

AWS Global Playbook
Forms for Sponsors, Speakers, and Volunteers

Author: Matt Carolan

Authors Website: www.MattCarolan.com

Version: v1.0

Last Updated: 30 November 2025

www.AWSusergroups.com

Abstract:

This playbook defines three standard forms for AWS community events: a Sponsor Interest form, a Call for Sessions (CfS) Speaker form, and a Volunteer Sign Up form. It outlines recommended questions and structure for each form, and suggests using a neutral forms platform such as Tally.so, which is easy to embed on event websites and fits nicely in the AWS ecosystem.

1. Purpose of this Playbook

This playbook gives you a ready made blueprint for the three main event forms you will almost always need:

- Sponsor Interest
- Speaker Call for Sessions (CfS)
- Volunteer Sign Up

Instead of reinventing forms each year, you can:

- Use a standard question set
 - Keep data consistent across events
 - Embed the forms directly on your event site
 - Reuse the same structure for AWS Community Day, and other community events
-

2. Who This Is For

This playbook is for:

- AWS Community Day and AWS community organizers
- AWS user group leaders who run larger one off events
- Volunteers tasked with “setting up the forms on the website”

It assumes:

- You already know the event name, date, and basic sponsorship tiers
 - You have or will have an event website (for example awsday.ca or similar)
 - You are comfortable using a hosted form tool
-

3. Platform Choice: Tally.so Recommendation

You can use whatever form platform you like, but this playbook assumes **Tally.so** for a few reasons:

- Clean, modern forms that look good embedded in static sites
- Simple “no-code” setup with conditional questions and logic
- Works well for public facing event forms
- Easy to redirect to a “thank you” page and send notification emails

Also, using a neutral tool avoids the slightly awkward optic of using a competitor-branded productivity suite for an AWS focused event.

If you already have a strong preference (for example Microsoft Forms or your own custom form app), you can still use the field lists in this playbook and just map them to your platform.

4. General Design Guidelines For All Forms

For all three forms, keep these principles:

- **Short and focused**

Only ask what you actually need at that stage. You can always collect more detail later.

- **Clear labels and help text**

Avoid internal jargon the sponsor, speaker, or volunteer will not understand.

- **Required vs optional**

Mark only truly essential fields as required. Everything else can be optional.

- **Consent and privacy**

Include a simple consent line at the end about storing their data for event communications and, where relevant, sharing limited details with sponsors.

- **Confirmation**

After submission, the user should see:

- A clear “thank you” message
- What will happen next
- Rough timelines

You can standardize the wording of the thank you messages across all events.

5. Sponsor Interest Form

This form lives on the “Sponsors” page of your event site and is also linked in your sponsorship deck.

Form title:

“Sponsor Interest – [Event Name] [Year]”

Intro text:

Thank you for your interest in sponsoring **[Event Name]** in [City] on [Event Date].

Please fill in the short form below and our sponsorship team will get back to you with details and next steps.

Recommended fields

1. Company name

- Short text, required

2. Company website

- URL, required

3. Your name

- Short text, required

4. Your role / title

- Short text, optional

5. Email address

- Email field, required

6. Phone / WhatsApp (optional)

- Short text, optional

7. Country / region

- Dropdown or short text, optional

8. What are you most interested in?

- Multi select
- Example options:

- Brand awareness
- Hiring / recruitment
- Product adoption
- Supporting the local community
- Other (with “Other” text box)

9. Which sponsorship levels are you considering?

- Multi select, using your event tier names, for example:
 - Community
 - Bronze
 - Silver
 - Gold
 - Platinum
 - Not sure yet

10. Rough budget range (optional)

- Multi select or dropdown, for example:
 - Under \$1,000
 - \$1,000 – \$3,000
 - \$3,000 – \$7,500
 - \$7,500+

11. How did you hear about this event?

- Multi select:
 - AWS User Group / meetup
 - Social media
 - AWS contact
 - Sponsor from last year
 - Friend / colleague

- Other

12. Anything else we should know?

- Long text, optional

13. Consent checkbox

- Text example:

“I agree that my details can be used by the [Event Name] organizing team to contact me about sponsorship and related event information.”

Thank you message (on submit)

Thank you for your interest in sponsoring **[Event Name]**.

Our sponsorship team will review your details and get back to you within [X business days] to discuss options and next steps.

If you need to reach us urgently, email [sponsorship@yourdomain].

6. Speaker Call for Sessions (CfS) Form

This is your core CfS form for talks. You might also run workshops or lightning talks, which can be captured here too.

Form title:

“Call for Sessions – [Event Name] [Year]”

Intro text:

We are looking for real world AWS stories, architectures, demos, and lessons learned from practitioners and builders.

Please submit your session idea below. You can edit your submission later by contacting the organizers if needed.

Recommended sections and fields

A. Speaker details

1. Full name

- Required

2. Pronunciation (optional)

- Short text, optional

3. Pronouns (optional)

- Short text or dropdown

4. Email address

- Required

5. LinkedIn or personal site (optional)

- URL

6. Company / organization (optional)

- Short text

7. Job title (optional)

- Short text

8. City / country

- Short text

9. Are you a first time conference speaker?

- Yes / No

10. Accessibility or support needs (optional)

- Long text

B. Session details

11. Session title

- Short text, required

12. Session type

- Dropdown, required
 - 30 minute talk
 - 45 minute talk
 - Lightning talk (10–15 minutes)
 - Workshop (60–120 minutes)
 - Panel discussion

13. Level

- Dropdown, required
 - Beginner
 - Intermediate
 - Advanced

14. Primary topic area

- Dropdown, required (adapt to your tracks), for example:
 - Compute / Containers / Serverless
 - Data / Analytics / AI
 - Security / Identity
 - DevOps / Platform Engineering

- Architecture / Best Practices
- Cost Optimization
- Industry / Customer Story
- Community & Culture

15. Abstract (what is this talk about?)

- Long text, required
- 150–300 words recommended

16. Key takeaways (3 bullet points)

- Long text, required
- Prompt: “What will attendees learn or be able to do after your session?”

17. Live demo?

- Yes / No / Maybe

18. AWS services covered

- Long text, optional
- Prompt: “List the main AWS services you will mention or demonstrate.”

19. Intended audience

- Long text, optional
- Prompt: “Who is this talk for and what experience should they have?”

C. Diversity and inclusion (optional but recommended)

20. We value a diverse speaker lineup. If you are comfortable, you may share any aspects of your background that you feel contribute to diversity in tech.

- Long text, optional

D. Other info

21. Have you given this talk before? If yes, where?

- Long text, optional

22. Links to previous talks, blog posts, or repos (optional)

- Long text, optional

23. Anything else you want the program committee to know?

- Long text, optional

24. Code of Conduct acknowledgement

- Checkbox, required
- Text example:

“I agree to follow the event’s Code of Conduct and understand that my session may be declined or removed if it does not align with the event’s values.”

Thank you message

Thank you for submitting a session to **[Event Name]**.

Our program committee will review all submissions after the CfS closes on [CfS close date]. You can expect an update by [decision date].

If you need to update your submission, contact us at [program@yourdomain].

7. Volunteer Sign Up Form

This lets people put their hand up to help. It is low friction and friendly.

Form title:

“Volunteer Sign Up – [Event Name] [Year]”

Intro text:

Our events run on volunteer power. If you would like to help with **[Event Name]** in **[City]**, please fill out the form below.

We welcome people of all backgrounds and levels of tech experience. Some roles are front-of-house, some are behind the scenes.

Recommended fields

1. Full name

- Required

2. Email address

- Required

3. Phone / WhatsApp (optional but recommended)

- Short text

4. City

- Short text

5. Have you volunteered at events before?

- Yes / No
- Optional follow up: “If yes, which events and what did you do?” (long text)

6. Areas you are interested in helping with

- Multi select, for example:
 - Registration and check in
 - Room host / timekeeper
 - Speaker support and green room
 - Sponsor and expo area support

- Social media and content
- Attendee support / info desk
- Setup and pack down
- Anything, place me where needed

7. Availability on event week

- Multi select with blocks, for example:
 - Day before event (setup)
 - Morning of event
 - Afternoon of event
 - Evening / pack down
 - Remote / pre-event tasks

8. T-shirt size (if applicable)

- Dropdown: XS, S, M, L, XL, XXL, other

9. Do you have any accessibility needs or physical limitations we should be aware of when assigning roles?

- Long text, optional

10. Anything else you would like to tell us?

- Long text, optional

11. Consent

- Checkbox:

“I agree that my details can be used by the [Event Name] organizing team to contact me about volunteer opportunities and event information.”

Thank you message

Thank you for volunteering for **[Event Name]**.

We will review all volunteer submissions and start assigning roles from [date]. You will hear from us by [date] with details about your role and briefing calls.

8. Embedding Forms on the Event Site

High level pattern for using Tally with your event site:

1. Create each form in Tally with the fields above.
2. Set the form design to be clean and on brand (logo, colors).
3. Configure:
 - o Notification emails to your relevant committee list (sponsors, program, volunteers)
 - o A custom redirect or thank you screen
4. Grab the embed code or form link from Tally.
5. On your event site:
 - o Create pages such as /sponsors, /speakers, /volunteer
 - o Embed the Tally form or use a prominent “Apply” button that opens it in a new tab.

If you use multiple events under AWS Global, keep form URLs predictable, for example:

- [https://tally.so/r/awsday-\[city\]-\[year\]-sponsors](https://tally.so/r/awsday-[city]-[year]-sponsors)
- [https://tally.so/r/awsday-\[city\]-\[year\]-cfs](https://tally.so/r/awsday-[city]-[year]-cfs)
- [https://tally.so/r/awsday-\[city\]-\[year\]-volunteers](https://tally.so/r/awsday-[city]-[year]-volunteers)

This makes life easier for your marketing and committee.

9. Data Handling and Privacy

You should add a short privacy note on your forms and a fuller privacy section on your website.

Key points:

- What you will use the data for (event communications, scheduling, sponsorship discussions)
- Who will have access (organizing committee and, for certain data, relevant sponsors if people opt in)
- How long you will keep it (for example until after the event and debrief)
- Contact details to request removal or correction

Keep it simple, but do not skip it.

10. About AWS Global

AWS Global (awsusergroups.com) is a community driven hub for AWS user group leaders and event organizers. The goal is to share practical playbooks, templates, and tools so you can run strong AWS community events without starting from scratch each time.

For feedback on this playbook or to share improvements, you can reach:

Matt Carolan · www.MattCarolan.com
