StreamSets

DATAOPS SUMMIT 2021

Conductors of Chaos

**JOIN US**
**September 29-30**

www.dataopssummit-sf.com

Email: dataopssummit2021@streamsets.com

# SUMMIT IN A SNAP

- DataOps Summit 2021 (Sept 29-30) is the premier professional conference dedicated to the emerging domain of DataOps.

- This year is entirely virtual, with two days of keynotes and breakout sessions.

- Keynotes and sessions are free of charge to encourage attendance for our first virtual version of Summit.

- **We anticipate an audience of 2500 data architects, data engineers, and data management professionals.**

> **DataOps Summit is a place for enterprise leaders and practitioners to gain a better understanding of DataOps, and a blueprint for how to implement it in their organization. It's also a time to inspire leadership, innovative thinking, and creativity!**
>
> *Girish Pancha, CEO of StreamSets*

**ATTENDED BY:**
Data Technology Executives | Data Architects | Data Engineers | Data Scientists

# THANK YOU FOR CONSIDERING JOINING THE SUMMIT CHORUS!

This document will tell you:

• What Summit is and who's in the audience

• Who's spoken in the past

• Focus topics

• How to make sure your tech is ready to participate

• Next steps & what you (and we) need to get started

We've tried to anticipate questions and put them in one easy place for you to share with your organization and get approval, then prepare for the spotlight. If you have any questions, let us know.

# DATAOPS SUMMIT 2021

DataOps Summit 2021 is the premier professional conference dedicated to best practices, thought leadership, and technical education for the emerging domain of DataOps. To be held September 29-30, virtually, the DataOps Summit brings together enterprise data professionals, industry experts, and key technology companies in the DataOps ecosystem.

The two-day conference will feature keynotes, three speaking tracks with over 30 sessions, hands-on training, and a Learning Zone where customers, partners, and industry peers will gather to learn, educate each other, and network with other professionals about the emerging trends in DataOps.

This year's theme is "Conductors of Chaos," which is intentionally a bit provocative as a starting point for conversation and debate.
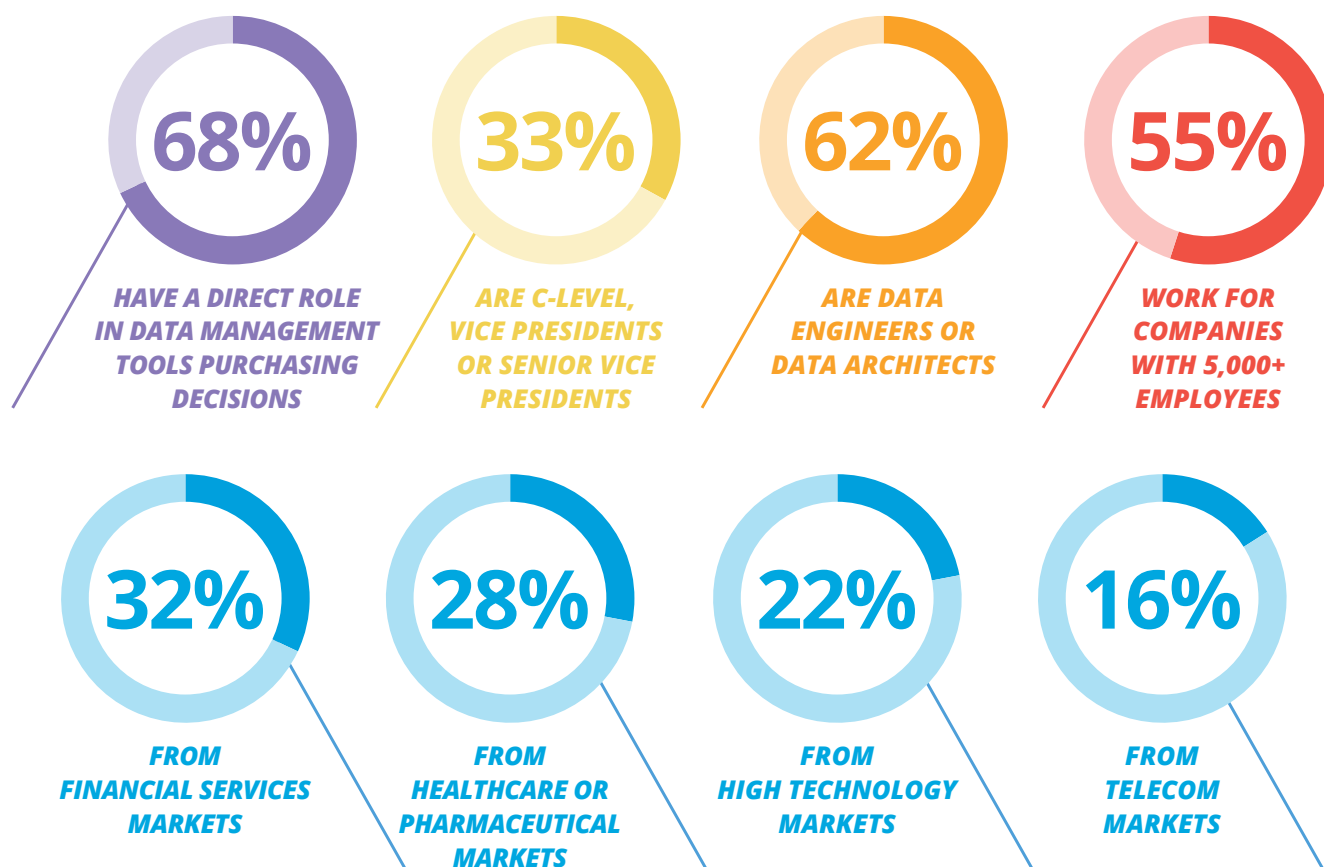
Conductors, meaning the Rock Stars who are data professionals, and Chaos, meaning the ever-increasing pace and rapid change with which data and data initiatives are coming at those data professionals.

**"In a universe of chaos, we are the pattern finders. The orchestrators. The collaborators. The self-reflectors. Embracing change, Analyzing, Modelling, Visualizing, Integrating, Tuning, Delivering insight. Our world perpetually moves... we move with it. Let's work in concert."**

# THE AUDIENCE

**Summit attendees are technology leaders.**
We anticipate more than 2,500 attendees representing over 800 companies to join us over the course of the event. Participants are innovative thinkers, eager to hear from industry experts and embrace new ideas, tools, services, and techniques.

**68%** HAVE A DIRECT ROLE IN DATA MANAGEMENT TOOLS PURCHASING DECISIONS

**33%** ARE C-LEVEL, VICE PRESIDENTS OR SENIOR VICE PRESIDENTS

**62%** ARE DATA ENGINEERS OR DATA ARCHITECTS

**55%** WORK FOR COMPANIES WITH 5,000+ EMPLOYEES

**32%** FROM FINANCIAL SERVICES MARKETS

**28%** FROM HEALTHCARE OR PHARMACEUTICAL MARKETS

**22%** FROM HIGH TECHNOLOGY MARKETS

**16%** FROM TELECOM MARKETS

# PAST SUMMIT VOCALISTS INCLUDE:

**Phani Konduru**
Chief Enterprise Architect
Humana

**Anne-Britton Arnett**
VP, Information Management
and Analytics
Humana

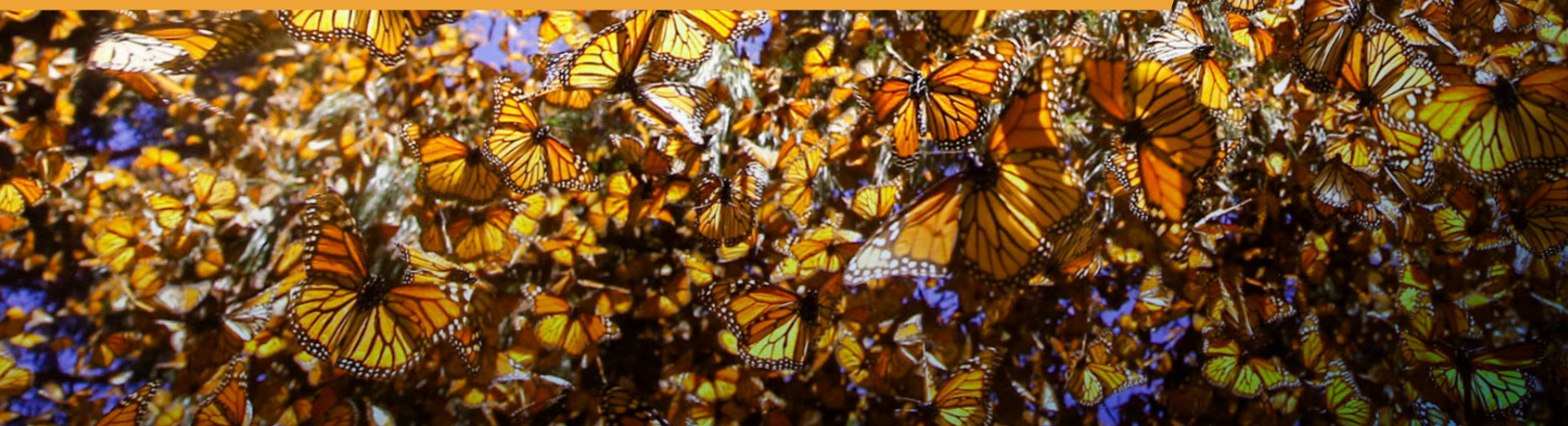**George Teo**
Senior Software Engineer
Uber

**Divya Yashwanth**
Software Developer
IBM

# GIVE A LITTLE BIT...GIVE A LITTLE BIT OF YOUR TIME TO US

- 10 minutes to complete a form with your bio, headshot, and session abstract

- A quick review of the session listing to confirm correctness before we promote it

- 20 minute content consultation (breakout sessions only)

- Attendance at a live training for speakers

- 30 minute prep call to familiarize you with the event platform tech, run through your content, plan any interactions, and answer questions

- 2 hours on the day of event for creating polls, checking A/V, entering the virtual greenroom, and participating in your Q&A session

# SOUNDCHECK CHECKLIST

**Even rock legends conduct a soundcheck. We've spent hundreds of hours testing and understanding event technology so we can make you look your best and the audience can make the most of your content.**

- Wired internet connection strongly preferred. Minimum high-speed wifi.
- External gear check; Lighting, sound, and camera.
- Reboot your router and modem two hours before the event.
- Please silence your cell phone.
- Turn off screen notifications.
- Close all other apps and browser tabs.
- Is the platform connected to the correct camera?
- Is your lighting even and coming from the other side of your camera?
- Are you connected to the correct microphone? Please note Bluetooth devices are known to cause issues.
- Is your OS and browser up to date?

- Again, pretty please, make sure your phone is silenced.
- If possible, limit other users on your home network.
- Pause any background syncing of applications such as Dropbox or Google Drive.
- Do you sound clear and are you free from background sound?
- Have you provided the most up to date slide deck?
- You may be asked to join SMS or Whatsapp to communicate with the tech crew.
- Ensure your camera is secure and will not shake or fall.
- Please arrive a minimum of 15 minutes early to your session for final tech checks.

# CONTENT USAGE?
# IT'S IN YOUR CONTRACT...

**We're the best agent in town (our promo game is strong)**

We will promote your participation through:

- Social platforms (LinkedIn, Twitter)
- Emails to StreamSets and DataOps Summit 2021 subscribers
- In-person and online attendees
- Across public streaming channels

**Play it again, Sam**

We may also share derivative works:

- As a recording after the fact on the StreamSets website
- As short audio or video clips with captions across social channels
- As a blog post with a synopsis and quotes pulled from the talk
- As a transcript or closed captions
- As audio (podcast)

# WE CAN'T WAIT TO HEAR YOUR SONG!

**Want to put on an extra creative show?
Let's talk.**

- Schedule a preview event
  to draw people in.

- Give attendees homework to
  encourage follow-on communications.

- Create collaborative results to
  make social connections.

- Use unexpected ways to engage your
  audience (polls, whiteboards, etc).

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