

# VMworld 2009 San Francisco - How to go...

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[Tarry Singh](#) 9 posts since

Nov 28, 2007

I was speaking to the organizer of VMworld, U.S and she asked if I could help out to make a part of VMworld in U.S a success. To drive folks to really get excited and go to Frisco, a lot more has to be done to beat the previous numbers.

Here are my quick thoughts on what ought to happen to make it even more hot event:

- **Add extra kewlness to sessions-** Make them more interactive, get that audience out of their chairs,your thoughts?

- **Solo Xchange should be Hott!** - From a CC perspective I'd love to add more of the consumersitic model to the current vCloud stuff, where a a visible disconnect was pretty much observable . Make it more relevant to the business, make some interactive stuff, play VM games, let people buy VMs and sell them/or the business model around it for more dollars. Cloud users games. Your thoughts???
- **Keynotes should have good influential speakers as well** - for instance I suggested that powerful and influential speakers/bloggers should co-keynote the sessions with VMW/other Execs. Add more hotness to the stuff!
- **Have some basic, and premium models to sessions** - For instance a typical example of a premium session would be to let attendees to choose specific sessions where they could have hired a boat and did the session while sailing. Move the folks around a bit. Your thoughts?

Tell me what do you guys think?



[Duncan Epping](#) 4 posts since

VMworld 2009 San Francisco - How to go...


Nov 27, 2007 1. Re: **VMworld 2009 San Francisco - How to go for a 16,000+ target audience** Mar 19, 2009 5:52 AM

I would like to see even more interaction in the labs. Stuff like make / break sessions. Let people do troubleshooting with a couple of engineers along their side. Real, real indepth sessions that will make you brains hurt, both from a technical and business perspective. get the could pioneers, a bunch of them, in a room and let them do a roundtable session.



[Tarry Singh](#) 9 posts since

Nov 28, 2007 2. Re: **VMworld 2009 San Francisco - How to go for a 16,000+ target audience** Mar 19, 2009 6:18 AM

 in response to: [Duncan Epping](#)

Agreed. Mobility and adrenalizing the folks needs to be on the agenda. When speaking to Kelly (Organizer/VMW Employee in U.S) I realized that it should be done in variety of ways and they should already start exploring now in order to have a greater, better audience.

For Cloud Computing I would suggest a comprehensive, bazaar-like model where you get the consumers attracted, meaning pulling a CES-like strategy where folks really interact with providers from a

1. Rent-a-VM/Service Game - play games where you get to prepare vendors in advance so their own marketing can prepare a "pay-a-dollar, buy VM". End game with a prize.

2. Engage customers to enrich/refresh/replay their own business model at CC pavilion - Telcos, SMBs, 3rd party providers, direct consumers must be able to replay their real-world experiences and see how they can experience the marketplace effect of cloud computing.

3. Engage architect/engineers/thought-leaders with Whiteboarding - I know you'd call Labs, but I'd take it more open and let people define and sketch their scenarios across the soln xchange

Anyways, it can be a lot more flashier than it has been in the past. You have to do more to get the folks excited for the event in August/September.



Jason Langdon 69 posts since

Sep 24, 2007 3. Re: **VMworld 2009 San Francisco - How to go for a 16,000+ target audience** Apr 4, 2009 6:45 AM

I think achieving a target audience of 16,000 people is not going to be all that hard when you consider that way VMware has been growing as a company over the past year. There are a lot of new customers just waiting to experience VMworld. The problem to experience is attracting participants who have attended previous conferences and had a negative experience.

Here's my list of several things I experienced at Vegas 2008 that I'd like to see improved.

1. More labs, more often, with better prepared staff. I'd like to see more labs be made available to participants. I'd like to see them offered more often, and I would like to

see a better prepared lab staff. At the 2008 Vegas VMworld the labs sessions were booked solid with lines up people waiting for a seat. Why not offer around the clock labs? If labs were offered around the clock, participants could be invited to attend 3 or 4 labs instead of 1 or 2. This could be easily pulled off with more staff who are better prepared to offer the labs.


2. Better classification system for identifying sessions experience levels. Several of the 2008 Vegas sessions were classified as expert level but presentation was basically a watered down version of the Install and Config course. Nothing expert about that.
3. Line ups. Personally, I didn't have any problems with most of the line ups at Vegas 2008 but, if you're going to bring in an additional 6000 people, make sure that whatever people are expected to line up for, there is more than one line up. The VMworld party comes to mind here.
4. Vendor trade shows. I found it somewhat disappointing that the vendor trade show booths closed at 6:00pm in Vegas. Why not have keep these opened until 8:00 or 9:00? After all, the whole purpose of these booths is for vendors to show off their products and generate revenues. If you close your booth at 5:00 and hit the bars, it's your loss.
5. Lower the cost of the conference. Considering that the economy is not as well off as it was a year ago and that many companies are reducing their travel budgets, it would be nice to see you offer discounts to returning participants.

JD



[Tarry Singh](#) 9 posts since

Nov 28, 2007 4. Re: **VMworld 2009 San Francisco - How to go for a 16,000+ target audience** Apr 4, 2009 12:48 PM

 in response to: [Jason Langdon](#)

Interesting points, Jason. And that too coming from an experienced VMworld lurker. I too have had to find ways to "create additional" value-add around my own experience around VMworld trips. 2008 was good, 2009 Europe was great as I had loads of things that added significant value to my own personal and my employers penetration into the virtualization/cloud computing space.

Sagging economy is definitely going to be very challenging. EU will experience more troubles after Q2, financially so definitely getting folks excited, have them pay less will be the key to make it a better event. We DO need better technologies, we DO need better events since we DO need to start getting out of where we have come to stand. VMworld does have a good chance of making it a good event, but WILL have to change things.



[Dave Sweatt](#) 23 posts since

Sep 16, 2008 5. Re: **VMworld 2009 San Francisco - How to go for a 16,000+ target audience** Jun 4, 2009 1:47 PM

Hmmm, starting to have second thoughts here. If people are already complaining about getting into labs and such and you're planning to cram 6000 more in I'm not expecting a good experience. If I have to pay all this money and NOT get into labs or sessions I need then this will be my one and only trip.

So, THAT's what you can do. Make all the offered content is available to everyone that wants it. I'm not travelling all the way there to attend some party.