

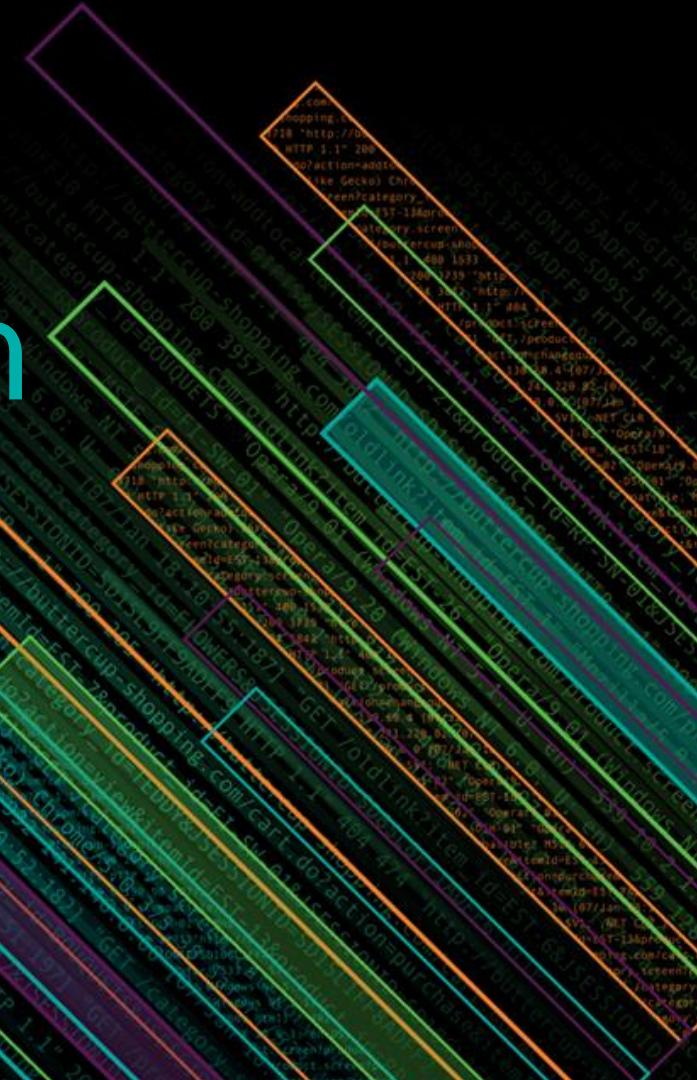


.conf18 First Timer Session

Things to Know Before You .conf

Leslie Hasvold | Director of Corporate Event Marketing

October 1, 2018

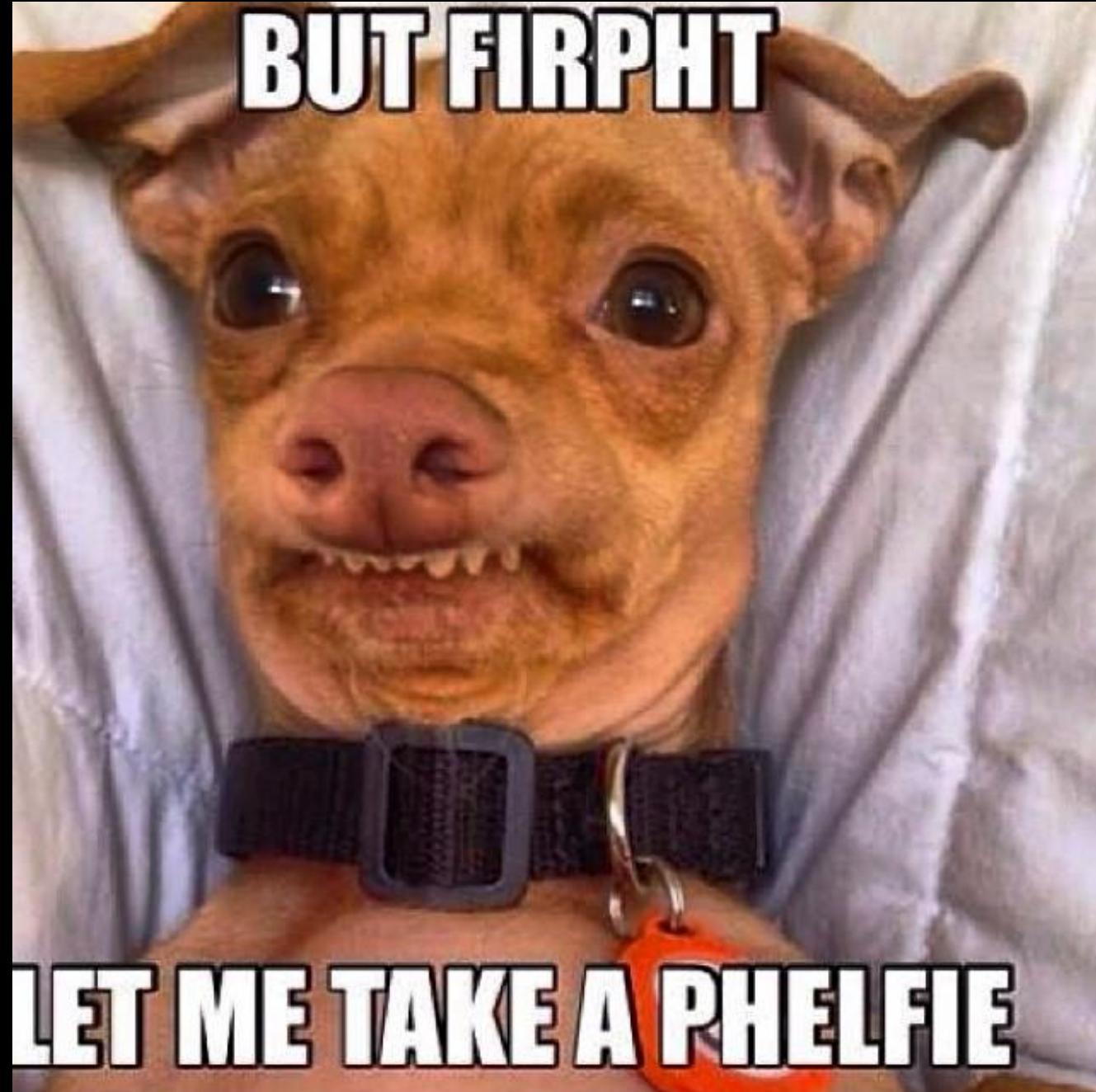


Agenda

- ▶ Welcome
- ▶ Event Overview
- ▶ Content
- ▶ Additional Programming
- ▶ Networking and Social Opportunities
- ▶ General Information

Welcome to .conf18

We are so glad you are here!



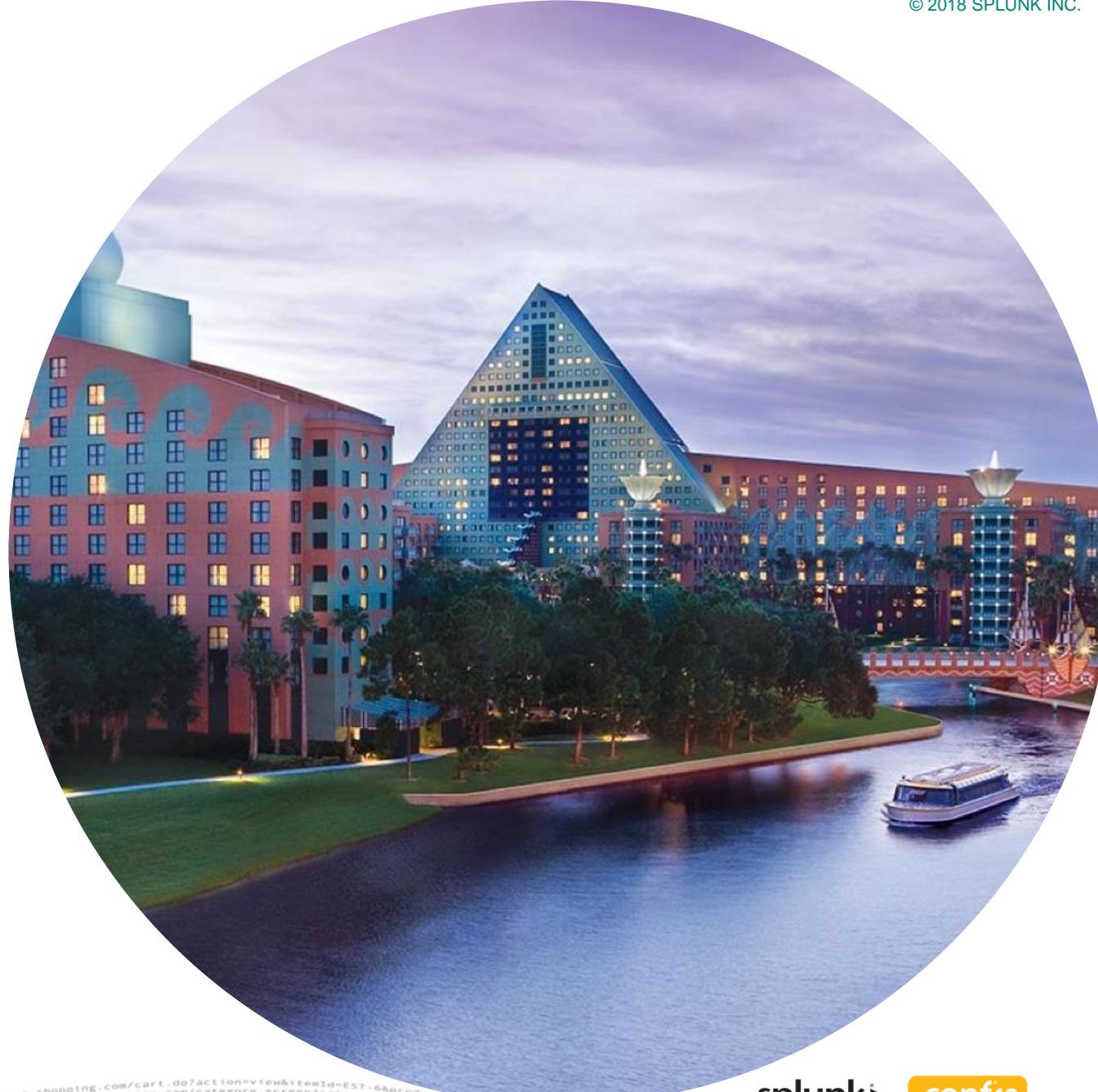
Event Overview

.conf18 101

The Numbers

How many new best friends do you have?

Attendance	Nearly 10,000
Total Sponsors	72
Number of Sessions	Over 300



Week at a Glance

MONDAY

.conf18 First Timers' session

- Expanding on the First Time Run booth with a 'how to .conf' discussion

TUESDAY

Visionary and Roadmap Keynote featuring Doug Merritt **ESPN Arena**



Super Sessions
Exclusive time slot

- Security
- IT Ops
- IoT

WEDNESDAY

Product and Technology Keynote



Breakout Sessions

THURSDAY

HOT! "Fireside Chat" with **Steve Wozniak!**



Breakout Sessions

Welcome Soiree in the source=*Pavilion



Breakout Sessions

Pub Crawl

- Dedicated time with Partners in the source=*Pavilion.
- Networking opportunity

.conf18 Search Party! at Universal's Islands of Adventure

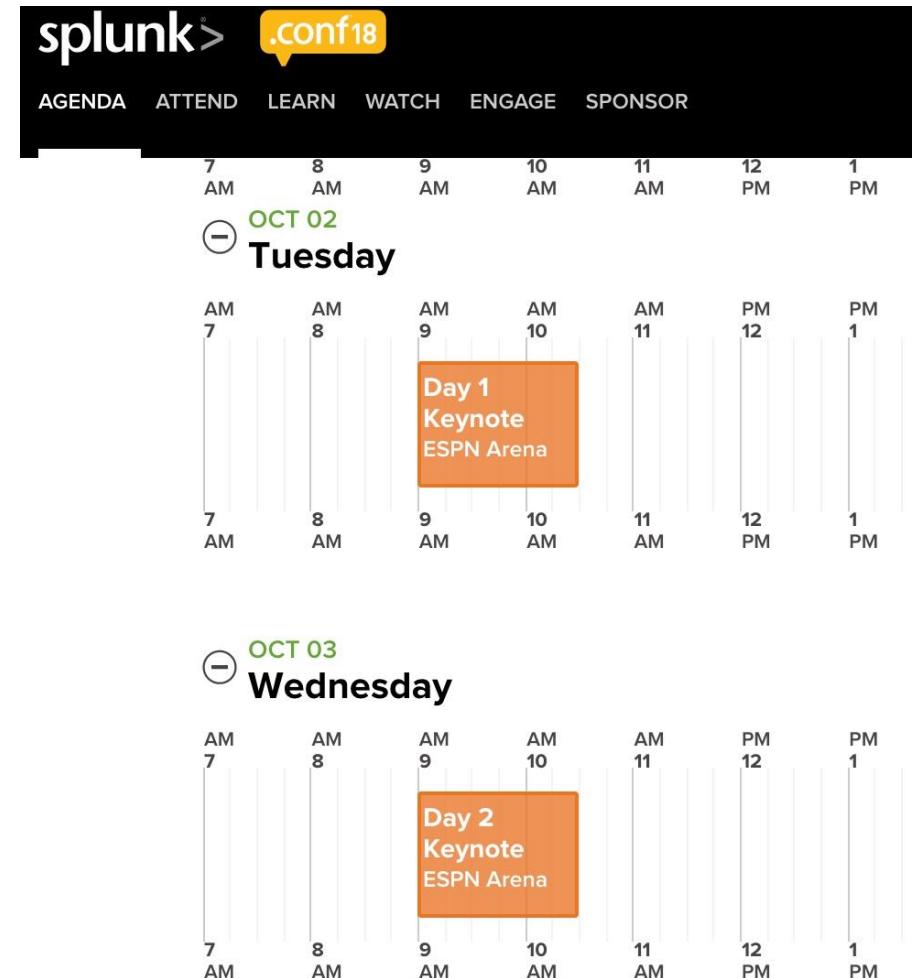
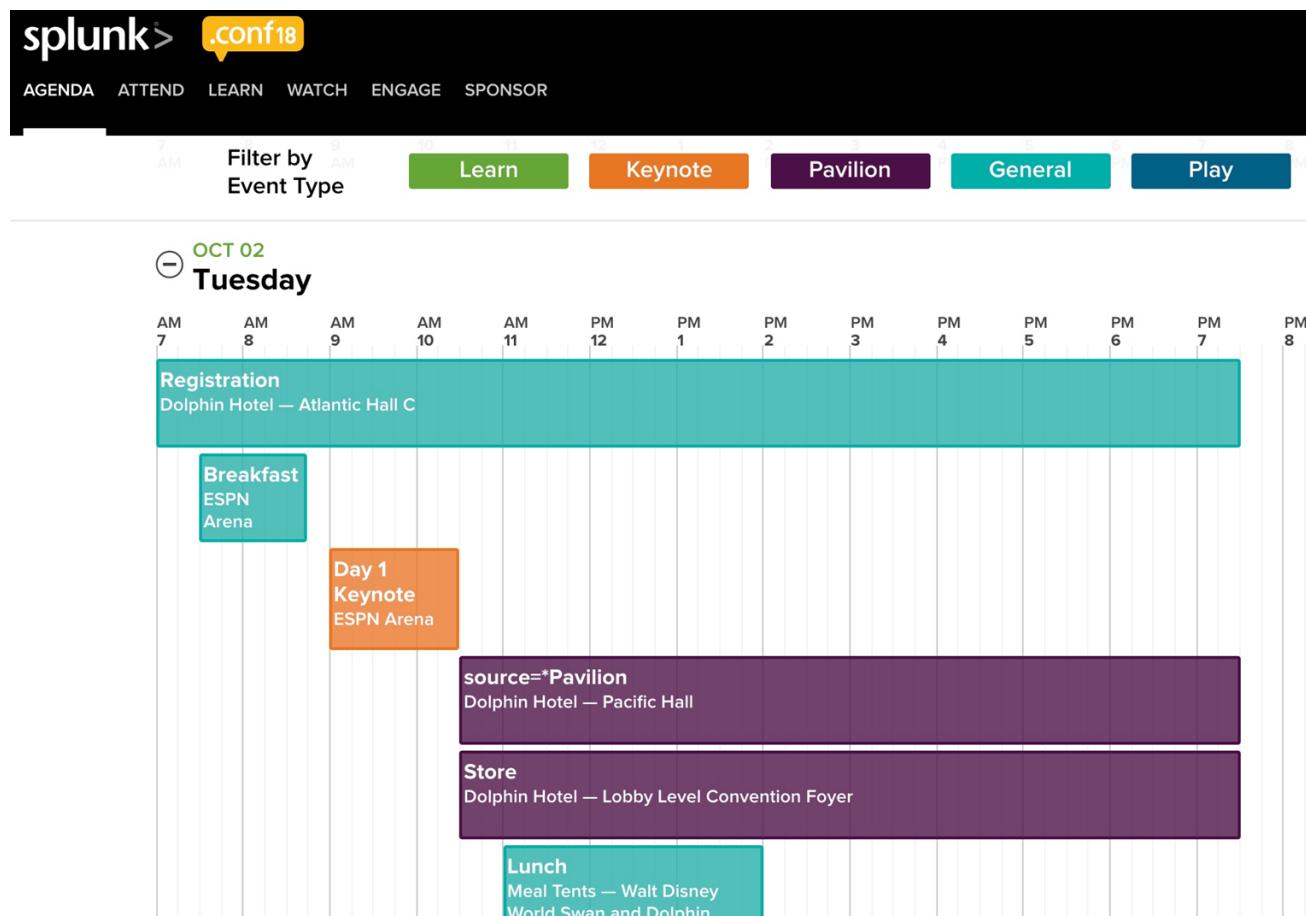


Bidding farewell until .conf19 in Las Vegas!



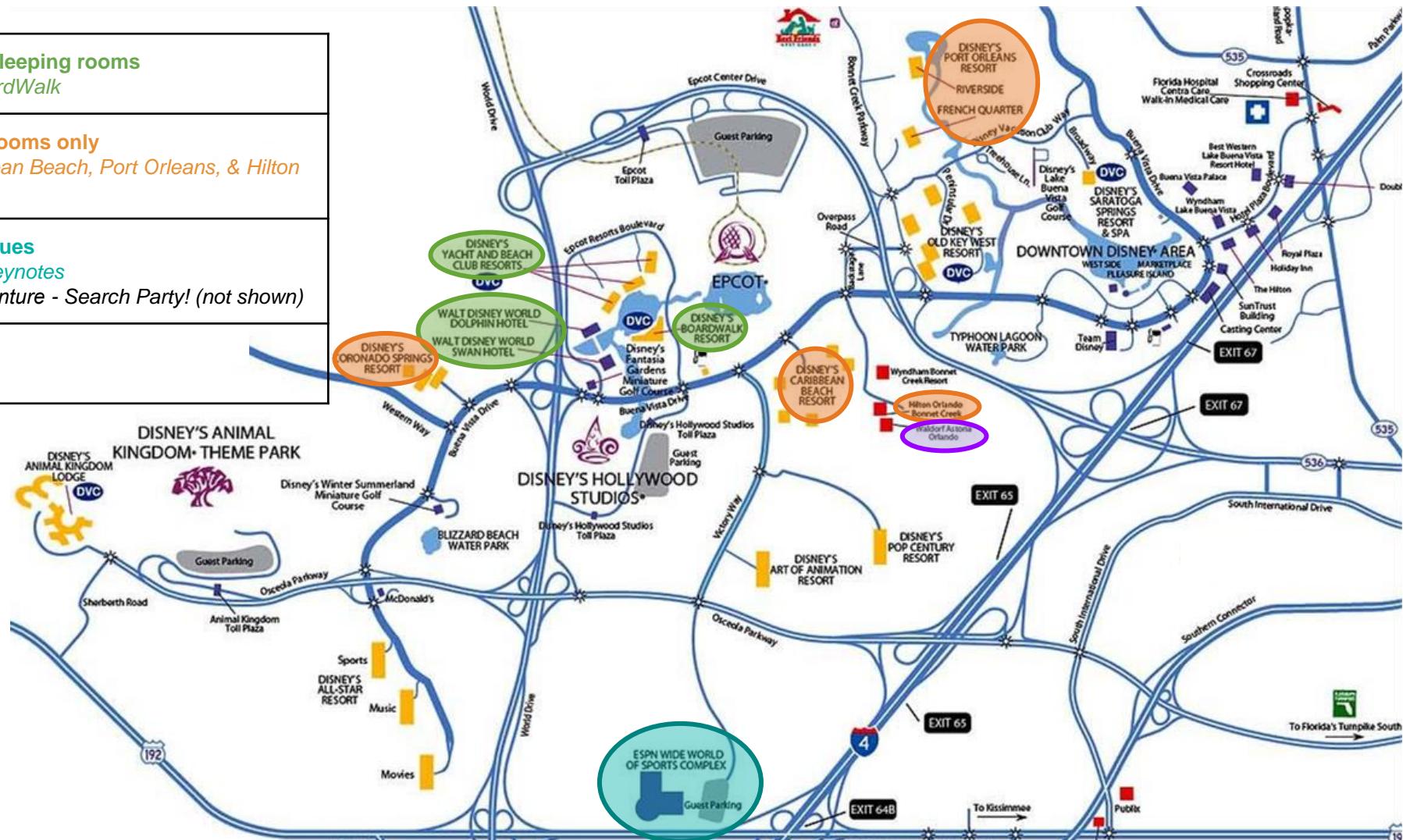
conf.Splunk.com Agenda

Interactive for your pleasure



Area Map

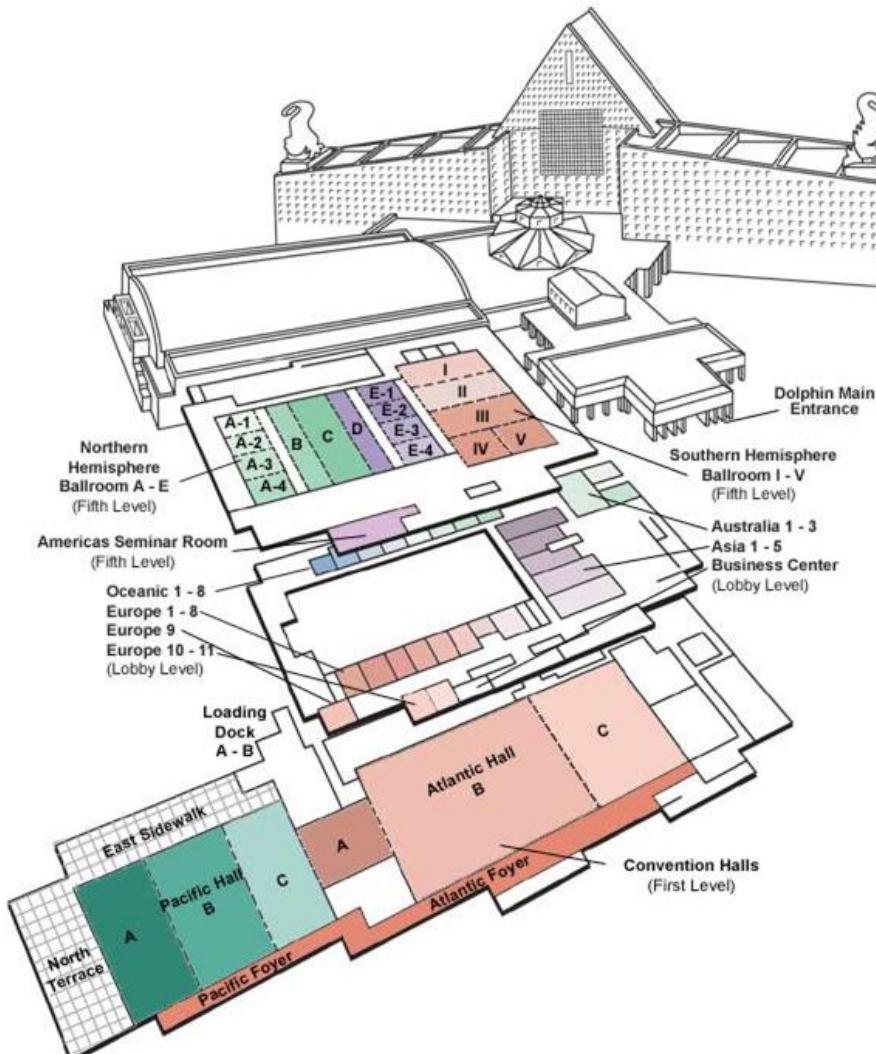
●	.conf18 Hotel - events + sleeping rooms Swan, Dolphin, Yacht, BoardWalk
●	.conf18 Hotel - sleeping rooms only Coronado Springs, Caribbean Beach, Port Orleans, & Hilton Bonnet Creek
●	.conf18 Offsite Event Venues ESPN Sports Complex - Keynotes Universal's Islands of Adventure - Search Party! (not shown)
●	Executive Summit Hotel Waldorf Astoria



Main Campus Map



Dolphin



Level 5

- BOTS/BOTN (Monday PM)
- IoT Super Session (Tuesday AM)
- Breakout Sessions (Tuesday-Thursday)

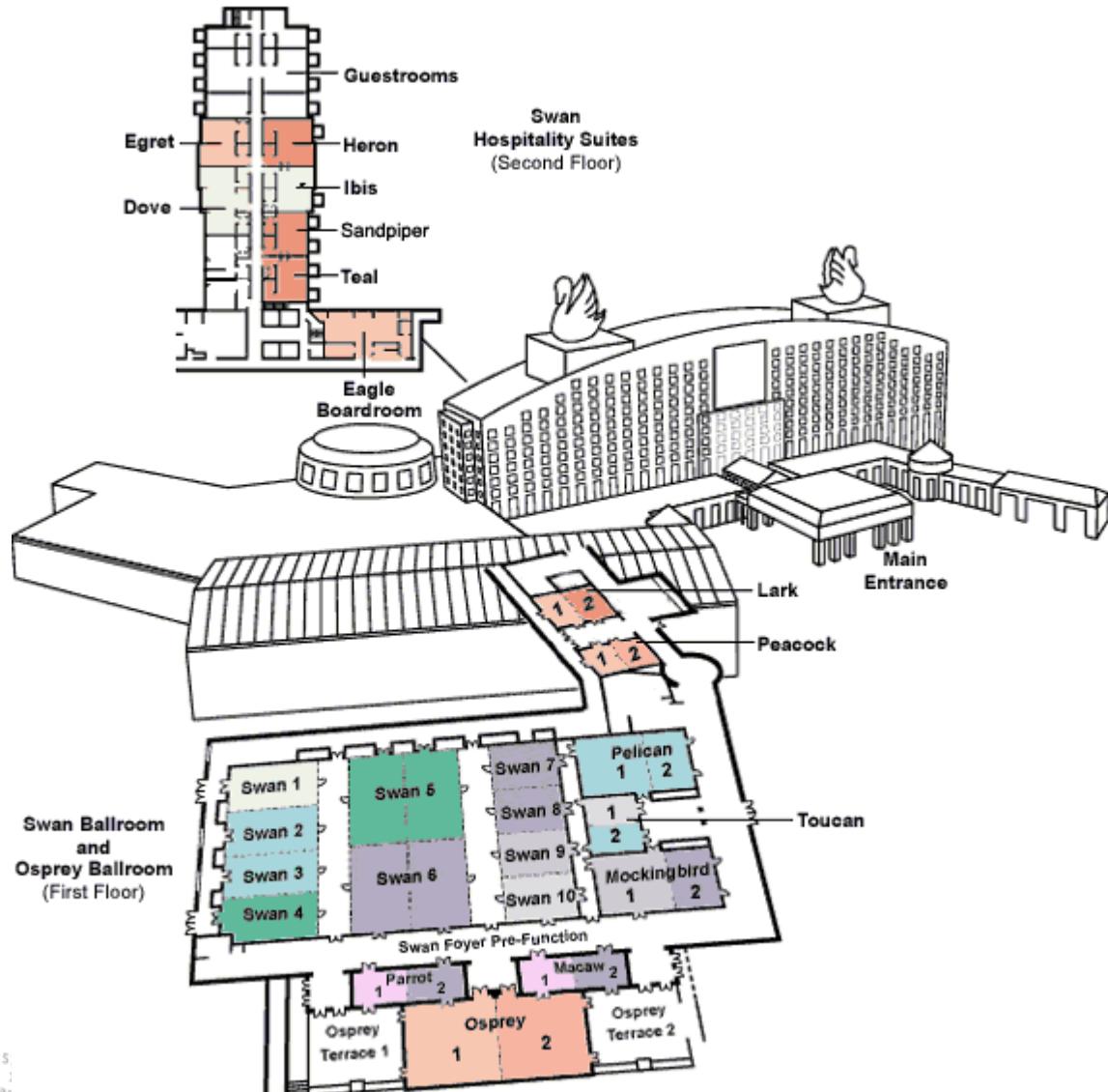
Level 3 (Lobby Level)

- Splunk Store
- Innovation Labs
- Sales Meeting Rooms
- Multi-Faith Room
- Speaker Support Room

Level 1 (Lower Level)

- Registration (Monday-Thursday)
- source=*Pavilion
- Lot B Meal Tent (outside)

Swan

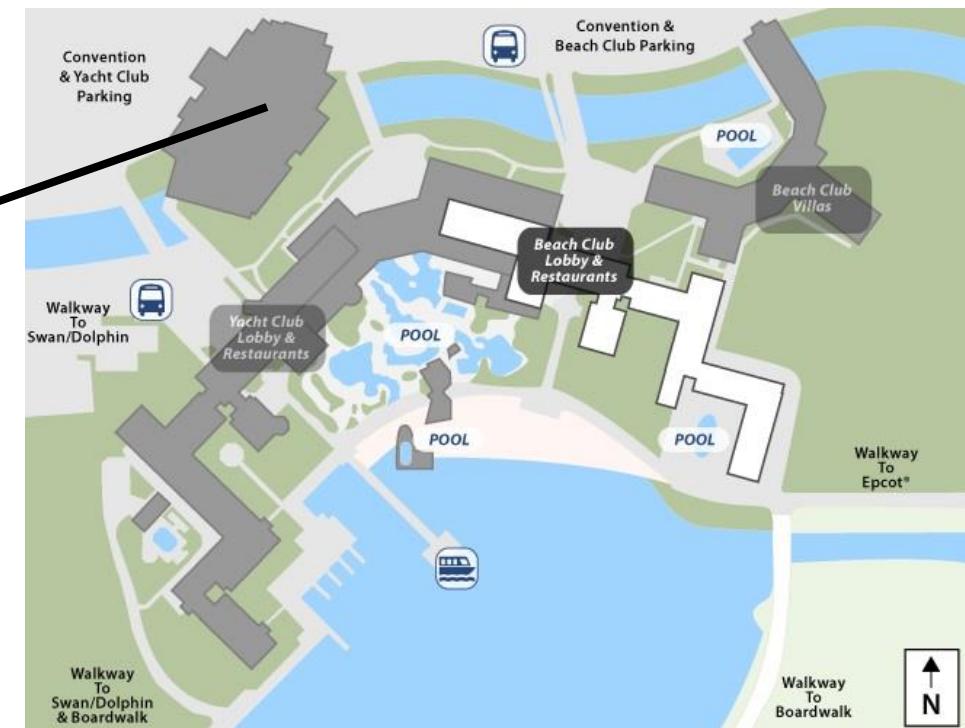
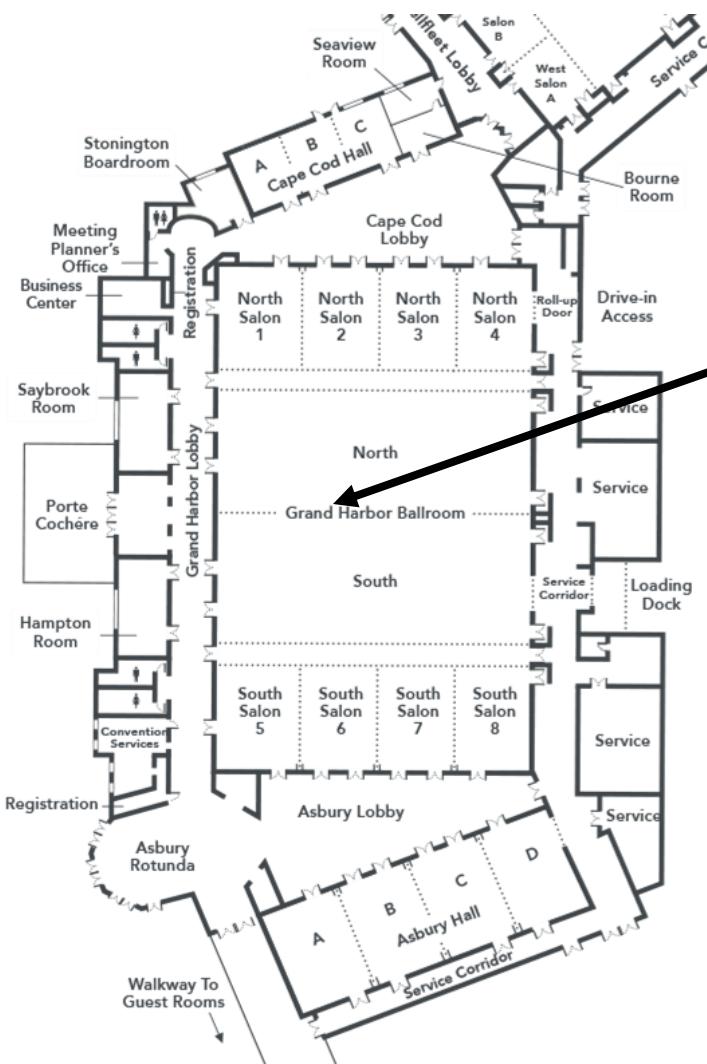


Level 1 (Lobby Level)

- Splunk University (Saturday-Monday)
- IT Super Session (Tuesday AM)
- Breakout Sessions (Tuesday-Thursday)
- Swan Terrace Meal Tent (outside)
- Mother's Room

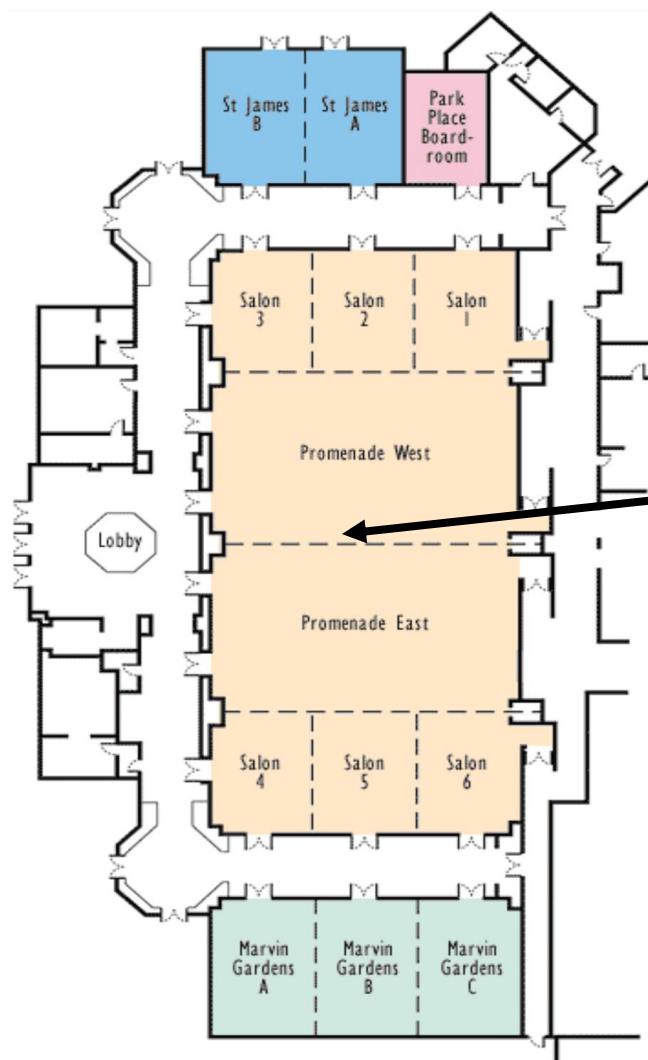
Yacht Club

- Certification Testing Center (Monday-Thursday)
- Security Super Session (Tuesday AM)
- Breakout Sessions (Tuesday-Thursday)



BoardWalk Inn

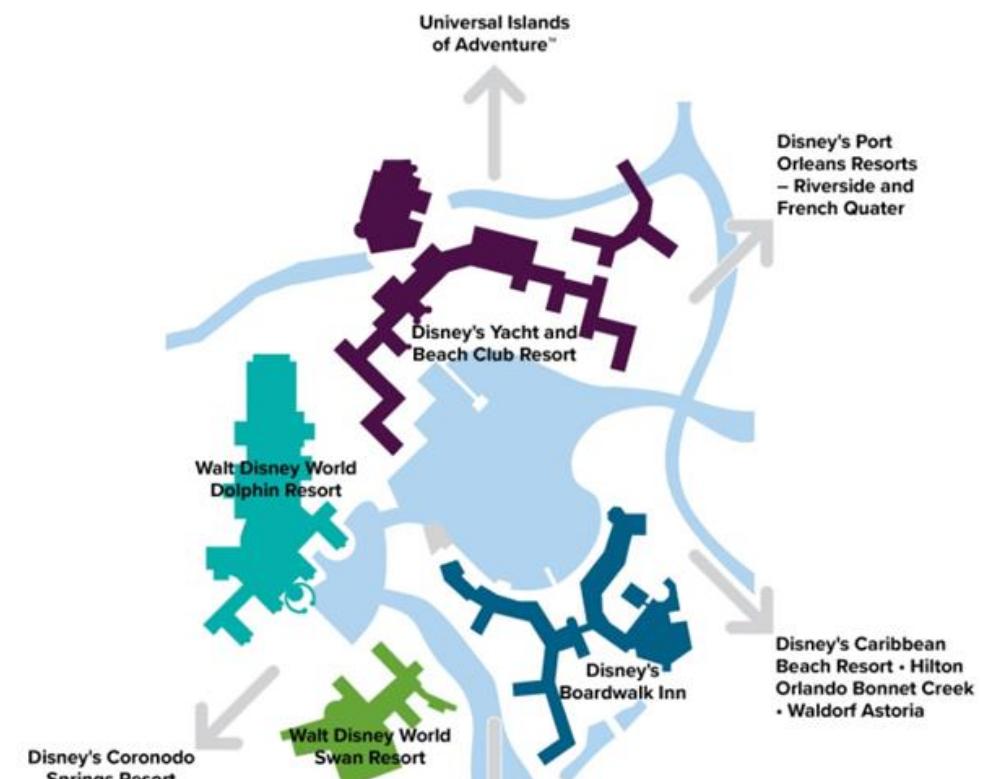
- Breakout Sessions (Tuesday-Thursday)



.conf18 Shuttle Situation

FROM

	Walt Disney World Dolphin Resort	Walt Disney World Swan Resort	Disney's Yacht and Beach Club Resort	Disney's Boardwalk Inn
Walt Disney World Dolphin Resort	5 min 3 min	5 min 11 min	15 min 13 min	
Walt Disney World Swan Resort	20 min 3 min	15 min 12 min	5 min 10 min	
Disney's Yacht and Beach Club Resort	5 min 11 min	10 min 12 min	10 min 10 min	
Disney's Boardwalk Inn	15 min	5 min	10 min	



* Note: Full shuttle detail, including operating times, will be posted on the .conf Hotel and Travel page: <https://conf.splunk.com/attend/hotel-and-travel.html>

Additional .conf18 Transportation Options

- ▶ Golf Carts
- ▶ Pedicabs/Rickshaws
 - Sponsored by



- ▶ Resort Shuttle
- ▶ Water Taxi
- ▶ Feet!!



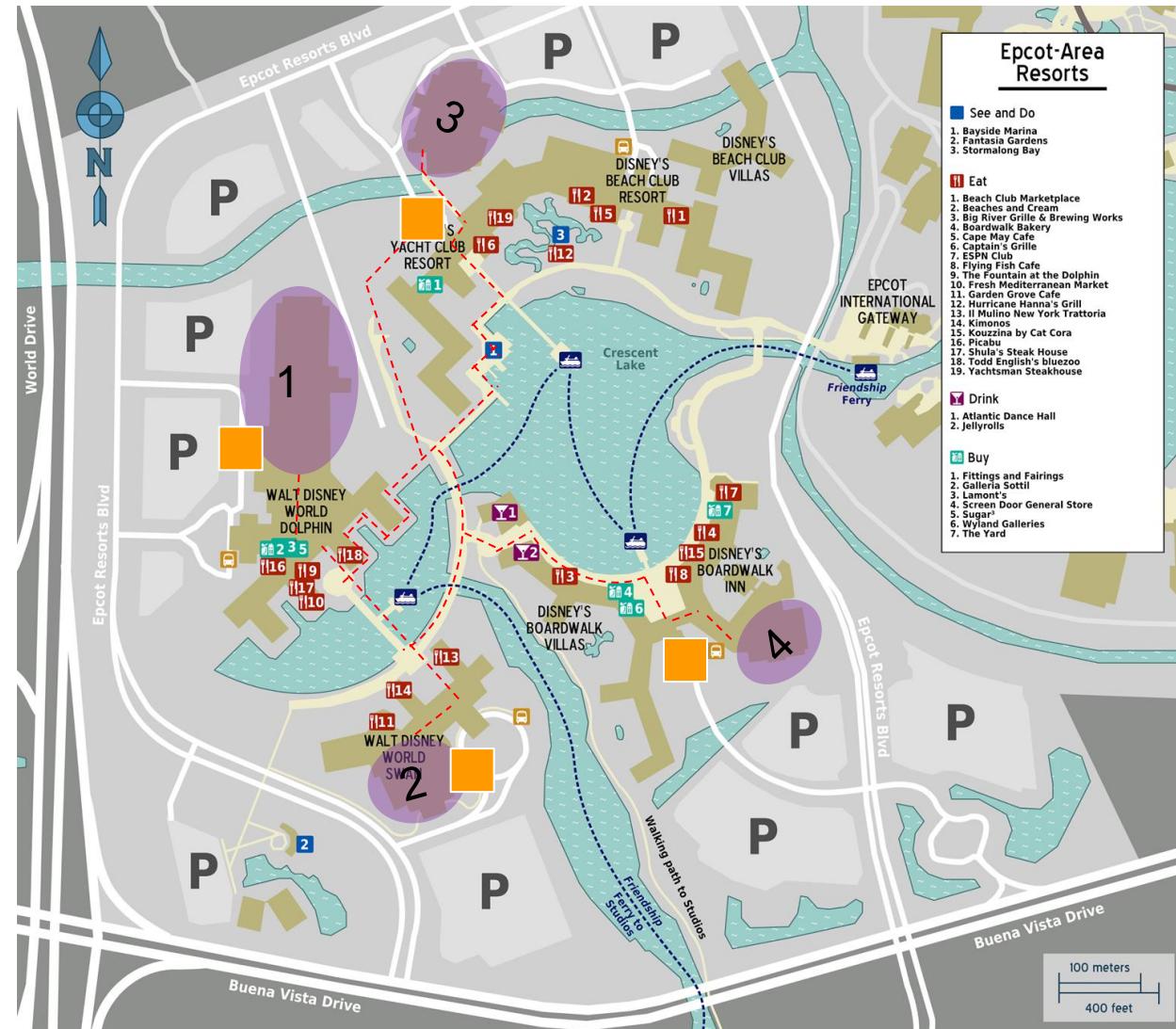
Main Campus Map

1. Dolphin
2. Swan
3. Yacht
4. BoardWalk

Walking Route

Ferry Route

Shuttle Stop



Content

The Reason We Are All Here

General Sessions

Each day starts at 9am at ESPN Arena

Tuesday, October 2

Visionary and Roadmap Keynote

- Doug Merritt, President and CEO, Splunk Inc
- Tim Tully, Senior Vice President, CTO, Splunk Inc



Wednesday, October 3

Product and Technology Keynote

Thursday, October 4

- “Fireside Chat” between Susan St. Ledger, President, Worldwide Field Operations, Splunk Inc and Steve Wozniak, Woz.
- Submit your questions!

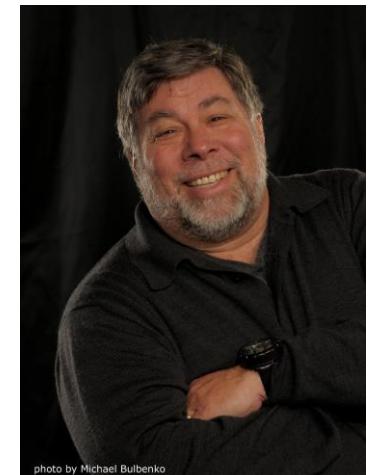


photo by Michael Bulbenko

Super Sessions

Tuesday, October 2, 11:30 a.m.

IoT with Ammar Maraga

Dolphin, Northern Hemisphere B-C

IT, OT, and IoT – the Trifecta Convergence and its Impact on Operations and Industrial Security

- Splunk Partner Accenture
 - Splunk Customers Shaw Industries and Porsche

Security with Haiyan Song

Yacht, Grand Harbor Ballroom

Splunk Security Vision and Roadmap

- Haiyan Song, SVP &GM of Security Markets, Splunk Inc
 - Oliver Friedrichs, VP Security Automation and Orchestration, Splunk Inc
 - Karthik Kannan, Head of Behavioral Analytics, Splunk Inc

IT Ops with Rick Fitz

Swan, Swan Ballroom 1-10

Transforming to New IT with Splunk

- Rick Fitz, SVP & GM, IT Markets, Splunk Inc

Breakout Sessions

- More than 300 sessions across 4 properties
 - 30 minute window for transferring between breakout sessions,
 - 10 min window for theater sessions
- Session Scheduler
- All breakouts are audio/slide recorded
 - NEW! The Top 10 sessions will be available at the Replay Bar
- 170 customer company speakers



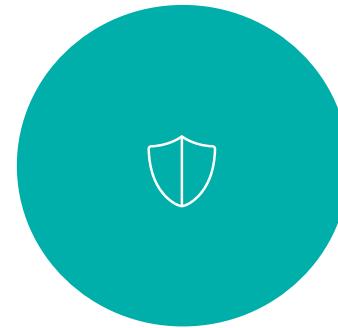
Foundations/
Platform



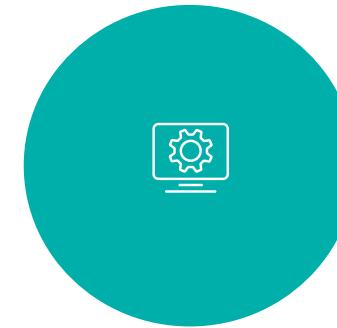
Business
Analytics



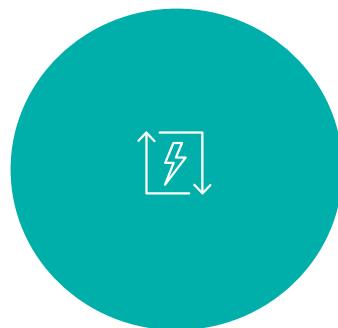
Internet of
Things



Security,
Compliance,
& Fraud



IT
Operations



Developer

Session Scheduler



Content Overview Session Catalog Keynotes Splunk University

Catalog

Sign In

FILTERS

CLEAR Search by Keyword **SEARCH**

Track **Developer** x Skill Level **Beginner** x

1 to 1 of 1 results found

Beginner **Developer**

DEV1040 - Become a Splunk Token Master

SCHEDULE

Thursday, Oct 04, 11:00 a.m. - 11:45 a.m. | NORTHERN HEMISPHERE E3-4 (DOLPHIN)

SPEAKERS

Michael Deane, Engineer, Red Alpha

Not long after building my first Splunk dashboard, I discovered that user interactivity and responsiveness to user selections required some extra effort on my part. As design and development of applications progressed, I recognized some clear boundaries between elements of the Splunk toolset. The first boundary is when the limits of SimpleXML require you to introduce tokens into the application. The second boundary is when SimpleXML and tokens prove unsatisfactory. The third boundary is wher

20:20 ↗

Schedule

OCTOBER	Tue 2	Wed 3	Thu 4
All	Developer	IT Operations	Business Analytics
Oct 04, 11:00 – 11:45	REGISTRATION REQ		
Become a Splunk Token Master	NORTHERN HEMISPHERE E3-4 (DOLPHIN)		
Oct 04, 12:15 – 13:00	REGISTRATION REQ		
Beyond Cool Dashboards and Fancy Visualizations — Splunk as Full Stack Appli...	SOUTHERN HEMISPHERE 2 (DOLPHIN)		
Oct 04, 13:30 – 14:15	REGISTRATION REQ		
Exciting, To-Be-Announced Developer Session	NORTHERN HEMISPHERE A1-2 (DOLPHIN)		
Oct 04, 13:30 – 14:15	REGISTRATION REQ		
Splunk Web and Mobile Insights: Make Your App Stand Out	SOUTHERN HEMISPHERE 4 (DOLPHIN)		

20:21 ↗

Schedule

OCTOBER	Tue 2	Wed 3	Thu 4
All	Developer	IT Operations	Business Analytics
Oct 04, 11:00 – 11:45	REGISTRATION REQ		
Become a Splunk Token Master	NORTHERN HEMISPHERE E3-4 (DOLPHIN)		
Oct 04, 12:15 – 13:00	REGISTRATION REQ		
Beyond Cool Dashboards and Fancy Visualizations — Splunk as Full Stack Appli...	SOUTHERN HEMISPHERE 2 (DOLPHIN)		

Registration
Would you like to register for a spot for this session?

Cancel **Register**

20:21 ↗

My Agenda

MON OCTOBER 1	
16:00 – 17:00	REGISTERED
First Timer Orientation	NORTHERN HEMISPHERE B-C (DOLPHIN)
17:00 – 19:00	
TUE OCTOBER 2	
09:00 – 10:30	REGISTERED
Visionary and Roadmap Keynote	ESPN Wide World of Sports
17:30 – 19:30	

Filter On

TUE OCTOBER 2	
09:00 – 10:30	REGISTERED
Visionary and Roadmap Keynote	ESPN Wide World of Sports
17:30 – 19:30	
Pub Crawl	source="Pavilion"

Brain Still Not Full?

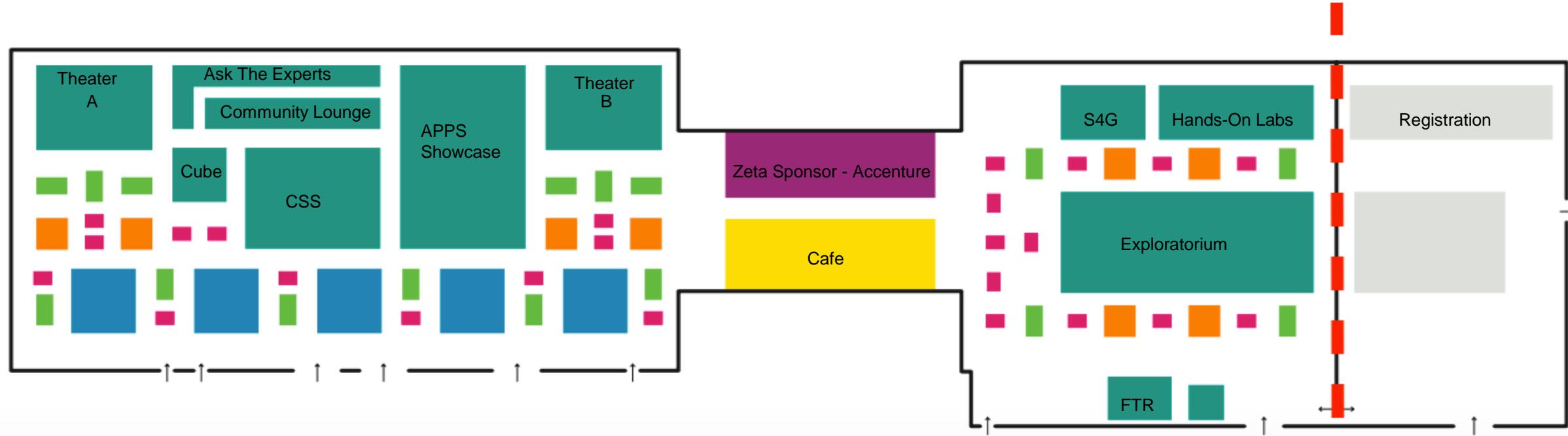
Here are more ways to fill it

- ▶ Ask the Experts – Pacific Hall – Dolphin
 - 1:1 meetings
 - Walk-ups encouraged!
- ▶ Hands-on Labs – Atlantic Hall – Dolphin
 - Expert Led and Self Paced
 - Can be found in scheduler
- ▶ Replay Bar – NEW – Atlantic Hall – Dolphin
 - Top 10 Sessions of prior day
- ▶ Certifications – Cape Cod – Yacht and Beach
 - <https://home.pearsonvue.com/splunk/conf>
- ▶ Community Lounge – Pacific Hall – Dolphin
 - Answers, User Groups, SplunkTrust, BucketList
- ▶ University – Next year!!

Additional Programming

What Are source=*Pavilion?

source=*Pavilion



- ▶ Theaters
 - 20 minute sessions (available in scheduler)
 - ▶ Ask The Experts
 - Attendee scheduler closing EOD. Any requests not made today will have to be scheduled as a walkup onsite.
 - ▶ Community Lounge
 - ▶ Splunk4Good
 - Rise Against Hunger event Wednesday 11-2
 - ▶ Hands-On Labs
 - Hands-on training content available both self-paced and instructor led.
- Session Replay Lounge

- ▶ Customer Success Studio
 - Sit back, relax, and chart out your adoption journey
- ▶ Apps Showcase
 - 32 booths aligning to content tracks
- ▶ Exploratorium
 - Dashboard Control Room
 - Gamer Lounge
 - Science Sandbox
- ▶ First Time Run (FTR)
 - Get help building your schedule and take some tours of the Pavilion

Sponsor Key

■	MEGA
■	GIGA
■	TERA
■	PETA
■	ZETTA

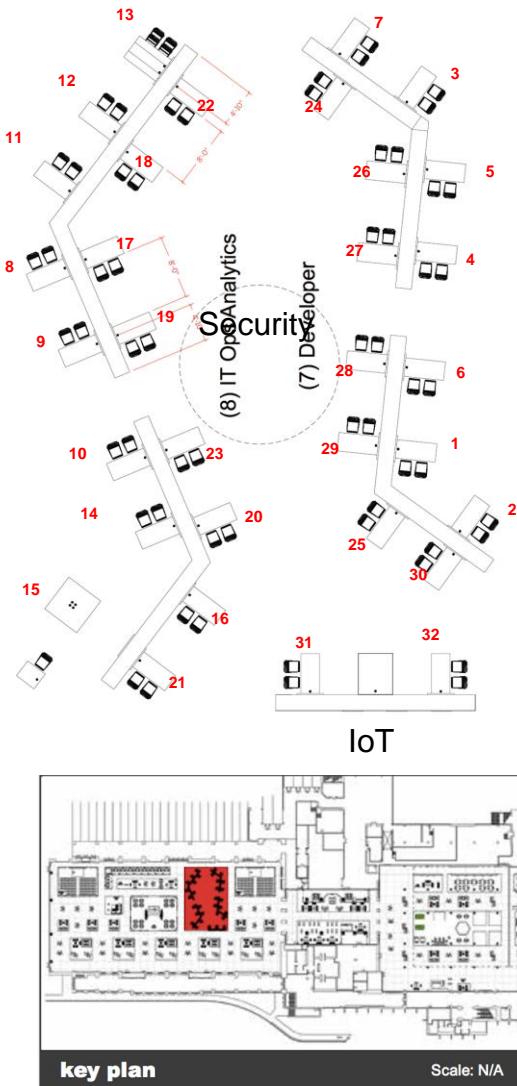
.conf18 Sponsors



splunk> .conf18

Splunk Apps Showcase

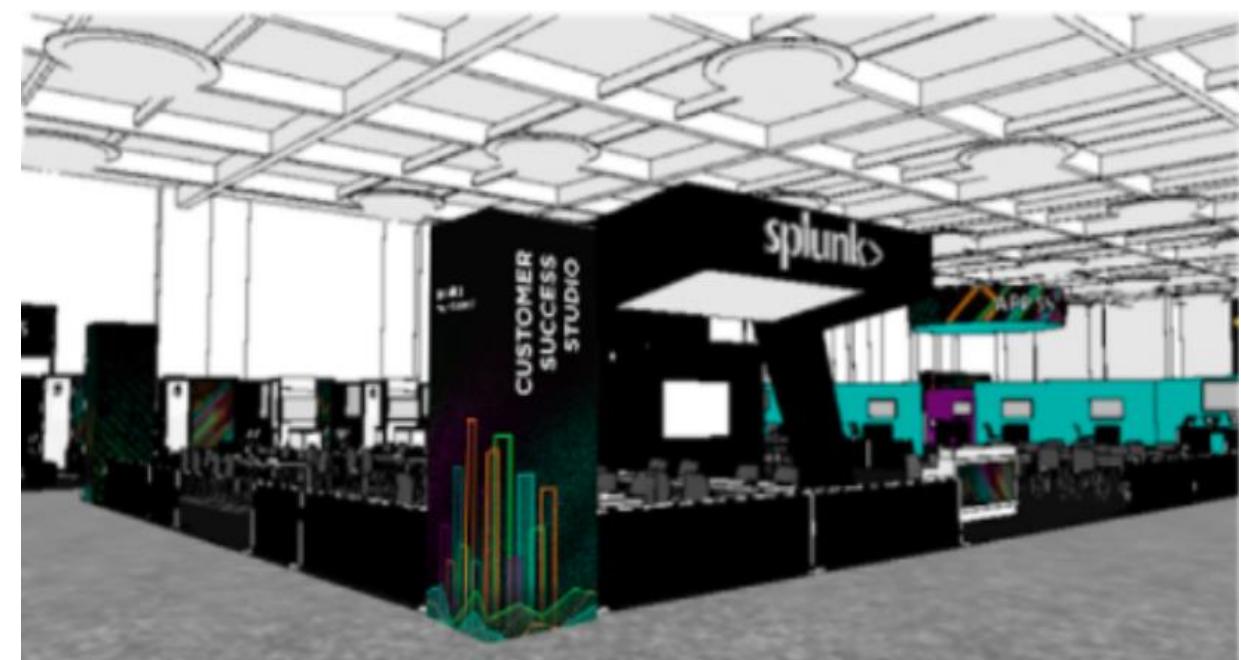
- ▶ Apps Showcase
 - 32 booths
 - (7) Security
 - (8) Foundations
 - (8) IT Ops + BA
 - (7) Developer
 - (2) IoT



Booth #	Area
1	Security
2	Security
3	Security
4	Security
5	Security
6	Security
7	Security
8	Foundations & Platform
9	Foundations & Platform
10	Foundations & Platform
11	Foundations & Platform
12	Foundations & Platform
13	Foundations & Platform
14	Foundations & Platform
15	Foundations & Platform
16	IT Ops + BA
17	IT Ops + BA
18	IT Ops + BA
19	IT Ops + BA
20	IT Ops + BA
21	IT Ops + BA
22	IT Ops + BA
23	IT Ops + BA
24	Dev Zone
25	Dev Zone
26	Dev Zone
27	Dev Zone
28	Dev Zone
29	Dev Zone
30	Dev Zone
31	IoT
32	IoT

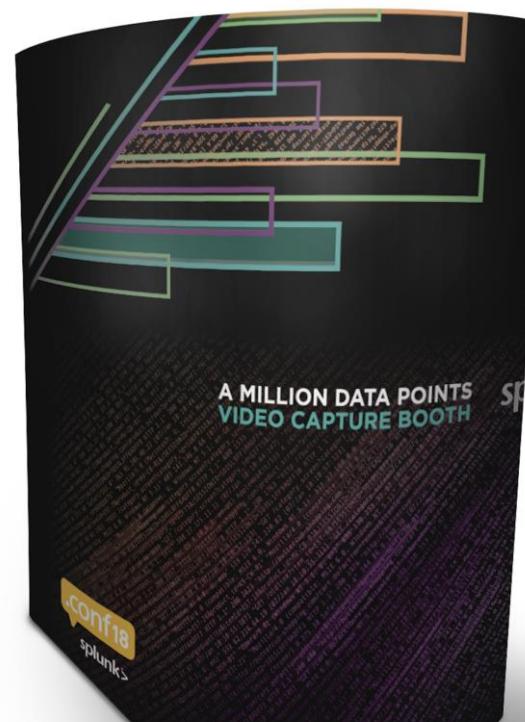
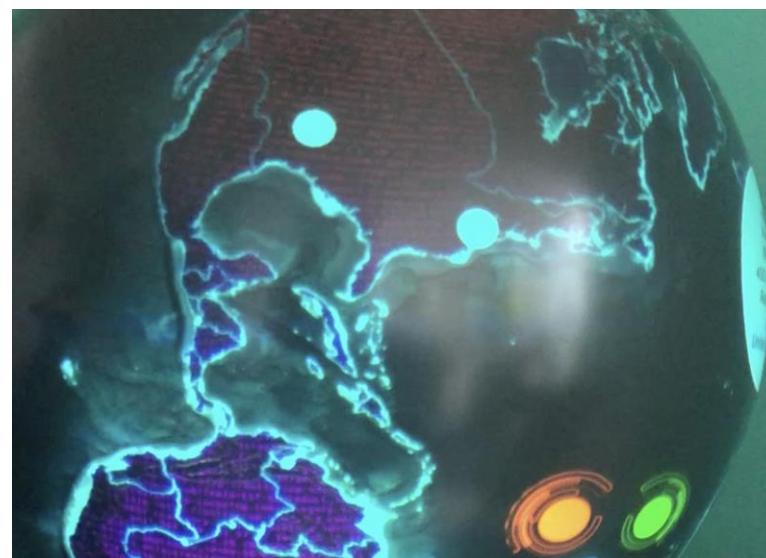
Customer Success Studio

- ▶ Customer Success Studio (CSS)
 - Welcome Desk + 4 Booths
 - Architecture
 - SEs & Specialists
 - Professional Services
 - Engagement
 - Support



Additional Attendee Activations

- ▶ Diversity and Inclusion Video Booth #Milliondatapoints
 - ▶ World of Data
 - ▶ Take a Ride on Buttercup GIF station



.conf18 Social/Networking Events

The REAL Reason We Are All Here

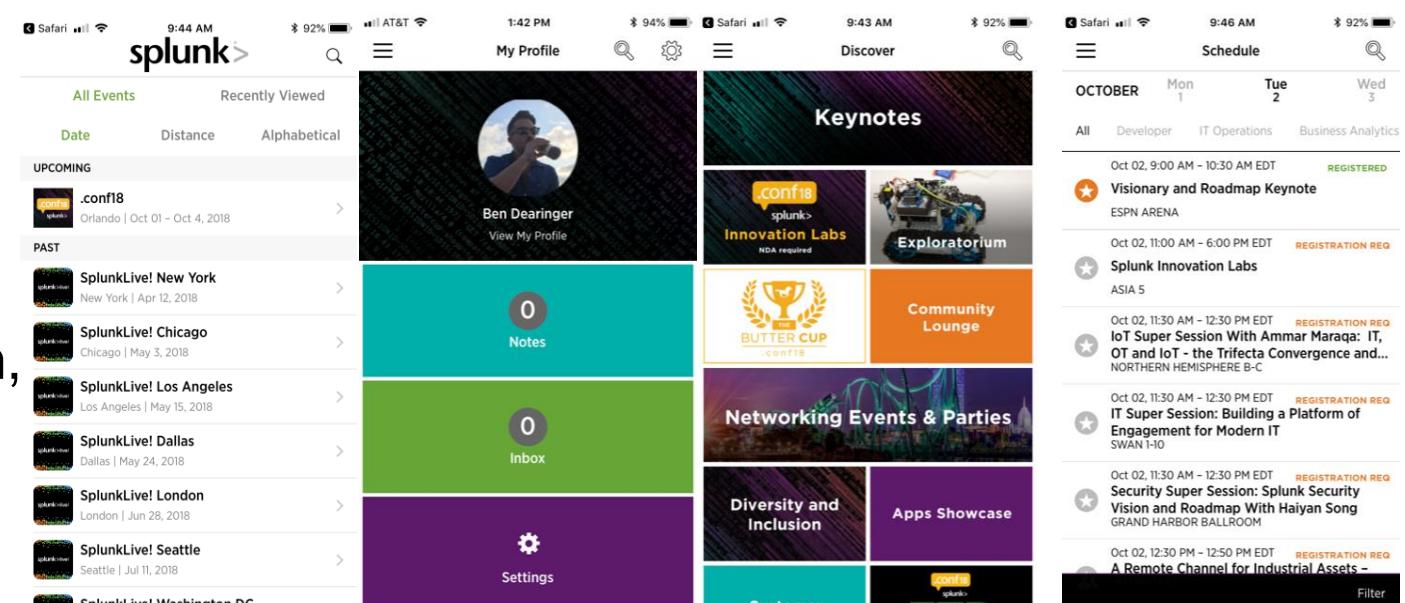
- ▶ Monday
 - Welcome Soiree
 - Trust Induction Ceremony and Revolution Award
 - ▶ Tuesday
 - source=*Pavilion Pub Crawl
 - ▶ Wednesday
 - Search Party! at Universal's Islands of Adventure
 - Be prepared for a security check
 - BRING YOUR BADGE! No badge = no entry



.conf18 Mobile App

More info than I can give!

- ▶ Apple Store or Google Play Store
 - Search "Splunk Events"
 - Delete and re-up if you already had it
 - Login using .conf18 credentials
- ▶ Navigate using 3D maps
 - Zoom in!
- ▶ Connect with other Attendees
 - Opt in
- ▶ Review and adjust your agenda
 - Includes Speakers and Sponsors
- ▶ Participate in Keynote Activations
- ▶ The Butter-CUP
- ▶ Discover, Resources, Activity Stream, Sponsors, Speakers



splunk® .conf18

Diversity in Technology

- ▶ Nine DiT Sessions across three days
 - Search by FND in Catalog
 - ▶ Million Data Points
 - Dolphin, 5th Floor
 - Video Capture Booth
 - ▶ Limited Opportunity!

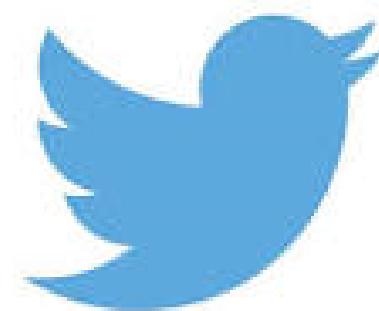


Splunk4Good

- ▶ Splunk4Good Booth
- ▶ Rise Against Hunger
 - Wednesday
 - 11am to 2pm
 - Dolphin, Atlantic Hall
 - Kitting 100,000 meals!
 - Sign up in Scheduler
- ▶ Theater Sessions



Social Media



@Splunk
#splunkconf18



Splunk



Splunk
#splunkconf18

Final Bits of Data

Critical Hoodie info!

What else?

- ▶ SWAG
 - Backpack, Water Bottle, Hoodies, T-shirts
- ▶ Meals
 - Breakfast – ESPN Arena
 - Lunch – Tents
- ▶ Temp Staff
- ▶ Badges
- ▶ Incident Reporting
 - +1.833.792.8215 | GSCC@Splunk.com
- ▶ EMT
 - Dolphin, Level 3, Outside Asia 5
- ▶ Weather
- ▶ Buttercup....



BUTTERCUP!!



Still Have Questions?

What the What?



Thank You

Don't forget to **rate this session**
in the **.conf18** mobile app

