



Microsoft Build Community-Led Parties

Briefing for Hosts
3 May 2023



215

After Parties completed



Aindrila (she/her) #DeFestKol
@AindrilaDashti

Successfully conducted After Party: Microsoft Ignite 2022 in collaboration with @MSFTReactor Bangalore. Thank you @vivel_sridhar sir for your support 🙏 It was amazing hearing your talks @a_gangul Watch @svswaminathan

I'm on the giant screen 😊



Microsoft Reactor

Oct 29, 2022 - Twitter Web App

1 Quote Tweet 19 Likes

308

Page views on Learn

97%

Would attend an After Party again

“Very amazing and interactive.”

“It was very informative, and I learnt a lot about Microsoft Certifications.”

Attendee Verbatim

“The interaction with the speaker and audience was amazing. We could get different point of views on how new features can be used to empower business cases.”

“It was fun and filled with enthusiasm. It really enriched me new tech knowledge and help me grow my network. Thank you to the organizers for such a great event!”

Impact from Microsoft Ignite 2022 After Parties

>23K

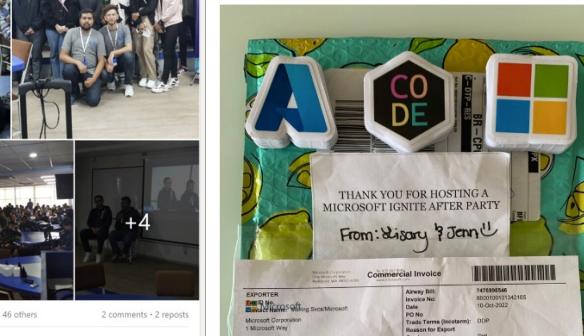
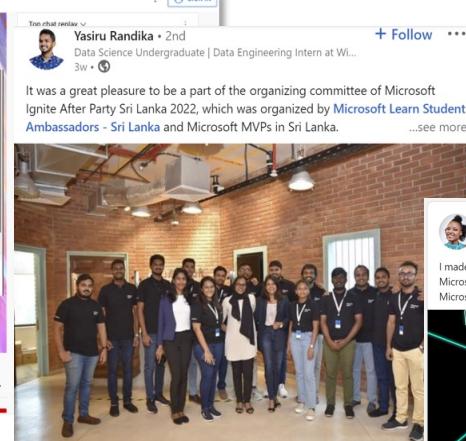
Attendees reached

99%

Overall Satisfaction rate

96%

Were satisfied with the After Party



Agenda

-
1. Microsoft Build Community-Led Parties
 2. Topics
 3. An invitation to host
 4. Learnings and Expectations
 5. Hear from our hosts
 6. Next Steps
 7. Q&A

Meet the Microsoft Build Community-Led Party Team

Ali Schumacher



Program Manager
(Students)

Lisary Velez



Community Program Manager
(User Groups/Azure Tech Groups)

Linda Leste



Community Program Manager
(User Groups/Azure Tech Groups)

Osman Cokakoglu



Product Marketing Manager
(GTM Managers)

Rie Moriguchi



Community Program Manager
(MVPs/RDs)

Suzanne Chen



Program Manager
(All-up Program Management)



1. Microsoft Build Community-Led Parties

Microsoft Build Community-Led Parties

- Microsoft Build is taking place on **May 23-25** – Hybrid

[Register now](#)



- We are extending hosting of Microsoft After Parties to Microsoft Watch Parties as well.
- **Watch Parties May 23 – 25 | After Parties May 26 – Jul 7**
- A party with the intent to engage our local communities, spark conversations around the 9 selected topics, create opportunities to **dive deeper into the content, inspire and encourage learning** beyond Microsoft Build.
- Our goal is to **increase engaged learners**.
- Target: **200 events, 23K RSVPs, 400 Learn Module Visitors** (+10% increase)



2. Topics

Topics

- Simple and familiar terms that are relevant to the developer audience
- Used to drive content planning and discovery of session and experts
- Content should land in one primary topic below:

.NET	AI	Cloud Platform	Collaborative Apps	Data & Analytics
.NET 7, Blazor, Minimal APIs, MAUI	Azure OpenAI service, ML, Cognitive Services	Containers, Azure Container Apps, WSL	Microsoft 365, Teams app development, Graph API	CosmosDB, PostgreSQL, Databricks, Notebooks
Developer Tools	DevSecOps & SRE	Low-code	Windows	
VS & VS Code, language-specific, GitHub CoPilot, CodeSpaces	DevBox, Azure DevOps, GitHub Actions, Bicep, Load & Chaos testing	Power Apps, Dataverse, Developing APIs	Developing for and using Windows	



3. An exclusive invitation to host

You're invited to host a Community-Led Party!

Goals

- Connect with your community and deep-dive into your favorite tech topics and latest announcements from Build in your native language and time zone.
- Drive learn modules consumption and thought leadership at a credible level, by community leaders that your peers trust.

Format

- Host in a Virtual/In-Person/Hybrid format between 22 May – 7 July
- Watch (Microsoft Build) and/or Host an After Party (45 days post Microsoft Build)
- Party should be 90-minute session and can include viewing the recording, discussion, Q&A, Learn module walkthrough/lab
- Your party – you decide how you want to run it!

What you get

- Build Learn collections provided – **New this year!**
- Opportunity to host at Microsoft Reactor location
- Opportunity to partner with Microsoft Co-Host/Advocates/MVPs/RDs
- Promotional opportunity for host to be featured on our communication channels – **New this year!**



Yes, I'll host.

Submit interest by 12 May 

Extended as per request



4. Learnings and Expectations

Learnings

- Expectations and the value for After Parties varied for the 4 regions: APJGC, EMEA, LATAM, and North Americas.
 - Non-English-speaking regions saw a higher demand in After Parties – APJGC, EMEA had more attendees.
 - Regions that are non-English speaking especially in the case of APJGC and LATAM would prefer doing a replay of actual session compared to regions that were English speaking. Hosts from English-speaking regions feedback that watching the rerun of the recording was redundant and would prefer to deep-dive into the topics right away. The revision of suggested program and the flexibility was ideal. With no negative feedback received from the host.
 - Request for Watch Parties primarily in North America regions
 - A concerted effort to drive Learn modules could be improved

Know your audience.

Expectations of a Host

[Yes, I'll host.](#) 

Submit interest by 12 May

- Indicate your interest in hosting an After Party
- Plan your After Party program or agenda: Envision how your program session to pan out
- Think of what value will you be bringing to the attendees joining your After Party
- Decide if you need a co-host/speaker
- Sync with your co-host/speaker. Prepare talking points.
- Invite attendees within your community and network to attend your party.
- Encourage registrants of your party to also register for MS Build.
- Leverage Build marketing materials/assets to promote your party, drive attendance.
- How do you engage attendees on the day? Come up with planted questions, polls.
- Track RSVPs and attendance, distribute evaluations and collect attendee feedback
- Technically produce your show: playback of session video that's made available for download post #msbuild
- Learn Collections – Encourage learning beyond MS Build and share links
- Be a rockstar on the actual day! Deliver an awesome Microsoft experience!
- Post After Party – Share photos, highlights, attendee feedback and count. Also let us have your feedback!

Promotions and Support

Content

- Microsoft Co-Hosts – Check them out [here](#)
- Trackable Learn Modules
 - Top 3 sharers will be awarded
- Cloud Skills Challenge (More details to follow)

The screenshot shows the Microsoft Build website with a banner for "Microsoft Build Community-Led Parties Co-hosts". It features sections for "Americas", "APJCG (Asia-Pacific, Japan, Greater China, Australia & New Zealand)", and "EMEA (Europe, Middle East, Africa)". Each section displays a grid of profile pictures and names of co-hosts, along with their titles and brief descriptions. The "Americas" section includes hosts like Bruno Capelo, Cristina Daniel, Frank Becker, and Garrett Della Grazia. The "APJCG" section includes hosts like Adam Foster, Oshana Laiing, Fan Tan, and Austin Yip. The "EMEA" section includes hosts like Alexander Orlovs, Carlos Maciel, Christopher Kuehne, Dinesh Narendran, and Nitin Raghavan.

Promotional

- Website for promotional efforts
- After Party Host Guide (Sample invitation, Checklist)
- Style guide and Microsoft Build Templates
- Cross Promotions
- Local Demand Gen support

This screenshot shows the Microsoft Build website's promotional section for the EMEA region. It features a grid of profile pictures and names of co-hosts, including Julian Orkis, Lura Fornelli, Michael Jansson, Roy Priddy, and Ricardo Cappelli. The profiles provide details about their roles and interests, such as being a Product Manager for Microsoft Dynamics 365 and a speaker at the event.

List of cohorts will continue to grow but reach out to cohorts soon

<https://twitter.com/hatinmangarwa>

Website

aka.ms/msbuild-watchtogether

The screenshot shows a landing page for Microsoft Build 2023 Community-led Parties. At the top, there's a navigation bar with links for Microsoft, Learn, Documentation, Training, Certifications, Q&A, Code Samples, Assessments, Shows, and Events. A search bar and a 'Sign in' button are also present. In the top right corner, there's a yellow box with the text 'WIP'. The main title 'Microsoft Build 2023 Community-led Parties' is displayed prominently. Below it, a subtext reads: 'Your learning goes beyond Microsoft Build. Hear what the Community Leads and your peers have to say about your favorite tech topics at a Community-Led Party.' To the right of the text is a large, abstract, multi-colored geometric shape (a prism-like structure) resting on a textured surface. Below the main title, there's a section titled 'Built for the community by the community' with a paragraph explaining the purpose of the parties. At the bottom, there's a section for searching parties by solution area, with categories like .NET, AI, Cloud Platform, Collaborative Apps, and Data Analytics.

Microsoft | Learn Documentation Training Certifications Q&A Code Samples Assessments Shows Events

Search Sign in

WIP

Microsoft Build 2023 Community-led Parties

Your learning goes beyond Microsoft Build. Hear what the Community Leads and your peers have to say about your favorite tech topics at a Community-Led Party.

Built for the community by the community

With more than 100 Community-Led Parties to select from, you can now join a local party covering your favourite tech topics in your preferred timezone and languages! Each party will discuss a breakout session from Microsoft Build, followed by an in-depth technical conversation with your community. From May 22 to July 7, [Watch Microsoft Build together live](#) with your local community or register to join your community in an [After Party](#).

Search for a Watch Party or After Party covering your favourite solution areas

.NET .NET 7, Blazor, Minimal APIs, MAUI	AI Azure Open AI Service, ML, Cognitive Services	Cloud Platform Containers, Azure Container Apps, WSL	Collaborative Apps M365, Teams App Development, Graph API	Data Analytics CosmosDB, PostgreSQL, Databricks, Notebooks
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Search for a Watch Party or After Party covering your favourite solution areas

.NET

.NET 7, Blazor, Minimal APIs, MAUI

AI

Azure Open AI Service, ML, Cognitive Services

Cloud Platform

Containers, Azure Container Apps, WSL

Collaborative Apps

M365, Teams App Development, Graph API

Data Analytics

CosmosDB, PostgreSQL, Databricks, Notebooks

Developer Tools

VS & VS Code, Language-specific, GitHub CoPilot, CodeSpaces

Low Code

Power Apps, Dataverse, Developing APIs

Windows

Developing for and using Windows

Would you like to be featured?
Mail us your picture
Suzanne.chen@microsoft.com;
lisaryvelez@microsoft.com



Meet some of your local hosts!



Carla Vanesa Mamani Chavez

Microsoft Build After Party - Microsoft Learn Student Ambassadors Bolivia



Hans Kristiansen

Microsoft Build After Party - Power Platform User Group Norway



Michal Altair Valasek

Microsoft Build Watch Party by Z-TECH



Venura Athukorala

Microsoft Build After Party - Azure Builders, Melbourne



5. Hear from our hosts

Microsoft Build After Parties hosted by our MVPs/RDs

Americas, US

DFW Power BI User Group Build After Party

By DFW Power BI User Group, Kevin Arnold – [Watch on-demand](#)

16 Live Attendees



"We used a format of playing a video and stopping at different times to discuss. We also skipped over some parts to make it shorter. This allowed for more interaction and discussion. We didn't think it was a good idea to have the group together quietly watching a 45 min video." – Kevin Arnold

Other references:
[.Metro Toronto User Group with Ehsan E.](#)

Microsoft Build After Parties hosted by our MVPs/RDs

APJGC, Korea

Microsoft Build - Power Platform Korea - Seoul 2

By I love Hands-on, Jaeseok Lee – [Watch on-demand](#)

82 Live Attendees

The screenshot shows a YouTube video player. On the left is a video frame of a man with glasses and a yellow shirt, gesturing with his hands. On the right is a presentation slide titled "The evolution of Power Virtual Agents" under "Microsoft's Unified Canvas". The slide displays a flowchart in the Power Virtual Agents interface, showing conditions like "Activity.Channel: phone" leading to "End All Topics". Below the video frame is a caption in Korean: "그 결과 전문 개발자와 도메인 전문가, 둘 다를 위한, 단일 협업 봇 구축 스튜디오가 탄생했습니다." At the bottom of the slide is a link: ".NET with Zack Yang". The YouTube interface includes a search bar, a video progress bar, and a "Watch later" button.

#powervirtualagents #composer #fusionteam

MVP Microsoft Build After Party(2번째 이야기) - 비개발자와 전문 개발자가 한 서비스에서 더 멋진 대화형 챗봇을 만드는 방법

The format of replaying the videos of the breakout sessions and discussing was difficult in the hybrid context. The discussion was great in-person but it was hard for the online engagement and the video playback did not work well for those tuning in online. Also, I had some feedback from attendees that they wanted live presentations as they had already watched the sessions.

– Melissa Houghton, MVP, Australia

Other references:
[.NET with Zack Yang](#)

Microsoft Build After Parties hosted by our MVPs/RDs

EMEA, Spain

CompartiMOSS Unplugged: Microsoft Build 2022

By CrossDvlup, Alberto Diaz Martin – [Watch on-demand](#)

77 Live Attendees

The screenshot shows a Microsoft Build 2022 video conference interface. At the top, there's a search bar and a microphone icon. Below it, a Microsoft logo and the CompartiMOSS logo are visible. The main content area displays a news article about Azure Communication Services updates. Below the article, a list of new capabilities and tools is provided. At the bottom, there's a grid of video thumbnails showing attendees: Santiago Porras (@saintwukong), Alberto Diaz (@adiazcan), Diego Zapico (@dzapico), Jorge, Alberto Colom (@ENCAMINA), Borja (@pirisborja), and Rodrigo (@rliberoff). A live chat replay sidebar on the right shows messages from attendees like Dani and Alberto Diaz Martin, along with links to CompartiMOSS and Microsoft resources.

Other references:
[Power BI User Group Norway with Hans K.](#)



6. Next Steps

Go-Dos

Now

- Register for Microsoft Build
- Complete After Party Call for Host/Speaker form before 5 May
- Provide us with vanity link
- Plan your program.

By end May

- Finalise your program
- Connect with your co-host
- Create demand for your Party
- Update all details on your site
- Attend MS Build Live event

June/July

- Host your party
- Provide feedback to your respective Community Leads

Call for Hosts/Speakers



Sign up as a host now.

<https://aka.ms/MSBuild-Parties-Invite-to-Host>



7. Q&As



For more information, please write to:
Suzanne.chen@microsoft.com