



Organizer's Guide

WHAT IS THE GLOBAL AZURE BOOT CAMP?

The Azure Bootcamp program was originally created by Microsoft as a way of introducing developers to the Azure platform and the possibilities of Cloud computing. In 2012 a team of Azure MVPs hit on the idea of multiple locations around the world hosting Azure bootcamps on the same day. The first Global Azure Bootcamp was held in April 2013 and the event has been growing in size every year since then.

ARE THERE ANY RULES TO THESE EVENTS?

It is local community leaders such as yourselves that have been the driving force behind the event over the years, and this is what has made it so successful. As an event organizer you will have a lot of freedom in planning how you run your event. There are, however, a few mandatory requirements that we would like you to follow.

- 1. The event MUST be about learning some aspect of the Azure platform.**
- 2. The event MUST be occurring sometime during April 21st, 2018 (if it's April 21st somewhere in the world you're good)**
- 3. The event should be free to your attendees if possible.**
Ideally events should be free to attend. Any costs associated with running events should be covered by local sponsors. In some cases, this may not be possible it may be appropriate to make a small charge for attending the event in order to cover any costs.
- 4. The organizers MUST gather metrics (mentioned further below) and answer the after-event survey.**
Demonstrating that the Global Azure Bootcamp was a success to our global sponsors is important. The statistics of attendees from your event will help us to do this. This, combined with the responses from your event survey will help us to make the next Global Azure Bootcamp bigger and more successful.

We understand that you, as event organizers, will know your community best, and what will make for a successful event at your location. This is why we aim to keep the requirements to the minimum and give you as much freedom as possible to make your event successful.

WHAT DO I NEED TO DO AS AN ORGANIZER?

The following checklist should be followed when planning a Global Azure Bootcamp event.

1. **Create an Account on the Global Azure website**

All the organizers for your event should create an account at <https://global.azurebootcamp.net/>. This will give you access to event registration and the forums, where you can ask questions and share ideas with other event organizers.

2. **Register an Event**

One of the organizers can register an event. The event will initially be in the Pending stage, and can be confirmed once event registration has been enabled.

3. **Organize your Event Location**

Organize a suitable location to host your event. You will need to ensure the room is large enough to host all the attendees, that there is sufficient power outlets and internet connectivity, and a projector and screen if you plan to present sessions.

4. **Plan your Presenters and Sessions**

You don't have to be an expert in Azure to present at an event, or help with hands-on labs. You should ensure that the presenters have sufficient background knowledge to present on a subject, answer questions, and help out with hands-on labs. For events with more than 20 attendees consider having additional people to help with the labs.

5. **Create an Event Registration Site**

If you have a user group, you can use your existing registration site. Of not, sites like EventDay or EventBright can be used. Links to these sites are provided in the Useful Links section.

6. **Promote your event**

Engage with your local developer community by promoting the event through emails, blogs, user group events, facebook, twitter and other social media channels.

HOW DO I PREPARE FOR THE EVENT?

The following points should be considered when preparing for an event:

Your Event Team

Try to involve a number of people when planning your event. There will be plenty of small things that need organizing before and during the event. Ask if people you know will be attending that can help at the event, especially with getting started in the morning and cleaning up at the end.

Plan Your Agenda

Plan an agenda for the day and make it available for your attendees before the day. Its good to start of with an introduction where you can run through the logistics such as network access and facilities such as refreshments and rest rooms. Consider breaking up the day with presentations, time for hands-on labs to maintain people's attention. Make sure you allow plenty of time for ands on labs, and plan sufficient breaks. Keen developers will always make use of these breaks for mingling with other attendees and additional lab time.

Make the agenda clearly available on a whiteboard or large sheet of paper so attendees will know how the day will progress and cross off the items as you run through them.

Event Content

For people who are giving their first Boot Camp, 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.

As the Azure platform offers many diverse and evolving services it can be a challenge to cover more than the basics of a few core services during a day's workshop. You may have attendees who would like to explore some of the Azure services you have not planned to cover. The Azure Learning Paths provide self-study resources including hands-on labs on most of the Azure services. Mention this to your attendees as there may be something that interests a number of them.

<https://azure.microsoft.com/en-us/documentation/learning-paths/>

Catering

For the second year in a row, Microsoft is offering catering for events in supported locations through the Subway restaurants. Check out the Catering information, limitations and how to apply at

<https://global.azurebootcamp.net/frequently-asked-questions-for-organizers/catering/>.

Azure Passes Opportunity

The Azure passes will be available to all organizers. We will be sending out an online link to make requests for them sometime in March. MVPs or RDs who will be at the MVP Summit may be able to request their passes earlier so that they can pick them up during the Summit.

Local Sponsors

There are two types of sponsors, global and local sponsors. Global sponsors work with us to provide support for every boot camp, regardless of its location. They receive visibility on the GlobalAzure web site as well as at each boot camp in the slides. Local sponsors are arranged by the event itself. An event can have as many local sponsors as you want and you can negotiate any terms you want. For example, it is very common that a local company will provide a location or 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 put them in touch with the Global Organizer Team by emailing 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!

Event Promotion

Once you know what information you'll be providing your attendees it's time to promote 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 social networks like Facebook LinkedIn, 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/globalwindowsazure>
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 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 a Azure account 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 very time consuming. 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.

WHAT DO I DO ON THE DAY OF THE EVENT?

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 to help with this.

Getting Started

Have a volunteer welcoming folks as they come in and get them checked in. It is 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 for your location. 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.

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.

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 Metrics!

After the event the Global Organizing Team needs some information, so please can you send us the following information after the event. **We send out an after-event survey that is extremely important for us to get back. It's how we then market to our sponsors, including Microsoft, the following year when asking for support.**

1. How many attendees registered for your event?
2. How many attendees attended your event?
3. The names of each of the speakers and organizers, and if they are an MVP/RD.
4. The names of all the winners of each of the giveaways if requested in the giveaway information you will receive about a week prior to the event.
5. The name of the organization or user group running the event.
6. A short agenda of what you did

Gather footage!

While completely optional, it would be nice to have some footage from all locations. Send us your YouTube channels and 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@balliau.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!

GREAT, ANY MORE HINTS?

This section lists a number of points and ideas that we have gathered over the years of running the Global Azure Bootcamp. Feel free to use these to improve your event as you see fit.

1. **Get Azure Accounts in time.**

Ensure you get the word to your attendees to sign up for those Trial Azure accounts in time. Test one to verify it actually 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 at all 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. **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.

6. 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.

7. 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.

8. 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.

9. Have content for intermediate/advanced attendees.

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.

10. Get experts helping others.

Get experienced people in the audience to help out 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.

11. Learn the labs by actually doing them.

Demo a completed lab before students start one so they know what the end result is they are shooting for. You also can't help someone with the labs if you've never done them yourself.

12. Provide a sufficient number of 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 out. 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.

13. 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.

14. 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.

15. Equip attendees for continuing on 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.

16. 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.

17. 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've been able to coach many people. You are awesome!

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 we've mentioned) is open for debate and discussion. Everyone should feel free to provide feedback and examples of how things have worked out in the past.

GLOBAL AZURE BOOT CAMP STAFF

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.

Staff	Contact for
Magnus Mårtensson	Just about everything
Maarten Balliauw	Global Web site manager
Mike Martin	General questions, Content Management, Announcements, Moral Support
Alan Smith	Racing Game Lab contact person
Mike Wood	Global Sponsors
Martin Abbott	Corrector of horrible grammar and Token Australian (to get a Southern Hemisphere perspective)
Wesley Cabus	Coder, Web site assistance

USEFUL LINKS

Content for your Event

Technical community content

<https://github.com/microsoft/TechnicalCommunityContent>

Microsoft Azure learning paths

<https://azure.microsoft.com/en-us/documentation/learning-paths/>

Event Registration

<https://www.eventbrite.com/>

<https://www.eventday.com/>

Social Media

<https://www.flickr.com/groups/globalwindowsazure>