

VMworld 2013 Social Media & Community

Guide for Attendees



Hang Space / Community Lounge

Hang Space

- Located across from Solutions Exchange w/ same hours
- 4 digital big screens for viewing streaming social media, videos, photos, conference highlights and general sessions
- Charging stations, lounge seating, snacks/refreshments
- Exciting interactive games
- 10-year anniversary visual exhibit
- **Community Lounge**
 - VMware Community Bar staffed by VMware community managers
 - Blogger tables for designated bloggers
 - Community video studio with do-it-yourself live streaming and video recording intended for bloggers, podcasters, partners and vExperts. (BYOG →bring-your-own-gear)
 - Cloud Cred tasks
 - Note: visit the Partner Lounge and Alumni Lounge



VMware Community Bar

Located in the Community Lounge, the VMware Community Bar will be staffed by VMware community managers from the following community programs to answer your questions and discuss content offerings.

- VMTN Forums
- Beta Program
- Global Support Services
- Education Services
- TAM Services
- User Groups (VMUG)
- VMware Careers
- Cloud Cred



Digital Big Screens in Hang Space

Watch VMworld social media streams and looping conference highlights on 4 digital big screens in the Hang Space. To contribute to these screens, tag your social media postings with the #vmworld hashtag or session & lab hashtags.

We will also live stream the General Sessions to these screens on Monday and Tuesday mornings if you prefer to watch keynotes from the Hang Space.

Sponsor videos &
conference highlights

All VMworld Buzz
social media live stream

Sessions & Labs only
social media live stream

Photos & Video Clips
only live stream

Video Coverage & Live Streaming

VMworld TV

- VMworld TV crew will provide roaming coverage, interviews, demos and highlights throughout the week: youtube.com/vmworldtv



theCUBE Live & Recorded

- Moscone South Lobby (drop by and watch live interviews)
- Interviews with industry executives, technologists, partners, analysts. Hosted by John Furrier (SiliconAngle) and Dave Vellante (Wikibon)
- Live stream available online, archives posted to VMworld TV
2012 archives on VMworld TV: youtube.com/playlist?list=PL21D9843A537D9C56



Community Lounge Studio

- Video streaming and recording for bloggers, podcasters, partners, vExperts
- Do-it-yourself, bring-your-own-gear (BYOG) or borrow our equipment
- Embedded live stream and signup to reserve spots: vmworld.com/community/videos



Social Media Links and Channels

vmworld.com/community/social

All social media & community resources at VMworld 2013



vmworld.com/community/vmworldblogs

VMworld blog coverage and signup for bloggers

vmworld.com/community/twitter

Hashtags, Twitter streams and signup for contributors

VMworld Social Media Channels

Twitter: twitter.com/vmworld

Facebook: facebook.com/vmworld

Google+: google.com/+vmworld

LinkedIn: linkedin.com/groups/vmworld-2028037

YouTube: youtube.com/vmworldtv

Instagram: instagram.com/vmworld

Foursquare Check-ins



Share & discover VMworld tips for these spots.
We will display check-ins on digital big screens.

VMworld 2013 Conference

VMworld 2013 Hands-on Labs

VMworld 2013 Solutions Exchange

VMworld 2013 Hang Space

Twitter Hashtags

Main conference hashtag: **#vmworld**

3-word game hashtag for creative usage: **#vmworld3word**

Note: Hashtags can also be used for Facebook & Instagram



#vmworld

Session & Lab Hashtags

Create conversations, ask questions or share comments on any of the sessions or labs at VMworld 2013, by using their specific hashtag in your tweets or postings. Simply put a **#** in front of any SessionID or LabID to create the hashtag.

Examples: BCO1234 → **#BCO1234** HOLHBD1301 → **#HOLHBD1301**

Listing of all Session & Lab hashtags by track/topic: vmworld.com/community/twitter

VMworld Bloggers

Blogger Tables will be available in the Community Lounge and front of General Sessions.

VMworld 2013 Blogger blog post rollup + signup for blogger list:

vmworld.com/community/vmworldblogs

VMworld Conference Blog:

vmworld.com/blogs/vmworld

- Conference highlights and key messages for attendees
- 10-year anniversary blog series



VMware and Industry & Community Blog Coverage:

blogs.vmware.com

Follow the latest blog postings on Twitter using @vmworldblogs and @planetv12n

Photos

Bring your digital cameras and install mobile photo apps on your mobile devices for VMworld 2013. There will be opportunities for photos around every corner that you can share with your networks and the VMworld Community.

Add the **#vmworld** hashtag or session & lab hashtags to any photos you share on Instagram, Facebook, Twitter, Flickr and we will display them on digital screen streams at the conference and highlight selected photos on VMworld social media channels and vmworld.com.

VMworld Photo page: vmworld.com/community/photos

Follow VMworld on Instagram at: [instagram.com/vmworld](https://www.instagram.com/vmworld)

VMworld photo albums on Facebook:
facebook.com/vmworld/photos_albums



Instagram



Video Clips on Instagram and Vine

Record “creative” short video clips of your VMworld experiences by using **Vine App** and **Instagram** on iOS and Android mobile devices.

- Instagram videos are 15 seconds in length and can be shared on Facebook.
- Vine videos loop for 6 seconds in length and can be shared on Twitter

Add the **#vmworld** hashtag or session & lab hashtags to any of your posts and we will show them on the big digital screens in the Hang Space.

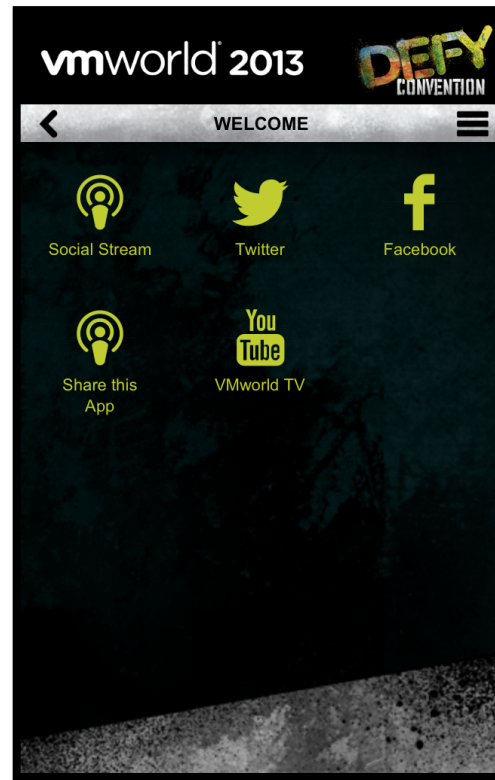
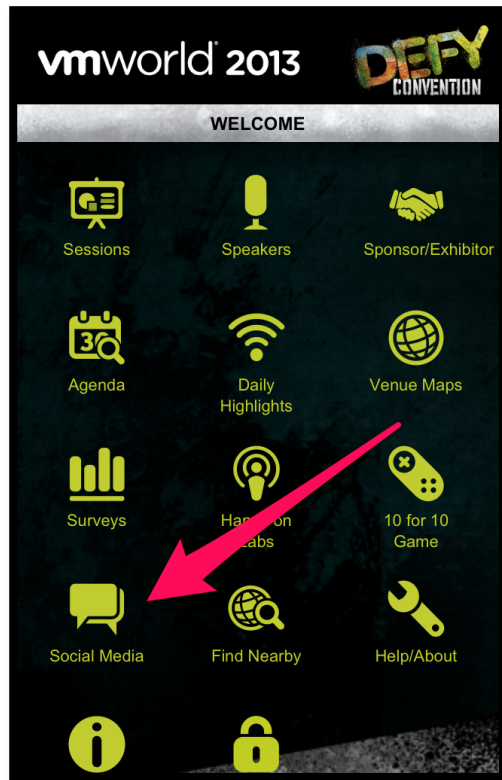


Download Vine App and Instagram from the iOS and Android App Stores



VMworld 2013 Mobile App

The VMworld 2013 mobile app contains links to VMworld social media streams & resources. The mobile app will be available for download on iOS and Android devices or as a web app for browsers. Check vmworld.com for availability.



Download from the iOS
and Android App Stores



Gatherings & Community Events

Community list of gatherings, tweetups & parties:

vmworld.com/community/gatherings

(submit your own events)



Community Highlights:

- VMworld Community Lounge & VMware Community Bar:
 - Gathering all week of bloggers, influencers and community members
- VMworld Community Tweetup
 - Monday night (7pm, location TBD) – sponsored, informal event with food, drinks, giveaways, networking, “meet the vExperts” and infamous vFlipcup team game/tourney
- vExpert / VCDX Reception
 - Tuesday night (invite only) – meetup for VMware 2013 vExperts and VCDX members

VMworld 2013 Banners

The following banners are available for download. Please let others know you are attending by adding these to your corporate web site, microsites, blogs or social networks. Please consider linking these to <http://vmworld.com>

Download: <http://download3.vmware.com/vmworld/2013/vmworld2013-banners.zip>

