



# Organizer's Guide

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Hope this guide will be useful to you and your event!

## THIS DOCUMENT

This document is the Organizer's Guide for the Global Azure Bootcamp: <http://global.azurebootcamp.net/>. If you are organizing one of the bootcamp events all the information in this document is important and hopefully very useful to you!

***We have one very important ask:*** After your event is over will you, please, make sure to submit the survey to us! Please read below about this important ask! It is sponsor related and therefore vital to our next bootcamp event after the one you are participating in.

## WHAT IS THE GLOBAL AZURE BOOTCAMP?

Global Azure Bootcamp (#globalazure) is turning five years old and is a community owned and community driven day of Azure all around the world. On the same day, in 2017 that day is April 22, hundreds of user groups and tech communities run a one day, free to attend, meetup (or bootcamp) where we learn together about Azure. Each UG will arrange the agenda for the day, and with the content that makes sense, for them. Globally we arrange for sponsors with nice giveaways.

What makes the Global version different is, well, it's global! In 2016 over 187 locations around the world hosted a bootcamp on the same day. It's been growing each year since and at writing moment we have 230 locations signed up for the 2017 event!

## WHAT ORGANIZERS DO

Local organizers like you are what is going to make this event a success. There is no way that a small group of people leading from the top down could manage an event of this size, and because of that, most of the work falls to the local organizers.

**Make sure that as soon as possible you do the following, if you haven't already:**

1. **Sign up** for an account on the Global Azure Bootcamp website: <http://global.azurebootcamp.net/>. If you have multiple volunteers helping you each one of them can sign up for their own account. This will give you access to the organizer forums where you can collaborate with other local organizers around the globe.
2. One member of your local organizers should **register an event** on the GlobalAzure website. Only one person should do this and they will be considered the "main organizer". It's with this person that any direct communication from the Global Organizer Team will take place. Follow the posted directions on the website on [how to create an event](#). Note that we offer custom DNS records off azurebootcamp.net so you can provide your own location site when you register an event.
3. If you are interested in what others are saying on the forums you can sign up for email notifications. When you are logged into the website go to **the forums**. There are two main forums: [Announcements](#) and [General](#). You can subscribe to the General forum by clicking on the "Subscribe" link near the forum title when viewing the forum page. You should automatically get an email when something is posted to the Announcements forum. This is how the Global Organizer Team will send out most information.
4. **Get a venue** location that can host your event.
  - a. The site should have internet access for all your attendees for them to be able to perform the labs or experiments if you choose to do them.
  - b. The site should have plenty of power outlets or bring enough power strips to ensure that everyone can plug in their laptops for the day.
5. **Get trainer(s)**. This can be you or someone you know who is either very familiar with Azure, or can bring themselves up to speed on the materials prior to the event. While the trainer doesn't have to be an expert, they should be able to answer questions regarding the materials and help people out with the labs. If you have more

than twenty people or so, you'll need additional folks to help during labs. If you get stuck don't worry, there will be experts online that can help, just tweet your question to #GlobalAzure.

6. Set up a **registration page** for your attendees to register. You can update your event profile page on the GlobalAzure website to point to this registration page. You can use [Meetup](#), or really any registration system.
7. **Marketing, marketing, marketing!** Start blogging, put up flyers, send out emails, make comments to people on the street, etc. Get the word out that you are having this event and fill up your registrations.
8. Check out the [Organizer FAQ](#) on the Global Azure website.

## RULES OF THE EVENT

The first thing we want to be clear here on is that this is YOUR EVENT. We have very few mandatory requirements and the rest is up to you on how you'd like your event to go. Let's get the mandatory requirements out of the way:

1. The event **MUST** be about learning some aspect of the Azure platform.
2. The event **MUST** be occurring sometime during April 22nd, 2017 (if it's April 22<sup>nd</sup> somewhere in the world you're good).
3. The event should be free to your attendees. We really, really would encourage our local organizers to not charge a fee for the event; however, we don't expect the organizers to pay for the event out of their own pocket either. We suggest that local organizers find local sponsors to help pay for some of the event cost, hopefully to the point where the event is free to attendees. If this can't be worked out and a fee is necessary, we ask that you charge no more than necessary to cover the cost of the event. This should not be a means to making a profit on the event.
4. We will be doing a shared large scale experiment during the day and we would love it if you all participate. This is also Azure training about distributed systems. Participation in this experiment will not take up a lot of your time during the event. You'll find more about this below and in future emails.
5. Gather metrics mentioned further below and answer the after-event survey. This is vitally important. Not only does it help the Global team gather support for the following year by having data to share with potential sponsors, it also is how some of the digital giveaways will be given to your attendees! Read more below.

That's it! We told you this was easy! ;-)

As the local organizers, you have a lot of leeway on what your event will be. We have this much leeway provided for a couple of reasons, but the main reason is that while we are giving a global event, we know that no one location will be like the others. You know your local development community better than we do and you'll be the best judge on whether your local community is at the Azure 101/beginner level, if they need architecture sessions level and if they are IT and/or Developer focused. Please select what you think your local event will benefit the most from, and what you and your trainers are most comfortable with providing.

## PREPARING FOR THE EVENT

We know that many of you are old hands at giving presentations and running events, but there are some organizers that will be new to this type of event. Don't worry if you've never given an "bootcamp" event before, there are plenty of resources, and plenty of time, to get you ready before the big day. Your best resource is the GlobalAzure website forums. There are tons of smart folks on this site, so please make use of the forum if you need help preparing.

### Agenda

First, you'll need to decide on your agenda. If you are not the trainer, then work with your trainer(s) to decide on what you will cover! The first year one of the organizers in London told us that they planned on giving their events concentrating on the support of Azure for the non-.NET languages. We think that's awesome. You may decide that your local development community would get a lot out of the data storage and manipulation options of Azure and choose to focus your day on sessions and labs that deal with Azure SQL Database, Table storage, DocumentDB and HD Insight.

Another option might be to focus using Azure as a back end for your mobile development, so selecting sessions and labs

on Azure Mobile App Services, Notification Hub, etc. would be a good option. Also, if you are new to Azure yourself, you can take the route of simply working through the labs in the readiness kit.

For those folks who are giving their first bootcamp, or just want a prepared agenda here is something that we can suggest the content at <https://github.com/microsoft/TechnicalCommunityContent>. This content consists of many premade presentations about different Azure Platform topics with demos ready to go! You can download this, learn a presentation, and deliver that as part of your content for the day! Also, some of the content contains labs for your attendees to tackle on their own or in groups!

### Global Science Lab

We will run a Global Science Lab on the day of the event. We hope that you want to be part of it. In total, we expect this to take about 30 minutes of your agenda time. The rough outline is that we have a scientist with an algorithm and a lot of data. Every attendee at Global Azure who wants to participate will deploy a set of compute resources in their Azure Subscription to run the algorithm. It will be very easy to participate. We will show a dashboard which will aggregate how much each attendee, each location, each country and the whole Global Azure event has calculated. Which country will be the biggest contributor this year?

This year the science in question is about space! We will do calculations on galaxies! Read about the science on our [Global Azure Bootcamp 2017 Science Lab page](#). More information on this to come!

### Get Volunteers

There is a lot of tasks you'll be doing ahead of the event and during, so getting some folks you trust to help you out is a very good idea. Ask for people you know will be attending that can help with little stuff at the event, especially around getting started in the morning and cleaning up at the end.

### Catering

This year the Microsoft Corporate DX organization is offering catering for events that are between 30 and 100 attendees and in supported locations. Check out the Catering information, limitations and how to apply at our ["Let them have lunch" page](#).

**The deadline to apply is April 3<sup>rd</sup>!** This is a HUGE benefit!

### Azure Passes Opportunity

Besides catering Microsoft Corporate DX is also sponsoring Azure Passes if specific content is presented. We know that many locations want good new material to use for the Global Azure day. We also know that some locations in the world have for instance many student developers joining the day. Not everyone has easy access to Azure. We have something great for you!

There is lots of great brand new and fresh content available in the Technical Community Content GitHub repository for you to freely use! Take a closer look for instance at the [Xamarin Mobile Development Content](#) where we have an additional sponsor! In case your attendees want to practice these demonstrations, Microsoft would like to provide 1-month, \$100 Azure Passes for your attendees if you can commit to presenting [this deck](#) and showing [this 2:00-minute video](#). Read about this offering [in our FAQ](#).

Please note that it is completely up to you if you wish to use this resource. You own and control your user group event and what is appropriate for you, but let us tell you that this material is brand new and should be very current and very good! If your attendees could use \$100 worth of Azure for training, then you should help them enable it!

### Local Sponsors

There are two types of sponsors. There are global sponsors that work with us to provide support for every bootcamp, regardless of where it is. They receive visibility on the GlobalAzure web site, as well as at each bootcamp in the slides. The second type is a local sponsor. This is a sponsor that you arrange for (you can have as many for your event as you

want) and you can negotiate any terms you want. It is very common that a local company will help pay for the food or other incurred costs in exchange for a presence and marketing.

To be clear, the local organizers work with the local sponsors. We will not post a local sponsors logo to the Global Sponsor's page unless they are willing to provide some benefit to every location. If they are, then awesome! Get them in touch with the Global Organizer Team by emailing [global@azurebootcamp.net](mailto:global@azurebootcamp.net). Feel free to include the sponsor name(s) (no logos) along with the information about your event on the GlobalAzure web site!

## Marketing

Once you know what information you'll be providing your attendees it's time to market your event! Here are some suggestions on how to get the word out:

1. Blogging.
2. Using [#globalazure](#) on social media. This is also a good way for you to attract readers to your site.
3. Posting to websites like Facebook, lanyrd.com, meetup.com, or other local sites that are for your area.
4. Contact your local Microsoft Developer Experience & Platform Evangelism (DX) representative and ask them to help spread the word. If you don't know who that is, then contact the nearest Microsoft office and ask.
5. Local training companies may be interested in marketing your event if you tell them that you are just getting people introduced to the technology. That it might be a great springboard for folks to want further training in the event, in which case they would be looking to the training company to provide that. These companies may even make good local sponsors.
6. Another way besides Email to reach out to your attendees is with Facebook. There is the Facebook page for the global event that you can use as well: <https://www.facebook.com/globalazure/>.
7. Put up a website for your event! This should direct people where/how to register and what topics you plan on covering, plus directions to the location.
8. Contact local media and be prepared to give interviews! If you wish you can refer to [global@azurebootcamp.com](mailto:global@azurebootcamp.com) for media people and they can contact us if they wish! You can use our Media Kit to send to local newspapers, radio and TV stations.

## Preparing your attendees

It's extremely important that you communicate with your attendees prior to the event. One of the biggest things you need to ensure is that the attendee knows that they need to apply for one of the free Azure 90 day trials, get MSDN benefit set up if they have those, or simply sign up for an Azure Subscription with a credit card so that they can participate in the labs. Obviously, the MSDN benefits if they already have a MSDN Subscription or the free trial will be the most advantageous to the attendee so recommend those.

Note that if you are in a location in which it is not culturally normal to have credit cards please reach out to your local Microsoft office and request to talk to someone involved with Azure Sales. They **might** be able to get access to Azure Passes, which do not require a credit card to sign up. Note that these Azure Passes are getting very rare to get approval for and requests **must** come from the approval of local Microsoft representatives. The Global Organizer Team cannot arrange for these or help obtain them.

The other thing to stress to the attendees is to have all the prerequisites installed before they arrive. Getting people set up can be the biggest headache you'll have on the day of the event, and it eats up a LOT of time. Early emails that make the prerequisites very explicit with links are helpful and reduce the number of people who show up with incompatible operating systems (Vista, XP) and no tools loaded. Be clear that not having these prerequisites should not stop them from attending, but they will not get the most out of the event because the labs require these. Have your prerequisites on several thumb-drives to pass around at the start of the event.

We would suggest emailing your attendees that are signed up in your registration system about 2 weeks prior to the event, and then again, a few days prior to the event to remind them of the location, status of food for your event and the prerequisites.

## ON THE GLOBAL AZURE DAY

As an organizer, you'll be dealing with all sorts of tasks on the day of the event, so make sure to gather some volunteers like we mentioned earlier.

### Getting Started

Have a volunteer welcoming folks as they come in and get them checked in. It is extremely important that you keep good records for the number of attendees because the Global Organizing Team will want these numbers after the event. This also starts the day off right as each attendee will feel welcome and know what they need to do to get started.

There will be a slide deck made available just prior to the event. This is in English, but feel free to translate it and adapt it. This deck is set in PowerPoint to cycle through the slides continuously so that as people come in and get settled they can see the local & global sponsors, check that they have what they need on their laptops, etc. Run this deck until you are ready to start for the day. This deck may be updated as we get closer to the event as well, so look for announcements on the forum.

If you have food or drinks to start the day, then make sure those are set up and ready to go! If you have local sponsors who have come to attend the event personally asking them to direct folks to the food is a great idea. It gives you a volunteer to use and it allows them to chat with your attendees and introduce themselves and their company. Not too many sponsors would turn down that opportunity.

Ask attendees as they arrive if they have everything they need installed, and if not, direct them on where to start doing that as they way for things to get started.

### During the Event

There will be an intro slide deck on the global site just prior to the event that we will ask that you pull down and show at the very start of your day. Feel free to change it as much as you like to fit your event; however, please ensure that the Global Sponsors slide is shown and that you recognize those sponsors. You should flip through the intro deck before the event and edit it for your event (such as adding your name to the organizer slide, fill in the wireless info, etc.). This deck may be updated as we get closer to the event as well, so look for announcements on the forums.

As a local organizer, you might also be doing the training. Make sure there are enough breaks for folks to stretch their legs and chat some, but make sure to stay on track as much as you can with your agenda. Be prepared to answer questions during the breaks as well.

### Experts Online

If you get stuck on the big day on something, or have a question you need answered, try tweeting the question with the hashtag #GlobalAzureHelp. For much of the day one or more of the Global Team will be online and watching.

### Giveaways

At the end of the day you can wrap things up by going over how well the location did on the Racing Farm experiment or labs (see below) and then do some giveaways. If you have local sponsors that provided giveaways, great! Instructions on what the Global Sponsors are providing will be sent out about a week prior to the event, along with information on how the winners can claim their prizes.

### Gather footage

While completely optional, it would be nice to have some footage from all locations. It's the biggest community event ever, so we want to get this on tape, right? Send us your YouTube channels! Send us links to your Instagram photos. You

can also post pictures to our Flickr group <https://www.flickr.com/groups/globalwindowsazure/>. You post your pictures to your account and then choose to share them with our group.

If you have videos and/or pictures taken during the day, do send Maarten ([maarten@balliauw.be](mailto:maarten@balliauw.be)) an e-mail. He'll be gathering these and compile a video of it.

## Social Media

Please encourage people to tweet using the #GlobalAzure hashtag. Let's get this trending!

## DO YOU HAVE ANY MORE HINTS?

Yep.

1. Get Azure Subscriptions in time. Ensure you get the word to your attendees to sign up for those Trial Azure subscription in time. Test one to verify it works and enables the features you need. This is especially true if you plan on having attendees do anything that [requires preview access](#).
2. Have the Prerequisites Ready. If you're using VMs, ensure the right things are installed. If attendees will use their own laptops, ensure they know what to install in advance. Even so, have the prerequisites ready on some thumb drives that can be passed around. Fully expect you'll need to help a handful of people install stuff throughout the morning.
3. Get There Early and Test the Environment. Find out as soon as possible that the Internet is working and (if you're using VMs) that VMs are working. Spot check some labs. See if you can do anything with Azure SQL Databases or Remote Desktop, sometimes a port you need may be blocked (outbound port 1433 is sometimes blocked which is what you need to communicate to Azure SQL Databases). If possible you should test this prior to the event day by doing a site visit.
4. Have a Backup Plan for Internet Access. Have a backup means of Internet access such as a wireless mobile card. If Internet access is down or spotty at your location, you minimally need the presenter(s) to be able to access the cloud for demos or it could be a very difficult day. Another option would be to prerecord the demos and show the recordings if all else fails.
5. Do the workload lab experiment deployment as a Group near the start of the day. This ensures early if everyone has an account, everyone knows how to get to the portal, and everyone has successfully created and deployed a hosted service.
6. Learn ahead of time. Learn the presentations well so you can speak to them authoritatively. Narrate the essence rather than reading slides word for word. If there are speaker notes, review them. If you have questions about what something is then contact the forum asking about it. There are plenty of people that can help you prepare and answer questions.
7. Focus. Focus on Concepts, Principles and Terminology more than details. Your attendees are going to be exposed to a lot of new information; they won't retain it all; this is especially a problem as the Azure platform continues to grow in breadth. If they take away key concepts and principles along with the terminology they would encounter/search for online, that's far more useful than trying to get them to remember the size limit of a blob or the specific names of API methods.
8. Don't make stuff up. It's far better to say "I don't know" to a question you don't know the answer to than to make something up or hazard a guess that might mislead people. You can always research answers to questions during lab time. For much of the time we will have experts on Twitter. Tweet to hashtag #GlobalAzureHelp to reach out.
9. Color Your Presentations with Stories. People remember stories! If you have your own collective experiences (interesting stories, positive/negative lessons learned, best practices) share them.
10. Have Something for Intermediate/Advanced People. Often most/all participants will be new to Azure but not always. Have alternative activities for those who've already been exposed to the basics. For example, doing more advanced labs or adding their own extensions to an existing lab.
11. Get Experts Helping Others. Get experienced people in the audience to help inexperienced people in the audience. They can also help answer questions in group discussions. Leverage experts rather than suppressing them, but don't let them take over the instructor role or turn the event into self-promotion.

12. Learn the labs by doing them. Demo a completed lab before students start one so they know what the result is they are shooting for. You also can't help someone with the labs if you've never done them yourself.
13. Provide enough lab proctors. There's a big difference between an event for 10 people and one for 50 people. You may need to bring assistants to help. Again, they need to have done the labs before the event. We recommend one proctor for every 30-40 attendees. The trainer should be the first proctor.
14. Don't expect attendees will finish the labs. There is never enough lab time for everyone in these events. However, a reasonable goal is that the entire class finishes the initial exercise or two of a lab. Some people will make it further or all the way through. When you break for a lab, set an end time and put a timer on the screen (using ZoomIt - <http://technet.microsoft.com/en-us/sysinternals/bb897434.aspx>). This will keep people on track. When time is up, poll people to see if they are: done, done enough, or want a few more minutes.
15. Ensure No One is Blocked. Sometimes a person will be getting nowhere and is too shy to speak up (they can't get to the Internet, their account is not working, they're missing prerequisites, the simulation environment isn't working, etc.). Make a point of locating these people and get someone to help them so they don't sit out the entire event as a bystander instead of a participant. Proctors should roam the room and chat with people instead of standing in the back waiting for a hand to be raised. If you stand at the back of the room and look at screens you can often find those people who are done or having issues as they will be the ones checking email, looking at Facebook, etc.
16. Equip attendees for continuing after the event. Let people know they can continue learning after the event by continuing with the labs and that the event materials are available to them. Acquaint them with the key online resources.
17. Don't freak out! From experience, we can say that something may go wrong, or not as expected, but just remember that the goal is to introduce developers to Azure. Have fun, and learn along the way.
18. Finally: HAVE FUN! While there is a bit of a weight resting on your shoulders in getting this all organized, take some time to enjoy the day as well. It will feel rewarding at the end of the day knowing that you pulled this off and that you could coach people. You are awesome!

## THE AFTER-EVENT SURVEY (IMPORTANT)

For Global Azure Bootcamp, we the global admin team arrange for Global Sponsors. In 2017 this consists of lunch sponsor, an optional sponsorship for Azure Passes and the customary batch of software licenses from willing software companies. This sponsorship is important to all of us and it hinges on feedback from the events. This survey is very important and we really need you to fill it out! It will not take more than 10-15 minutes to fill out our survey.

To prepare you for the questions we will put in our survey here is an outline below. The final survey may have a few differences compared to the below questions, but overall this is what we are asking for. Note: We will never ask you for contact information to your attendees. Your user group attendee contact information is yours and should never be shared with any sponsors, so we will not ask because we don't want to know.

### **On the day of the event we will email a link to the survey to the main organizer of the event!**

See appendix A for a list of current survey questions. These are included here so you can be prepared for the questions!

- The reason we ask for MVP information is that community events count toward MVP-Award renewal.
- The reason we ask number of attendees at your event is because this matters gravely to our sponsors.
- This survey is the only way you can submit the winners of the licenses given by our global sponsors.

## FINALLY

We want this event to be a complete success for everyone, so please, let us know on the forums if you have questions or ideas. Everything in this document (except the requirements I mentioned) is open for debate and discussion. Everyone feel free to provide feedback and examples of how things have worked out well for you in the past.

## GLOBAL AZURE BOOTCAMP ADMIN TEAM

Feel free to contact the staff if you have questions, but the best thing to do is ask on the forums on the website so that everyone can benefit from the answers, however, feel free to email [global@azurebootcamp.net](mailto:global@azurebootcamp.net).

Martin Abbott [@martinabbott](#)

Maarten Balliauw [@maartenballiauw](#)

Wesley Cabus [@wesleycabus](#)

Mike Martin [@techmike2kx](#)

Magnus Mårtensson [@noopman](#)

Mike Wood [@mikewo](#)

## APPENDIX A

Current survey questions for the after-event survey.

1. What is your full name?
2. What is your email address?
3. Are you a Microsoft MVP or RD?
4. If yes, what is your specialty/expertise?
5. How many other MVPs, or RDs, were involved with your event? This could include MVPs/RDs that presented, helped organize, handed out food or were just there and shared some of their experiences.
6. Enter the names of any MVPs that were part of your event, organizing or presenting.
7. In which country did you run your Global Azure Bootcamp event?
8. In which city did you run your Global Azure Bootcamp event?
9. Please post a link to at least one picture from your event (tweet, FB-post, Instagram, URL)?
10. Please list all the organizers and trainers for your location (first name and last name, one per line). Please format this nicely as we use it for the whitepaper we send to Microsoft to help promote the Global Azure Bootcamp effort.  
Example:  
John Smith  
Jhu Xing
11. How many attendees registered for your event?
12. How many ACTUAL attendees showed up for your event?
13. Total number of hours your event ran?
14. Number of sessions given at your event?
15. Number of trainers presenting at your event?
16. What languages were your sessions delivered in (English, Spanish, etc.)?
17. What was your agenda for the day (Describe briefly or link to the agenda)?
18. Were you aware of the Global Science Lab that you could use during your event?
19. Did you participate in the Global Science Lab?
20. What was your overall impression of the Global Science Lab if you used it? Did you have any issues running it?
21. Did any of your attendees have issues signing up for an Azure subscription (blocked by credit card, blocked by SMS verification, etc.)? If you select Yes, we may follow up with you to understand more.
22. Did you get any press coverage? If so, please provide us with some links to articles.
23. What was your biggest hurdle, if any, to getting your event organized?

Then follows questions how to submit the winners of the give-away licenses.