



Sitecore Community

and the MVP Program

Tamas Varga
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Tamas Varga

Director, Community Programs

- Based in Hungary
- Working with Sitecore since 2006
- Sitecore MVP 2010-2016
- Working for Sitecore since 2016
- Part of the Technical Marketing team
- Community Relations and the MVP Program
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Inspire and enable
technical audiences
to unlock the full potential
of the Sitecore platform.

Technical Marketing vision



3 main online pillars



You can
connect the community at
[Sitecore](#)
[Community Portal](#)



You can
join the conversation at
[Sitecore](#)
[Community Slack Chat](#)



You can
ask questions at
[Sitecore](#)
[Stack Exchange](#)

What are we doing?



The screenshot shows the Discover Sitecore YouTube channel page. At the top, there's a banner with two people and the text "Own the Experience". Below the banner, the channel name "Discover Sitecore" is displayed with 7.3K subscribers. There are buttons for "CUSTOMIZE CHANNEL" and "MANAGE VIDEOS". The main content area has tabs for "HOME", "VIDEOS", "PLAYLISTS", "COMMUNITY", "CHANNELS", and "ABOUT". A video player shows a video titled "Welcome to Discover Sitecore" with a duration of 0:00 / 0:11. To the right of the video player, there's a description of the channel: "Welcome to Discover Sitecore. Here you can catch up on the latest releases and discover news from the Sitecore community." Below this, there's a section for "#SitecoreSYM 2020" with a "PLAY ALL" button. Underneath, there are several thumbnail images for different videos, including ones about Sitecore containers, ASP.NET Core, and Sitecore privacy.

Discover Sitecore

A YouTube channel where you can catch up on the latest releases and discover news from the Sitecore community.

The screenshot shows the "Sitecore for Developers" newsletter. At the top, it says "MAY EDITION". The main article is titled "Sitecore Acquires Moosend" and features a photo of a woman working at a desk. Below the article, there's a section titled "Sitecore Acquires Moosend" with a brief description and a "Find out more" link. On the left side of the newsletter, there's a sidebar with a "Sitecore Acquires Moosend" section showing a video thumbnail and a "Find out more" link.

Newsletter

Monthly newsletter focused on staying connected with our global developer audience by sharing the latest curated blog posts, videos, etc.

The screenshot shows the "Virtual Developer Day" landing page. It features a large image of a man working at a desk. Above the image, it says "SITECORE Virtual Developer Day". Below the image, there's a section titled "Power what's next in digital experience" with a brief description and a "Welcome back, Tamas Varga" message. On the right side, there's a sidebar with fields for "Business Email" (mr.tamas.varga@gmail.com), "Company" (Sitecore), "Company size", and "Industry".

Events & Webinars

In person events and regular webinars in various topics for different audiences all over the globe manage and organized by the Technical Marketing team.

How to reach out to the Community?



Sitecore Developer Portal

Enjoy direct access to the tools and information you need most in a portal created to enhance your developer experience.

Sitecore Stack Exchange Beta stage is over!

Today is an exciting day for the community as the Sitecore Stack Exchange site has graduated from the Stack Exchange Beta program and become a fully public member of the Stack Exchange family!

Latest "Discover Sitecore" videos

People Behind Sitecore - Meet Tamas Varga
Sitecore Stack Exchange Graduates from Beta
Deploying to Vercel using GitHub Actions

Where Sitecorians hang out

Discover more cool Sitecore groups where the community is active and engaged

slack StackExchange SITECORE COMMUNITY

SITECORE COMMUNITY

Sitecore

12,055 members
Including Klaus Petersen and 640 other connections

Invite connections

Start a post in this group

Photo Video Poll

All Recommended

Pinned by admin

Nicole Montero • 1st
Community Marketing Specialist at Sitecore
1w • Edited

The Developer Experience survey is now closed! A big thank you to everyone who took the time out of their busy schedules to fill out this survey. We appreciate all the feedback from the Sitecore Community as it helps shape the future ...see more

DEVELOPER EXPERIENCE SURVEY 2021

WHERE DO RESPONDENTS WORK?

60% PARTNERS 30% CUSTOMERS 10% OTHER

Home

Explore

Notifications

Messages

Bookmarks

Lists

Profile

More

Tweet

#sitecore

Top Latest People Photos Videos

Sitecore Community @WeAreSitecore · Dec 23
In episode 4 of the People Behind Sitecore series we get to know Tamas Varga (@VargaT).

Learn about his #Sitecore journey, hobbies, advice, challenges, & much more.

Watch now ➡ bit.ly/3yVIQBH

#PeopleBehindSitecore #SitecoreCommunity

Meet Tamas Varga
@VargaT Manager of Community Programs at Sitecore
0:02 290 views

Serge van den Oever @svdoever · 12h
Next.js on Azure and Sitecore JSS, latest blogpost - a picture is worth a thousand words... sergevandenoever.nl/nextjs-on-azure...

#Sitecore #JSS #nextjs #Azure

Developer Portal

Built for direct access to the tools and information to enhance the Sitecore developer experience.

LinkedIn Group

This group, with more than 13,000 members, is for people to get instant access to others working with Sitecore.

Twitter

The community is the most active on Twitter. You can follow #Sitecore #SitecoreCommunity #SitecoreMVP or #WeAreSitecore

How to reach out to the Community?



Sitecore
Public group · 4.1K members
Joined + Invite

About Discussion Topics People Events Media Files

Write something... Live video Photo/Video Poll

New activity
Madhav Joshi shared a link.
14 hrs · Quick review of #SITECORE CDP Certification exam

Popular topics in this group
#SITECORE 1.8K posts
#experiences 1 post
#experiments 1 post

r/SITECORE
Joined

Posts Add your RSS Feed Sitecore User Groups SUGs Want You! #SitecoreLunch Developer Resources

Create Post

Hot New Top

PINNED BY MODERATORS
Posted by u/NWContentTech 13 days ago
Learning@Sitecore is excited to announce the launch of the Sitecore 10 System Administrator Certification Exam and six new Essentials eLearning modules

Posted by u/NWContentTech 8 days ago
Developer Experience Survey 2021 Stats posted

Posted by u/NWContentTech 21 hours ago
Technical Next.js on Azure, and an example on how to use it for Sitecore JSS

Posted by u/NWContentTech 21 hours ago
Community My Sitecore Certification Grand Slam in 2021

Sitecore Telegram
630 subscribers

December 14
Sitecore Telegram
Have you ever been involved in any Sitecore upgrade activities?
Anonymous Poll
82% Yes
15% No
3% Not relevant - I am not a technical professional

December 16
Sitecore Telegram
Sitecore Stack Exchange has officially graduated from Beta and has become a fully public member of the Stack Exchange family.
Link: <https://sitecore.stackexchange.com>

December 25
Sitecore Telegram

Facebook Group

A public group created by Sitecore. There are over 4,200 members sharing Sitecore related content.

Reddit

A group with over 1,300 members created by the community. Sitecore announcements, news, and community content is shared.

Telegram

A group that was created by the community with over 850 members. Members discuss technical news, conduct polls, and announce upcoming events.

- These events are organized by community members to share the knowledge and the passion of Sitecore.
- Nearly 100 user groups around the globe managed by individuals in their free time just for fun.
- But the presentations and the content provided are professional.
- The largest event is in London where usually more than 100 people meet after work for couple of hours.





Sitecore User Group Conference (SUGCON)

The most important things about SUGCON



- Content is driven and determined by the regional Sitecore User Groups
- Event focused on practitioners
- Besides the technical sessions there is a dedicated marketing/strategy track
- Key members of Sitecore product teams are usually participating
- Insights on where Sitecore is heading
- MVP and Hackathon award handover ceremonies
- Buffet dinner, quiz night and networking for two days included
- All the SUGCONs are community events, but Sitecore helps with the logistics and financial management
- The website, call for papers, content selection, promotion, onsite organization is on the community
- Weekly calls with the committee to report on progress and discuss issues
- Technical Marketing is involved in logistics, contracts, promotion and the coordination
- In a different city every year to get as close to the community as possible

A true community story



2014

SUGCON NL

Utrecht, The Netherlands



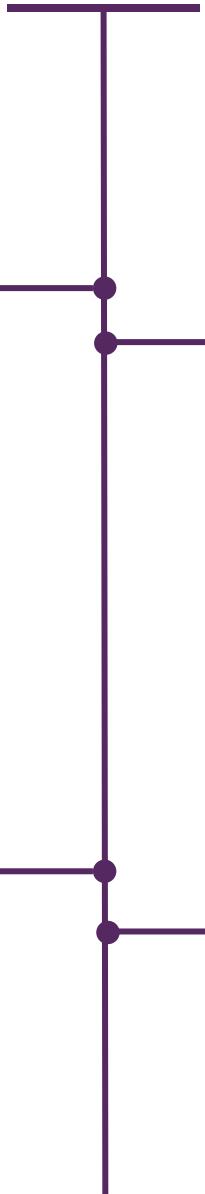
18 sessions | 90 attendees

Nordic Developer Conference

Malmö, Sweden



14 sessions | 150 attendees



2015

SUGCON BeNeLux

Eindhoven, The Netherlands



20 sessions | 170 attendees

SUGCON North America

New Orleans, USA



25 sessions | 400 attendees

SUGCON Europe was founded in 2016



2016

The first SUGCON Europe

Copenhagen, Denmark



25 sessions | 350 attendees

SUGCON Europe

Berlin, Germany



42 sessions and discussions | 600 attendees

SUGCON Europe

Amsterdam, The Netherlands



34 sessions | 450 attendees

SUGCON India

Bangalore, India



20 sessions | 200 attendees

2018

2017

2018

All the SUGCONs in 2019



Apr

SUGCON Europe

London, UK



40 sessions | 640 attendees

SUGCON Australia and New Zealand

Sydney, Australia



30 sessions | 270 attendees

May

SUGCON India

Bangalore, India



24 sessions | 220 attendees

Aug

The virtual SUGCONs



2020



24 sessions | 2,000+ attendees

Global Virtual SUGCON
Online



24 sessions | 2,000+ attendees

2021

SUGCONs in 2022



March

SUGCON Europe Budapest, Hungary



40+ sessions | 300 attendees

Aug

SUGCON ANZ Melbourne, Australia



24 sessions | 200 attendees

2023

SUGCON Europe 2023

Malaga, Spain



40+ sessions | 300+ attendees

SUGCON India – end of August

SUGCON North America – October

SUGCON ANZ – November

SUGCON in social media



Robbert Hock @kayeeNL ·
Thanks @Tzikakis for having me in
looking forward to a great #Siteco
#sitecoreheadless #sitecoresaaS +



Mike E
@mike_treestacks

Suffering post #sugcon blues.

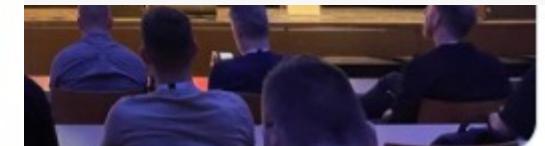
Great times, with great people

#sitecore



...

rlam · Mar 25
UGCON, let's go!



Each year, the Sitecore Most Valuable Professional (MVP) Awards recognize individuals with a passion for sharing their knowledge and expertise through active participation in online and offline Sitecore communities.

Most Valuable Professional



SITECORE®



Sitecore MVPs
represents
the TOP **1%** of the
Sitecore community



Ambassador

An individual who provides value by influencing customers and decision makers and by providing product feedback and references



Strategy

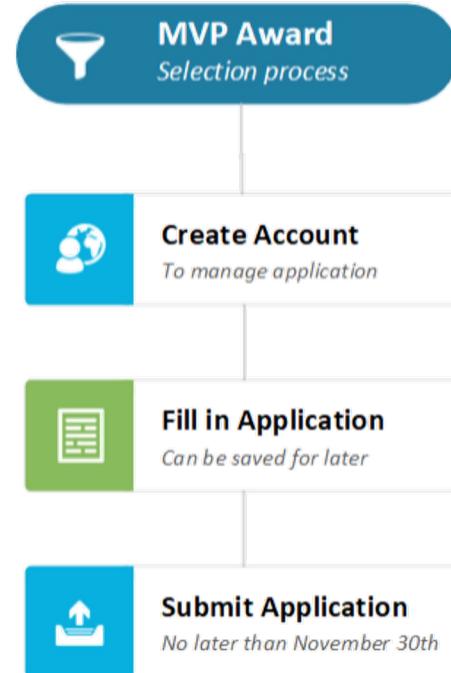
An individual who loves to share data driven experience marketing knowledge with customers, users and implementation teams



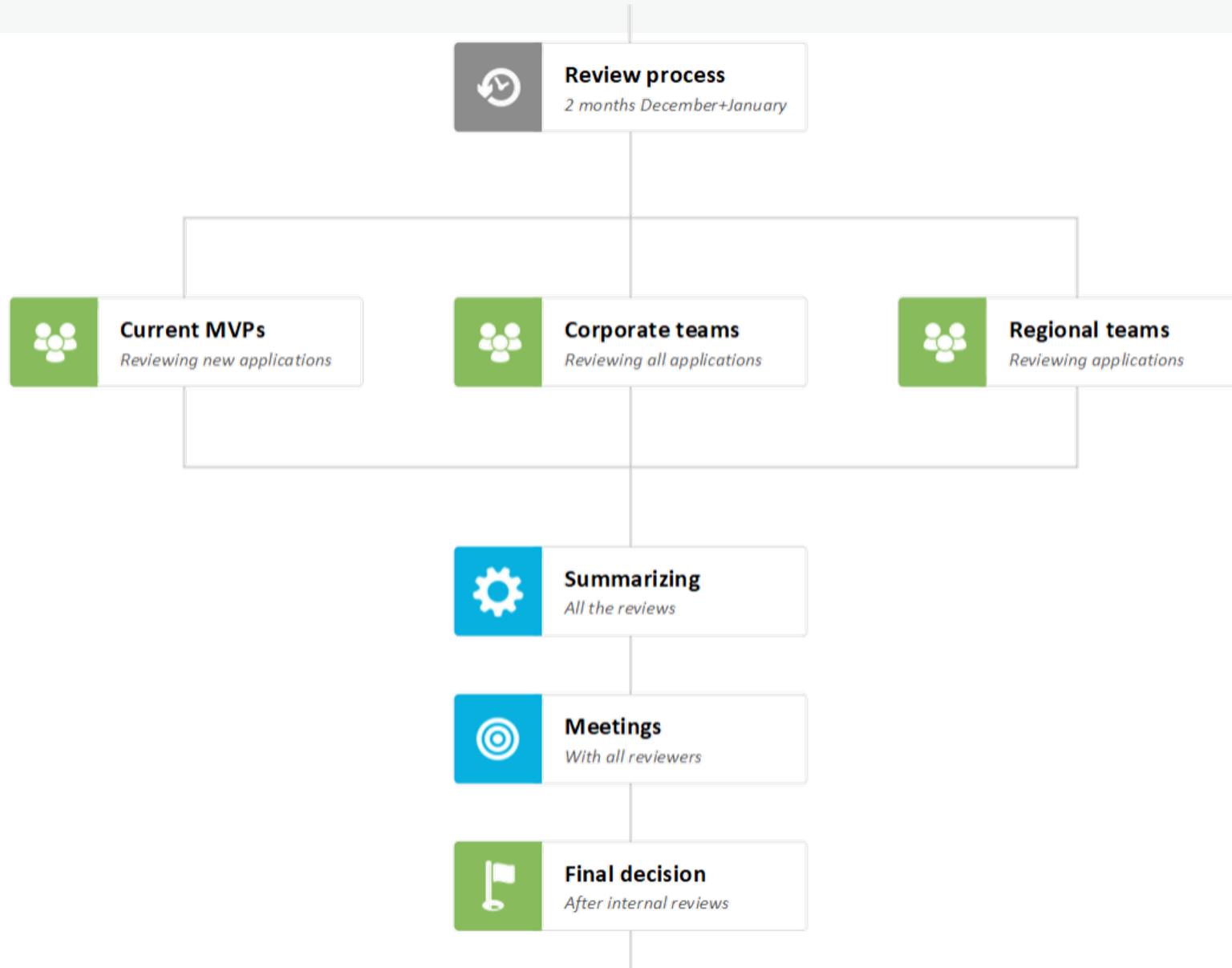
Technology

An individual with seasoned technical experience who actively participates in online and offline communities

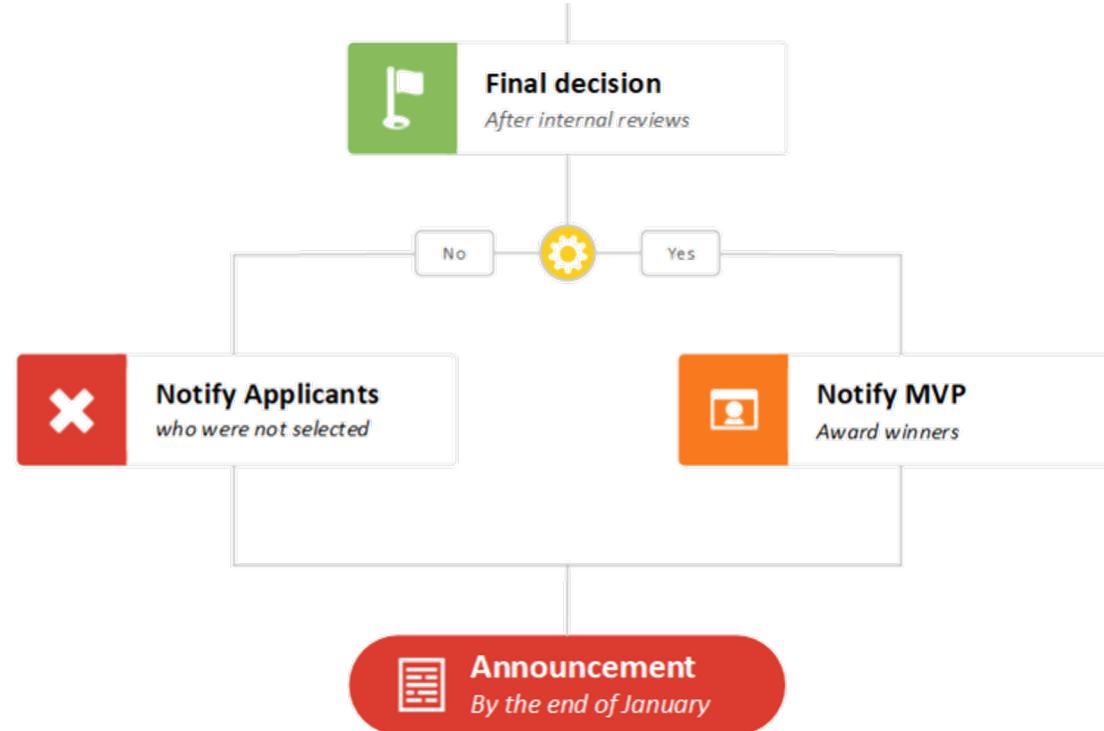
MVP Selection Process - Application



MVP Selection Process - Review



MVP Selection Process - Announcement



Review areas and scoring



Content	Engagement	Public Speaking	Feedback/References
Blogs, Videos, Podcasts, White papers, Case studies, Open-source modules	Social media activities, Community Forum answers, Slack, StackExchange, etc.	Presentations at events like Sitecore User Groups, SUGCON, Symposium, industry conferences, webinars	Support tickets, Product feedback, beta testing, customer references, Council or Leadership Board membership
<i>Quality</i>	<i>Quality</i>	<i>Quality</i>	<i>Quality</i>
<i>Quantity</i>	<i>Quantity</i>	<i>Quantity</i>	<i>Quantity</i>
<i>Visibility</i>	<i>Visibility</i>	<i>Visibility</i>	<i>Visibility</i>

More than just the award



Webinars



Regional
meetings



Feedback
sessions



Early
Access
Program



MVP
Summit



Other benefits

What is the Sitecore community mentor program?



Matches existing Sitecore MVPs to self-motivated community members

Ensure everyone in the community felt supported in their journey to start contributing to the community and reaching their goals

In 2023:

- 160+ members
- 30+ countries
- 30+ companies

Mentee testimonial:

" Every mentor-mentee interaction pushes me to think **outside the box** and consider how I can help **connect more people to Sitecore** and the rest of the **Sitecore community**. I am glad that with my mentor's full support and direction, the **launch of Sitecore User Group Philippines** (SUGPH) was made possible."

-Bien from the Philippines





Please contact us
if you have any questions.

Community@Sitecore.com
MVP-Program@Sitecore.com



Thank you

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