI (It's hard, but you can do it.)

1. Know what the goals is.

Retention or Acquisition.

It has to pay the bills.

2. Know what to measure.

3. Metrics & Analysis

- Find a sample of "active" comm
- Define "active."

• Find a sample of customers no

4. Getting management buy-in & r

Ana Noemi, Stack Exchange

"If we look at communities, neti

4. Share with your team.



How amazing is that?

OMG love it

Though out the conference whenever someone posted to Instagram with the hashtag, they printed it out and put it on the board

How's it work?

Like a photo mosaic puzzle

Event Notes (@Mosquera, Brittany)

- WWVD had a "startups" area comprised of uniformly placed tables with banner space. These are a low-cost space for aspirational businesses. Might be something to consider at our events, or perhaps to sponsor at regional events.




- The venue in Utrecht (Mereveld, <http://mereveld.nl/>) for the Magento 2 seminar was lovely. 200-250 max capacity:

Hosting (@Eiland, Travis)

- Hosting - from William Pullman, UKFast - in October, Safe Harbour for data was destroyed, and **now data about UK citizens must be housed in UK w UK company** – context <http://www.itpro.co.uk/security/25393/us-and-eu-must-reach-new-safe-harbour-deal-by-january-2016>



5. Apply what you learn.



Before you apply what you learn, don't forget
to think through what you bring back.

Is it **relevant**, **realistic** and **refined**?*

*Thanks John Bonini (@[Bonini84](#)).

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What can I start applying **now**?

What can I apply to my **next project**?

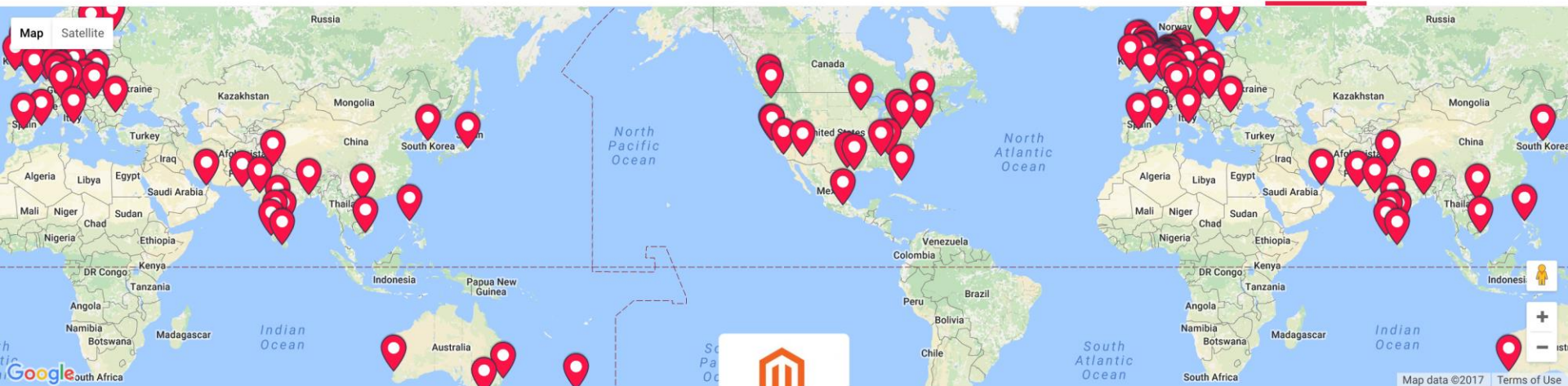
What can I start applying **next year**?



Who should we reach out to?
How can **Solution Specialists** get involved?
Why were they **invited**?
Can we identify **top contributors**?
What is the actual **size** of our community?
How do I **find** a local meetup?
How do I **get involved** in the community?
What are **key topics** for our community?
Who can **speak** at my event?
Can I **sponsor** a meetup?
How do I get Magento **swag**?



6. Keep the conversations going.



Magento Meetups

We are **9,106** members across **78** Meetups

Trusted by more than 250,000 businesses worldwide, Magento Commerce is the leading provider of open omnichannel innovation to retailers, brands and branded manufacturers across retail B2C and B2B industries. In addition to its flagship open source digital commerce platform, Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions empowering merchants to successfully integrate digital and physical shopping experiences. With over \$50B in gross merchandise volume transacted on the platform annually, Magento Commerce is the foremost provider to the Internet Retailer Top 1000 and the Internet Retailer B2B 300, counting more than double the clients to the next closest competitor. Magento Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce marketplace for extensions available for



Why does this matter?

Sample email

Have you heard about AU—Autodesk University? It's a great opportunity to learn about the future of making things and connect with the best in the business. I would love to attend AU 2016, November 15-17, in Las Vegas, because I think it would benefit our team, making us more productive and competitive.

As an AU attendee, I'll be able to:

- Explore new tools and technologies, plus get insider tips and tricks
- Network with peers, partners, expert speakers, and Autodesk product teams
- Learn new skills I can share with my colleagues
- Take free Autodesk Certification exams (over 1,500 attendees took exams at AU last year)

How much will it cost?

Approximately \$3087 for 4 days.

See for yourself

Get all the details at the [AU Las Vegas website](#).

Watch [AU 2015 Las Vegas in 90 seconds!](#) for a taste of the creativity and inspiration that is AU.

Please think it over and let me know if we can discuss this at our next 1:1 meeting.

Thank you!

[Copy to clipboard](#) (and paste into your email)



I learned _____
from _____
and will apply it by _____

I learned how to make the most of events
from Sherrie Rohde
and will apply it by finding at least one thing from this week's MageTitans speakers that I can apply to improve my work.



We do this, too.

Please say hi and share your Magento experience!

@sherrierohde
sherrie@magento.com