

Devrel

with Manga



Online first developer relations



PREVIOUSLY ON DEVREL MANGA

DevRel?

DEVREL (DEVELOPER RELATIONS)
IS A MARKETING STRATEGY

TO IMPROVE RELATIONSHIPS
WITH DEVELOPERS WHO USE
YOUR PRODUCTS AND SERVICES.



BY COVID-19,
IN-PERSON EVENTS
ARE DECREASING...

Wakaba-chan

DEVRELCON TOKYO2020 WAS
UNFORTUNATELY CANCELLED...

Taro

BUT
INSTEAD OF

DEVRELCON EARTH 2020
WAS HELD ONLINE!!

A screenshot of the DevRelCon Earth 2020 website. At the top, it says 'Videos from DevRelCon Earth'. Below are three video thumbnails:

- Argent Simmons** - Lending privilege, Engineering Coach Help Scout
- Jeff Mendecki, Jason Franssen, Umar Trigchki and Adam Hirschfeld** - Get hired in DevRel roundtable, Hiring round table
- Daniel Madalisto Phiri** - Supporting low resources regions with your dev rel strategy

At the bottom, there are three more video thumbnails:

- Anjuan Simmons** - Engineering Coach Help Scout
- Hiring round table**
- Daniel Madalisto Phiri** - Developer Relations Trapi

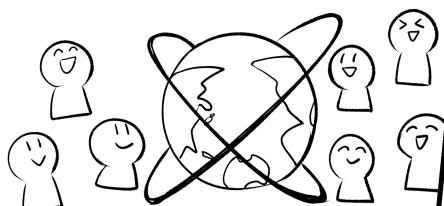
SPEAKERS FROM AROUND THE WORLD & COMMUNICATE WITH THEM!

ONLINE HAS
PROS & CONS.

FOR EXAMPLE,
FOR
PARTICIPANTS...

PROS

REGARDLESS OF LOCATION OR TIME,
WE CAN BE AT THE EVENT
FROM ANYWHERE!



YOU CAN GO BACK AND FORTH
BETWEEN MULTIPLE EVENTS.

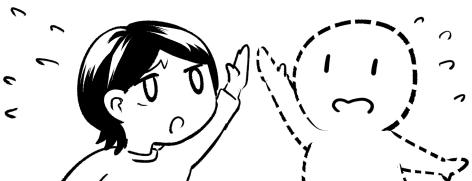


CONS

FEELING LESS INVOLVED IN THE
EVENT AND DIFFICULTY
CONCENTRATING.



THERE WILL BE FEWER CHANCE
INTERACTIONS, AND FEWER NEW
ENCOUNTERS AND STIMULATION.



I KNOW.

FROM AN EVENT
MANAGER'S
POINT OF VIEW...

NO NEED TO SECURE
A VENUE OR PREPARE
SNACKS AND DRINKS.

Atsushi

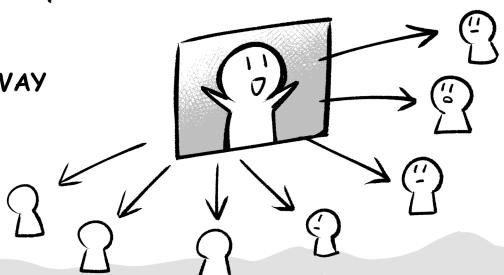
IS VERY
BIG MERITS.

BUT,

AT FIRST, WE HAD NO MUCH EXPERTISE IN ORGANIZING ONLINE EVENTS SO WE NEEDED MUCH TIME TO PREPARE.



IT TENDS TO BE A ONE-WAY PRESENTATION, MAKING IT DIFFICULT TO INTERACT WITH EACH OTHER...



THE THRESHOLD WAS LOWERED, SO NUMBER OF PARTICIPANTS INCREASED INITIALLY,

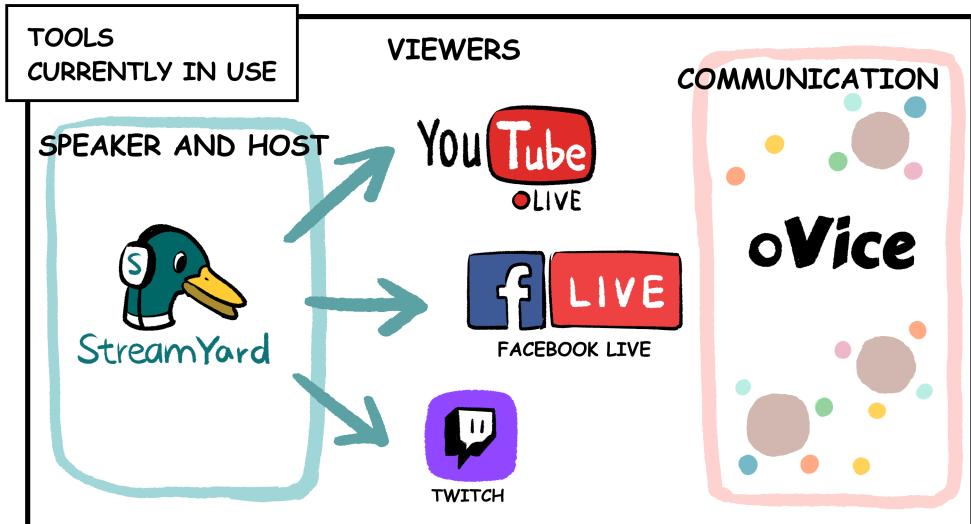
BUT THE RETENTION RATE WAS NO GOOD.



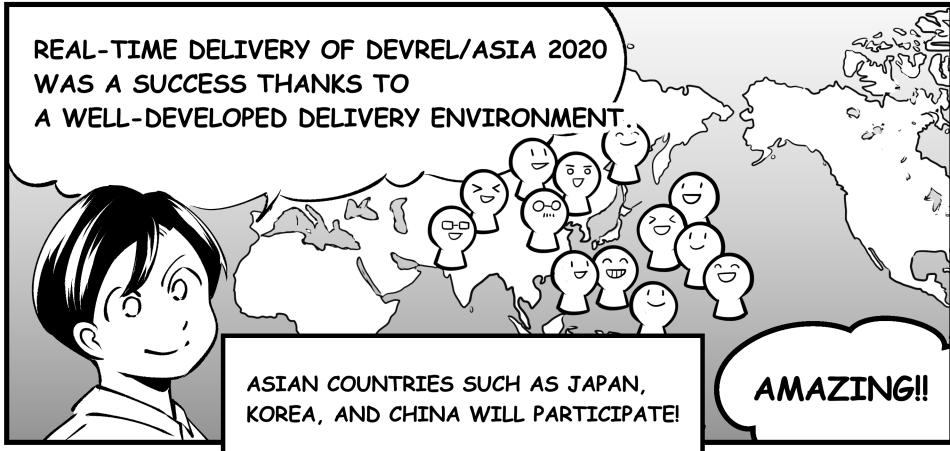
OH ...

THE ORGANIZERS HAVE SUCH A PROBLEM...

FIRST OF ALL,
WE PREPARED SOME EQUIPMENT
THAT STABILIZES
THE NETWORK SYSTEM
FOR A COMFORTABLE ENVIRONMENT
FOR THE PARTICIPANTS.



REAL-TIME DELIVERY OF DEVREL/ASIA 2020
WAS A SUCCESS THANKS TO
A WELL-DEVELOPED DELIVERY ENVIRONMENT.



THE SENSE OF PARTICIPATION AND THE CHANCE ENCOUNTERS WERE ACHIEVED BY GATHERING IN A VIRTUAL VENUE CALLED OVICE.



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IT IS NOT THE STRONGEST OF THE SPECIES THAT SURVIVES,

NOR THE MOST INTELLIGENT THAT SURVIVES.



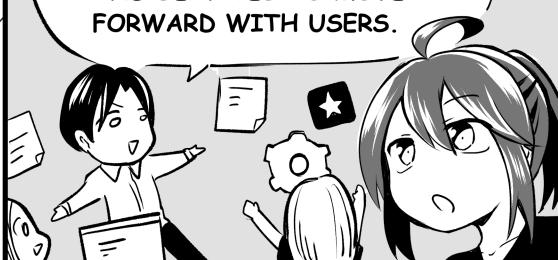
ADAPTING TO THIS CHANGE AND CONTINUING TO DEVREL WITHOUT STOPPING...

THAT'S WHAT'S IMPORTANT!



IT IS THE ONE THAT IS MOST ADAPTABLE TO CHANGE.

DEVREL IS AN INITIATIVE TO PROVIDE TECHNOLOGY, SERVICES, AND CONTENT TO CREATE NEW VALUE AND SERVICES TO MOVE FORWARD WITH USERS.



IF WE CAN DO THAT, WE WILL GET PAST THE COVID-19 DISASTER AND KEEP DEVREL GOING!



IF YOU WANT TO LEARN MORE ABOUT DEVREL, CHECK OUT THIS WEBSITE AND THE COMMUNITY.

Web <https://devrel.co/>

Community <https://www.meetup.com/DevRel-Meetup-in-Tokyo/>

2020, the Evolution of DevRel

The COVID-19 has changed our lives dramatically. For those who lost family members, jobs, or were unable to concentrate on their studies, there have been so many tragic changes.

DevRel focuses on person-to-person connections. Therefore, it was important for us to meet and talk to developers. A handshake is worth more than a click, as Matthew Revell (Hoopy), the creator of the DevRelCon series, said. This is exactly what the COVID-19 has taken away from us.

On the other hand, there has been a remarkable evolution in the field of technology. In the development of vaccines, AI-based analysis has been used. A wide variety of tools have been developed to facilitate communication when we cannot go to the office or hug our families. This trend is still going on today.

DevRel is about supporting and encouraging developers and getting them to create the products of the future. This is true both online and offline. Developers continue to develop world-changing products, undaunted by adversity. We need to stand by them.

Online First

Meetups, conferences, and hackathons have all gone online. Even the design of the event will be based on the assumption that it will be online. In other words, online first.

In this online-first era, everything is trial and error. It can even be said that 2020 was a time for such testing. We've been doing a lot of small trials and errors to make sure that we don't fail in the big events. I'm sure these tests have been interesting for many developers.

There are many things that have been lost in the transition from offline to online. For example, the enthusiasm for an event may be lower than that of an in-person event. There is no longer a need to get up early or travel

for an event. Such hardships would have been necessary to increase the heat of the event.

But there are also many advantages. For one, participants can now come from all over the world, not just from a small area. From the comfort of their own home, they can participate in events around the world in a second. In addition, as a speaker, we now have the opportunity to speak at conferences around the world. The time difference may be painful, but we can now speak at any event without having to get on a plane and travel around the world. We can even speak at multiple events in the same day.

DevRel for the post COVID-19 era

As of June 2021, vaccinations are being administered around the world. The pandemic is still going on, but it is slowly returning to normalcy. In another year, we will be able to meet developers and shake their hands safely again. When that happens, will DevRel be what it used to be?

With the current wave of office cancellations and the shift to remote work, the benefits of remote are already recognized in DevRel. When the pandemic settles down, we need to consider DevRel without compromising this advantage. In other words, it is a hybrid DevRel of online and offline.

In the future, we can expect to see a growth in DevRel for companies that use both online and offline better. Just as we can't go back to the pre COVID-19 world, we will need new ways of doing things after COVID-19. Just as developers are constantly developing the future, we must engage in new DevRel.

Whether it's F2F DevRel with a handshake, or online DevRel with a wide range of connections, let's use both to our advantage. Just as real life is not everything, online is not everything.

That's what the new era of DevRel is all about.