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 which could include presentations by Tableau
- Prepackaged content and materials, including agendas and a choice of meeting format
- Campaign tracking registration pages for your event
- 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

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.

	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 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

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

Resource Opportunity Number:

BP-20-012-TD

Posted Date:

August 25, 2020

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

Last Updated Date:

August 25, 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