



GLOBAL
SKILUpSM
FESTIVAL

by  DevOps Institute



DevOps Institute
ADVANCING THE HUMANS OF DEVOPS

Overview

Promotional Reach

60,000 Community Members
150 Ambassadors with greater than 500,000 contacts

What	<p>Global SKILup Festival covers everything DevOps in one week, across all times zones including:</p> <ul style="list-style-type: none">Career FairGet SKIL'dUpGlobal SKILup Day <p>The whole week is Vendor Neutral in nature and does not contain product and sales pitches</p>
Who	<p>Conference participants include Engineers, Developers, Managers, C-level in Corporate, Enterprise and Service Provider organisations</p>
When	<p>7-11th December 2020</p>
Where	<p>Top notch virtual conference platform</p>
Why	<p>To support the DevOps Community and to share the latest initiatives taking place in the market</p>

Global SKILup Festival

Agenda 2020

December 7

SKILup Careers Fair

Global Careers Fair for Corporates, Enterprises, Service Providers and Recruitment Organisations with DevOps Roles to fill

Sponsors will each have a booth that attendees can visit to find out about the organisation and their vacancies

Career SKILup Masterclasses available to view on demand

Sponsorship opportunities:

Booths
Masterclasses

December 8/9

Get SKIL'd Up!

24 hours to SKILup as many people as possible with training sessions held in APAC, the Americas and the EU by DOI Elite Partners & Sponsors

Vendors to host technical courses, Live Labs, Hackathons and other activities on their platforms

Zoom Party/Singalong with live band or DJ hosted on 9th December at 3pm EST

Sponsorship opportunities available as a bolt-on to the Careers Fair or GSD

Party sponsorship available

December 10

Global SKILup Day

A 16 hour event with back-to-back speakers, panels and networking opportunities starting at 7am EST

Chill out Zone and Bar with our resident yoga instructor and mixologist available on demand

3 sponsors levels within each type: Platinum, Gold, and Silver

~~1 Platinum Available~~
~~for Global only~~

December 11

GSF Recap

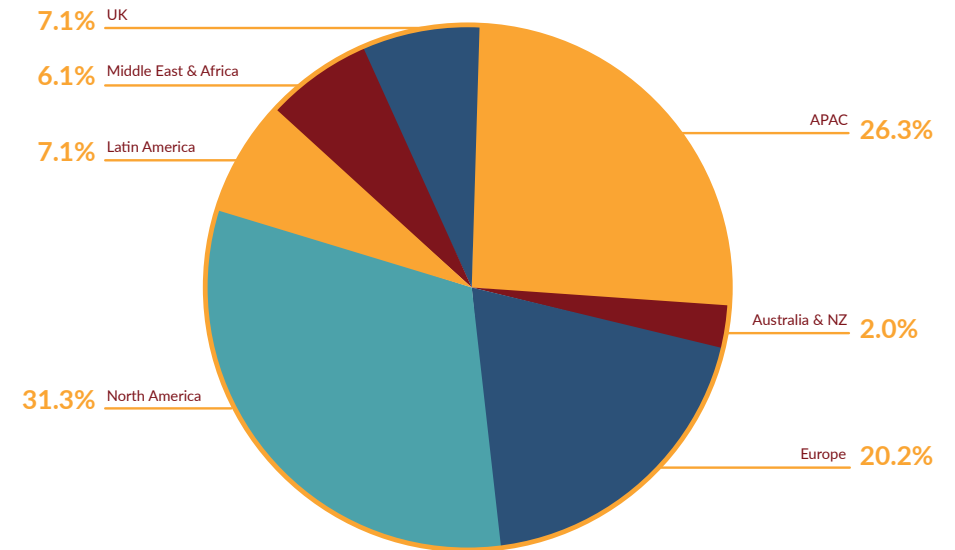
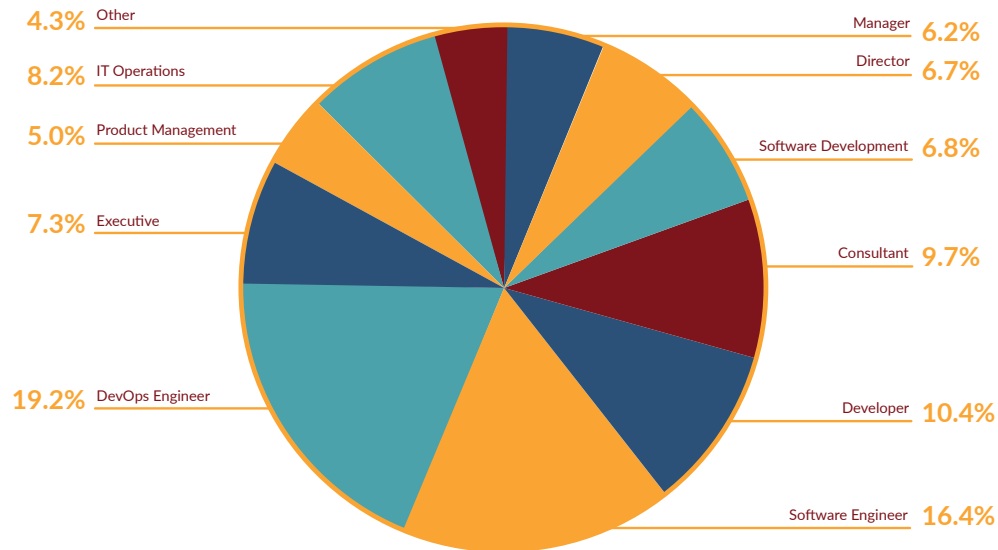
Fireside chat hosted in each region:

APAC
Americas
EMEA

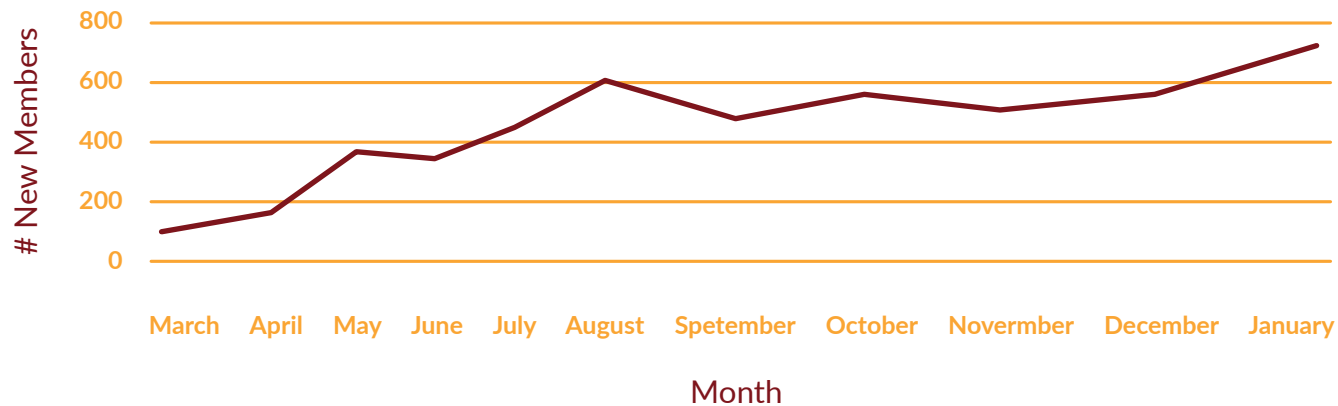
Community Overview

Currently: >60,000 Community Members

Community Job Roles



New Members Per Month



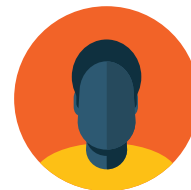
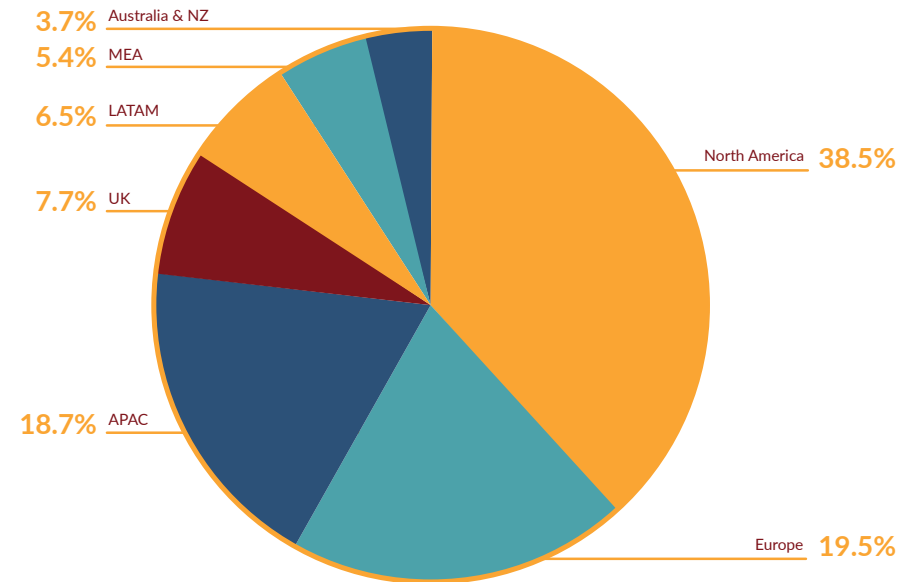
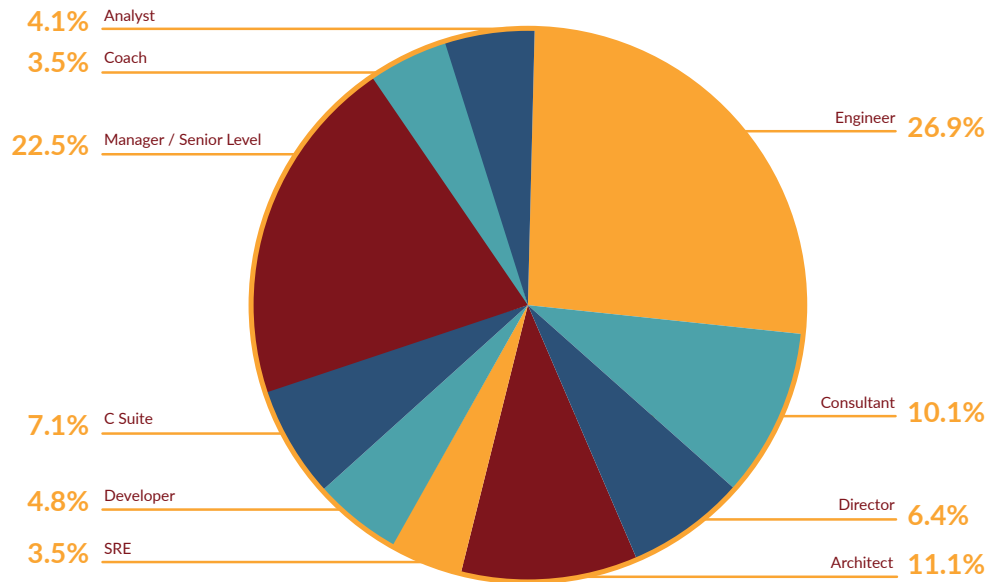
26% Company Revenue
\$2b or more

28% Companies with
20,000 employees or more

SKILup Days Data Overview

Registrations: >2,000 from SKILup Days Jan-Oct 2020

SKILup Day Job Titles



SKILup Days

What they said...



“It is a fantastic event! I really enjoyed it and learned a lot from all of you! Thank you so so much for your great effort and creativity!”

“It’s amazing, thanks for organizing this event. Helps to keep abreast with SRE adoption, best practices, tools used & community.”



SKILup Career Fair

Full day event hosted where DevOps job seekers and those wishing to further their careers can go to meet Corporates, Enterprises, Vendors, & Service Providers.

Sponsors will get valuable leads to fulfill their roles and build their networks.

DOI will promote to their network and via social channels.



What happens on the day?

Signage

Videos

Downloadable
Marketing Assets

Calls to Action
with Links

Live Chat

Links to your
Internal Job Boards

What can you add into your booth?

Career Fair Expo Fair

Talks from Industry Experts

Mastermind Sessions

Live Panel Q&As

Get SKIL'd Up!

Pre-GSD Training for sponsors to deliver December 8 & 9

Sponsors will host a 6 hour training session over one or two days

DOI will add to the program

Sponsor will manage all class registrations & logistics

DOI will promote to their network and via social channels

What type of education?

Hackathons

Product Specific Education

Simulations

DOI Certifications (delivered by Partners)



DevOps
INSTITUTE

Global SKILup Day

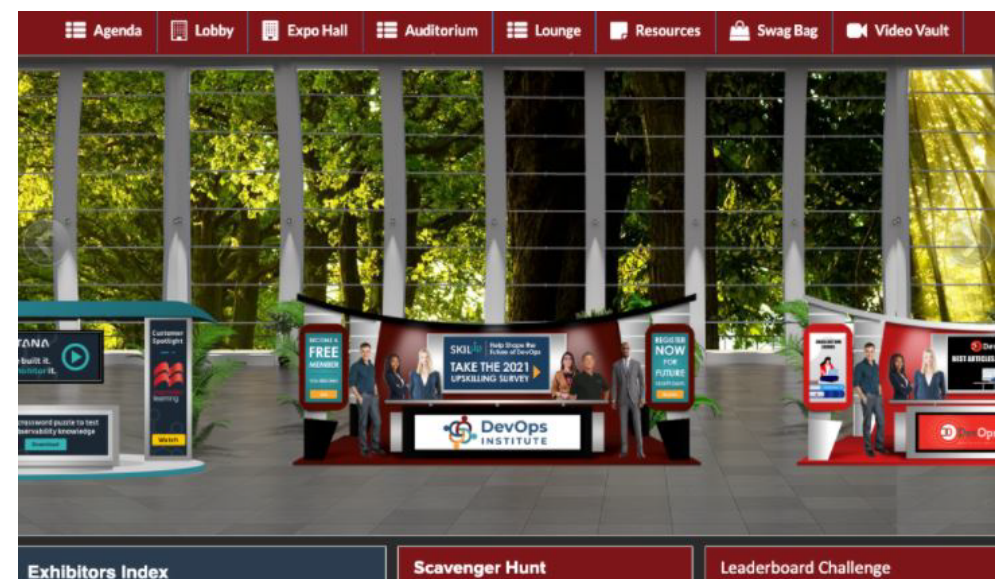


What happens on the day?

- 16 Hour Agenda
- Talks from Industry Experts
- Prize Giveaways
- Meet the Speakers
- Live Panel Q&As
- Wellness Activities

What can you add into your booth?

- Custom Banners
- Videos
- Downloadable Marketing Assets
- Calls to Action with Links
- Live Chat & Awards
- Social Media Channels



SKIL^{up} DAYS

AGENDA

SRE - June 18 (All Times are Eastern US)

9:00 am ET	Auditorium Welcome from DevOps Institute Marc Halcrow	11:15 - 11:50	Auditorium SRE is a Service Management Framework Jayne Groll - DevOps Institute	2:20 - 2:45	Auditorium DevOps vs SRE: Continuous Delivery Pipelines, Bridging the Gap Ravi Lachhman - Harness
9:05 - 9:10	Auditorium History of SRE from Google Benjamin Treynor Sloss, Jennifer Petoff, Benjamin Lutch, Betsy Beyer - Google	11:50 - 12:10	Networking Lounge Meet the Speakers: Marcel Birkner & Jayne Groll	2:45 - 3:15	Auditorium The Future of Devops is Resilience Engineering Amy Tobey - Blameless
9:10 - 9:40	Auditorium SRE and Its Importance for Enterprise-Scaled Dinesh Sekar - Standard Charter	12:10 - 12:35	Auditorium Live Panel w/Q&A - Skilling up - The Rising Demand of SREs and the Current Skills Gap	3:15 - 3:40	Auditorium Cracking the Case: How to Migrate from Monoliths to Microservices Andrew Chee - LightStep
9:40 - 9:50	Expo Hall Visit the Expo Hall	12:35 - 12:50	Expo Hall Visit the Expo Hall		
9:50 - 10:20	Auditorium Fast and Simple: Observing Code and Infra Deployments at Honeycomb Shelby Spees	12:50 - 1:25	Auditorium Security Pre-Cognition: Crafting Secure and Resilient Distributed Systems Using Chaos Engineering Aaron Rinehart - Verica	3:40 - 4:10	Networking Lounge Meet the Speakers: Ravi Lachman, Amy Tobey, & Andrew Chee
10:20 - 10:50	Networking Lounge Meet the Speakers: Dinesh Sekar & Shelby Spees	1:25 - 1:50	Auditorium How SRE can Help Align Technical Work to User Benefit Dave Stanke - Google	4:10 - 4:20	Auditorium Zest Mixology Murdo Macleod
10:50 - 11:15	Auditorium SRE: A Day in the Life... Marcel Birkner - Instana	1:50 - 2:20	Networking Lounge Meet the Speakers: Aaron Rinehart & Dave Stanke	4:20 - 4:50	Auditorium Live Panel w/Q&A - & Closing



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Sponsorship Opportunities

SKILup Careers Fair

Silver - \$5,000

- Social Media Mention (1)
- Customizable Booth in Expo Hall
(Custom Screens, Social Links, Documents, and Videos)
- Receive Leads from People who Visit your Booth
- Recognition on Event Website
- Recognition on Event Signage
- Live Chat Functionality with Attendees
- Logo on Conference Materials, Conference Lobby
- Scavenger Hunt Participation

Gold - \$10,000

- All Silver Benefits Plus:
- Receive All Visitor Leads
- Masterclass on Your Chosen Subject



Get SKIL'd Up

December 8 - December 9

\$1,500

A DOI agenda sharing Training, Live Labs, Hackathons and other activities hosted by sponsors/vendors on their own platforms.

- Newsletter & Email Campaign Inclusion
- Social Media Promotion

\$3,000

Zoom festive party with live band or DJ (December 9th, 3-4pm EST)

- Zoom Background with Sponsor Logo
- Sponsored Prize Giveaway



Global SKILup Festival

	Platinum Max 1	Gold Max 6	Silver Max 8
Know-How Demo Session	20 mins.		
Receive Complete Registration report	✓		
Receive Attendee report	✓	✓	
Lead Guarantee - minimum	Yes	Yes	Yes
SKILup minute - Leading Up to the Session	2	1	1
Sponsor speaking session	30 mins.	30 mins.	
Pre-Conference email blast	✓	✓	✓
Recognition in Welcome video	✓	✓	✓
Pre-Conference announcement highlighting sponsorship	✓	✓	✓
Social Media mention	2	2	2
Amount of collateral at the booth	Unlimited	15 Docs, 10 Videos	10 Docs, 3 Videos
Lead Reports relative to ALL your conference assets	✓	✓	✓
Recognition DevOps Institute website	✓	✓	✓
Recognition on event signage	✓	✓	✓
Live chat functionality w/attendees	✓	✓	✓
Logo on conference materials, conference lobby	✓	✓	✓
Scavenger Hunt Participation	✓	✓	✓
Booth Positioning	1st	2nd	3rd
Personalized Booth Avatar	Yes		
	\$45,000 SOLD OUT	\$25,000	\$10,000