Goal of this document is to create an RFP that customers can use to prepare their applications for the grant funding of a program aimed at executing a Tableau Day.

Blueprint Grant: BP-20-012-TD

Grant Title: Tableau Day

Blueprint Pillar: Community

Subcategory: Communication

Estimated Total Program Funding:

Status:

Unapproved/ Forecasted

Award Ceiling:

To be communicated at a later date

Award Floor:

To be communicated at a later date

What you get:

1. Food for large in-person events
2. Swag to support speakers and presenters
3. 1 - 3 Expert presentations depending on size of audience
4. Executives and experts to connect with your executives and conduct round-table executive conversations
5. ... and more

Resource Opportunity Number:

BP-20-012-TD

Resource Opportunity Title:

Tableau Day

Opportunity Category:

Original Closing Date for Applications:

Dec 31, 2020

Current Closing Date for Applications:

Dec 31, 2020

Funding Instrument Type:

Discretionary

Grant

Category of Funding Activity:

Agility

Cost Sharing or Matching Requirement:

No

Expected Number of Awards:

5

Application Required:

Yes

Posted Date:

Aug 25, 2020

Version:

Synopsis 1

Last Updated Date:

Aug 25, 2020

Blueprint Value Number(s):

1.005 -- Programs to Establish & Improve Community Communication

Eligibility

Eligible Applicants:

Others (see text field entitled "Additional Information on Eligibility" for clarification)

Additional Information on Eligibility:

• CSM Support Customer Accounts

Program Description:

Tableau Day - What Is It?

The Tableau Day

What is a Tableau Day?

Tableau Days are company-hosted events that are great for nurturing relationships between different Tableau teams & users. Tableau provides speakers who lead the group through a demo, hands-on training, a Q&A, or other combinations of content. Tableau Days are good for engaging current Tableau users but should include attendance from non-users interested in learning how peers use Tableau as well.

Types of Tableau Days

To ensure a high quality event we follow a defined 6-8 week process outlining key steps and responsibilities for planning a successful Tableau Day. For larger more complex events, 10 weeks or more is needed. For instance, if your event is larger than 100 attendees, your Tableau representative will first need to reach out to the Field Marketing & Event Planning teams before committing to a date.

What Tableau Provides

- Speakers for breakout sessions or keynotes upon request
- Prepackaged content and materials including agendas and format can be requested
- Campaign tracking registration pages can be created for the event
- Swag can be ordered by AE or CSM, if budget allows

What we need from you

- Lead the event planning process, maybe even get onstage and welcome everyone to the event
- Coordinate internal speakers willing to share their cool use of Tableau or a new Tableau related idea that can be leveraged by others to drive value
- Connect with facility services and request a space large enough to house everyone as well as any breakout room you would like to include
- Send out emails to everyone inviting them to the Tableau Day and informing how they can register
- Attend Biweekly or Weekly calls to help plan the event

The first meeting with the Tableau team will cover...

1. What are the goals of the Tableau Day?

2. What are your expectations?
3. Specific Region/Business Unit Targeted?
4. Logistics?
5. Date?
6. Target audience?
7. Possible agenda items

Your Tableau Day agenda may look like the following but can be a half day event or two full days even...

	A	B	C	D	E
1	Time		Location	Audience	Title
2	9:00 am	30min	-		Registration
3	9:30 am	5min	Auditorium	All	Executive Kickoff
4	9:35 am	15min	Auditorium	All	Internal: Presentation
5	9:50 am	30min	Auditorium	All	Internal: Presentation
6	10:20 am	10min			Break
7	10:30 am	30min	Auditorium	All	Internal: Presentation
8	11:00 am	60min	Auditorium	All	Tableau: Tableau Roadmap
9	12:00 pm	60min			Lunch
10	1:00 am	50min	Auditorium	New	Tableau: Beautiful Science of Visualizations
11	1:00 am	50min	Breakout 1	Existing	Dashboard Optimization
12	1:50 am	10min			Break
13	2:00 am	50min	Auditorium	New	Tableau: Tableau 101
14	2:00 am	50min	Breakout 1	Existing	Tableau: Mapping
15	2:50 am	10min			Break
16	3:00 am	50min	Auditorium	New	Tableau: Where Is Will – Data Discovery Techniques
17	3:00 am	50min	Breakout 1	Existing	Tableau: Set Actions & More
18	3:50 am	10min			Break
19	4:00 am	50min	Auditorium	All	Tableau: Tableau Prep + Ask Data
20	4:00 am	50min	Breakout 1	Executives	Tableau: Executive Roundtable

Link to Additional Information:

https://help.tableau.com/current/blueprint/en-us/bp_internal_tableau_activities.htm

Grantor Contact Information:

If you have difficulty accessing the full announcement electronically, please contact: ggani@tableau.com