dynatrace perform 2018

Speaking Guide

January 29th - 31st, 2018
The Bellagio, Las Vegas

" Thank you for your interest in speaking at Perform.

You are in great company. Perform is the largest digital performance management event in the world bringing together 2000 experts to network, learn and share how to transform your business, and your career.

Our marketing team takes great pride in working with every single speaker to ensure your brand, and your experience, is world class. I look forward to meeting you at the event. "

— *John Van Siclen*, **CEO**
Dynatrace

Perform 2017 – Visitor Stats

2,000 performance experts

Ventured to Vegas

from all corners of the world
39 countries — from South Africa to New Zealand

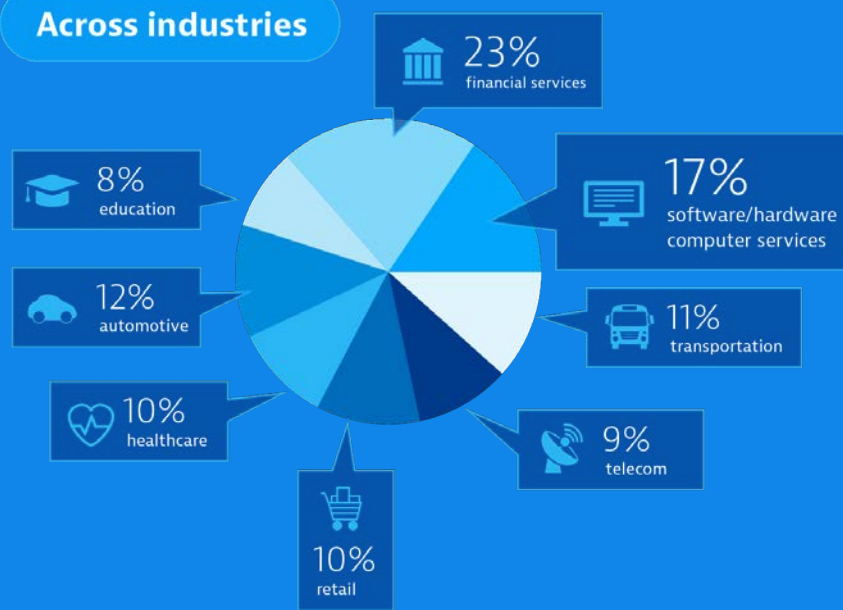**With an array of experience**

15% VP or higher

31% Director

38% Manager

10% Architect

6% Analyst or Consultant

Across industries

23% financial services

17% software/hardware computer services

11% transportation

9% telecom

10% retail

10% healthcare

12% automotive

8% education

75 presenters shared their experiences during main stage appearances and throughout **44 hours** of breakout sessions

3 major announcements breaking new ground in APM innovation

1 best selling author took us into the digital future

200+ attendees received their Dynatrace certification

33 live demos involving digital virtual assistants and broken code

376 trainees at the sold-out Hands-on-training day

You are in great company

Confirmed 2018 speakers

External Keynotes

Perform will feature presentations from world renowned keynote speakers, Alastair Humphreys, adventurer and national geographic author and Brian Solis, public speaker and Principal Analyst, Altimeter Group

Why present at Perform

The perfect platform to share your digital transformation story

- Join an elite group of 75+ advocates previously presented at Perform

- Speak alongside global brands such as PayPal, SAP, Verizon and Citrix

- Provide valuable knowledge to attendees eager to learn from your experiences

- Join keynote speakers; industry analyst Brian Solis and National Geographic author and explorer Alastair Humphreys

- Raise your profile on our Perform website and publicity materials

- Participate in media/analyst roundtables and briefings

- Overall increase your personal exposure and corporate brand recognition

In appreciation we will provide

- Complimentary registration to Perform 2018

- Return flights to Las Vegas

- 2 nights accommodation at The Bellagio, Las Vegas

- Networking opportunities with other speakers before, during and after the conference

- Food and beverage

Share your story with 2000+ Dynatrace users who view digital performance management as critical to their business

Sharing your story

Bar chat: Klaus Enzenhofer and Marriot

There are various ways you can share your story at Perform either on the main stage, during one of our three break out sessions or both

- A case study presentation that showcases the before, during and after of why you selected Dynatrace, leaning on anecdotal stories, and quantifiable facts

- Via a panel session joined by experts from other global organisations

- Q&A style interview conducted by a Dynatrace exec or external interviewee

- Less informal approach over a beer / fireside chat

If you would prefer an alternative approach for your presentation, our customer advocacy team are on hand to discuss other options

Our team has a wealth of experience working with customers and will be with you every step of the way to ensure you are happy and comfortable with the content you are delivering

- Starting with a scoping call, our team will work with you on the message and how to bring your story to life

- The team will then storyboard your presentation and share this with you for your feedback

- A team of graphic designers are on hand to help build your slide deck and produce an end product of the highest standard

- Dry runs will be arranged in advance of the event to run through your presentation

- Our customer advocacy team will be there to offer support and guidance throughout the entire process

- Your presentation will be filmed during the event and made available afterwards
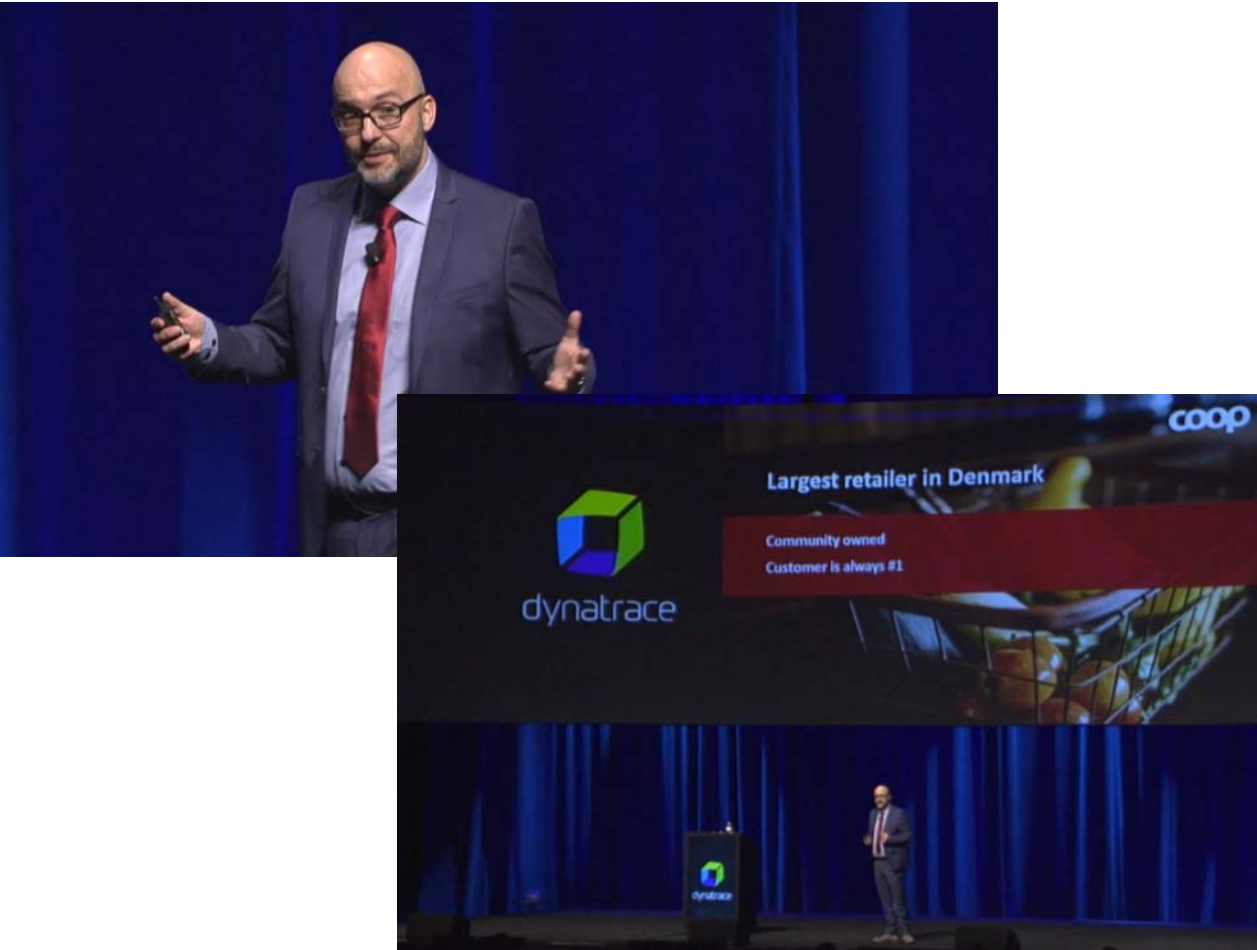
NORDSTROM

"Presenting at Perform 2017 was a great experience because it forced me to think deeply about my topic, and now I actually understand it better than I did before and can better articulate my message and vision in my own company.

It gave me an opportunity to interact and exchange ideas with the other attendees at a deeper level than is possible by just attending. The conversations continued throughout the conference. It gave me the chance to work closer with some of the smartest people at Dynatrace, and I learned so much! It's a great networking opportunity, I'm still in contact with some of the people who attended my session."

—Gopal Brugalette, Performance Engineer

9th February 2017

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"Awesome experience, not only did I get the opportunity to share our use case, but got fully loaded with new "monitoring brain juice" from some of the most visionary IT folks around the world

From a professional level I have established a global network where I am inspired with new ideas for adding value"

— Jeppe Lindberg, Performance Manager

9th February 2017

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Gopal Brugalette
Nordstrom

Andy Lofthouse
Virgin Money

Jeppe Lindberg
COOP

Rene Neubacher
Swarovski

Confidential, Dynatrace LLC

" The customer advocacy program is the best part of my role at Dynatrace. I love working with the customers. They've become not just an extended part of the team, but they've become my friends and we've had so much fun sharing stories all over the world. "

- Dave Anderson, Global VP Marketing

Welcome to our team. Working for you to make Perform a great experience

Dave Anderson
Global VP Marketing
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Frances Ward
Snr Director Global Brand Comms
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Hannah Lane
Global Customer Advocacy Champion
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Andreas Grabner
DevOps Technical Evangelist
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Klaus Enzenhofer
Digital Experience Technical Evangelist
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Resources

All presentations from Perform 2017 are easily accessible on the Dynatrace community
https://community.dynatrace.com/community/display/PUB/Perform+2017+Slides+and+Videos

If you have any questions regarding speaking opportunities, please contact the Perform team at
perform.speaking@dynatrace.com

For more details on Perform 2018
https://www.dynatrace.com/perform/