Customer Success Grant - Tableau Day

Grant Details

Goal of this document is to outline program details, grant requirements and any expectations of applicants that you can also use to prepare your application to request resources & support.

What You Get

- Presenters for breakout sessions or keynotes, upon request
- Swag to support speakers and presenters
- Food for the event, if appropriate
- Support with your agenda development
- Prepackaged content and materials, including agendas and a choice of meeting format
- Campaign tracking registration pages for your event, if appropriate
- more!

What You Gain

- Establishing a forum for new and current Tableau users to exchange ideas
- Tapping into the minds of Executives and Experts as they conduct your Roundtable conversations
- A platform to drive analytical messaging and share critical learning
- more!

Today vs. Future State

Today, there are two groups of PEOPLE… those who are currently using Tableau, and those who aren't. We look to bring together those two groups in one location so that they can share their ideas and critical learnings developed across the different businesses and silos in our organizations. The goal is to have a proliferation of information and the break down the barriers to sharing these important knowledge bases.

Program Description

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.

How It Works

What we need from you:

- Lead the event planning process, maybe even get onstage and welcome everyone to your event
- Coordinate internal speakers willing to share their unique use of Tableau or a new Tableau related idea that can be leveraged by others to drive value
- Request a space large enough at the facility, to house everyone, as well as any breakout room you would like to include
- Email blast 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

Program Example

The following are examples of microgrants that may be incorporated into your Tableau Day plans. Learning can ALWAYS be fun!

Use Case Contest Microgrant

This contest requires participants to complete a Use Case Form and submit it to a Judging Panel, made of up their peers. Once all submissions are in, a winner is chosen based off of who was able to produce the most value. You can have all types of use cases submitted, or you determine the theme, for example, most amount of money saved for the company, as criteria to submit a form. This will allow your attendees to have some fun AND provide a learning environment! More information is provided on our Customer Success Grant Website.'
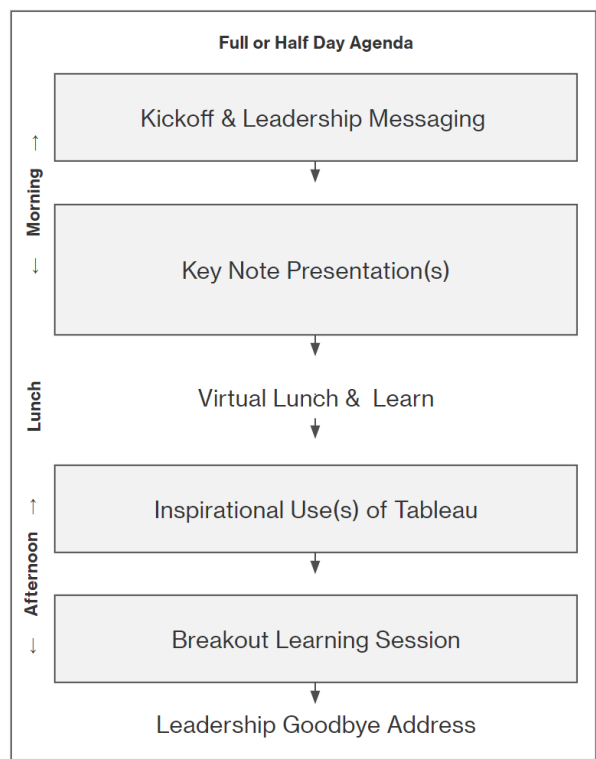
Kahoot! Learning Games Microgrant

Kahoot IT turns trivia into a fun, learning environment! Host your own Kahoots game at your conference, and watch the fun begin! Whether you have individual contestants, or break out into team groups, it is GAME ON! You can create your own game, or use one of the ones provided. These trivia games are used by all types of people, in all types of industries and will add some good-hearted fun and learning to your Tableau Day! For more information on how to run your own trivia game, visit our Customer Success Grant website.

Hackathon Microgrant

Let's get ready to RUMBLE!! When a team gets to collaborate and take every risk with no fear of defeat, there's no limit to what can be accomplished! This is a great way to break the ice between seasoned team members and newer team members, or people using Tableau vs. people who aren't. Nothing else matters in a Hackathon other than how creative you can be and how much you want to WIN! Each winner, whether individually, or as part of a team, will be rewarded! We can help you choose a theme, or some ideas to make your Hackathon exciting! Check out the Hackathon Microgrant on our Customer Success Grant website for more information.

Here is an example of what your Tableau Day agenda may look like. The event can also flex to a half day, or two day event, depending on your needs.

Full or Half Day Agenda

Morning
- Kickoff & Leadership Messaging
- Key Note Presentation(s)

Lunch
- Virtual Lunch & Learn

Afternoon
- Inspirational Use(s) of Tableau
- Breakout Learning Session

Leadership Goodbye Address

	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

		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 pm	50min	Auditorium	New	Tableau: Beautiful Science of Visualizations
11	1:50 pm	50min	Breakout 1	Existing	Dashboard Optimization
12	2:40 pm	10min			Break
13	2:50 pm	50min	Auditorium	New	Tableau: Tableau 101
14	3:40 pm	50min	Breakout 1	Existing	Tableau: Mapping
15	4:30 pm	10min			Break
16	4:40 pm	50min	Auditorium	New	Tableau: Where Is Will – Data Discovery Techniques
17	5:30 pm	50min	Breakout 1	Existing	Tableau: Set Actions & More
18	5:40 pm	10min			Break
19	5:50 pm	50min	Auditorium	All	Tableau: Tableau Prep + Ask Data
20	6:40 pm	50min	Breakout 1	Executives	Tableau: Executive Roundtable

Example of Tableau Day Fun

START HERE

Click here to start the process for your Tableau Day:
https://ggani-tableau.github.io/BlueprintGrant/BlueprintGrant_Application.html

Frequently Asked Questions

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

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Resource Opportunity Number:

BP-20-012-TD

Resource Opportunity Title:

Tableau Day

Supporting Blueprint Pillar:

Community

Subcategory:

Communication

Opportunity Category:

Discretionary

Category of Funding Activity:

Agility

Expected Number of Awards:

5

Version:

Synopsis 1

Blueprint Value Number(s):

1.005 - Programs to Establish & Improve Community Communication

Posted Date:

August 25, 2020

Last Updated Date:

November 11, 2020

Original Closing Date for Applications:

December 31, 2020

Current Closing Date for Applications:

December 31, 2020

Funding Instrument Type:

Grant

Cost Sharing or Matching Requirement:

No

Application Required:

Yes

Eligibility

Eligible Applicants:

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

Additional Information on Eligibility:

CSM Support Customer Accounts