GMCX Summer Internship

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Buckets of Support

May 23, 2022 – August 12, 2022

- **RSA Conference** — PR and Media In-person

- **SmartSheet** — Automation of Processes

  o SME Program

  o Workback Schedule

RSA Conference

How did I support at RSA?

The RSA Conference is the world's leading information security conferences and expositions at the Moscone Center in San Francisco.

My role at RSA included the following:

- Organized a media event at Oracle Park for a Giant's game, including ordering food and confirming message for the jumbotron.

- Hosted a LinkedIn Live for executives' fireside chat, garnering over 3000 views.

- Interacted with 1000+ RSA attendees who stopped by the F5 booth, passing out F5 merchandise and connecting attendees with F5ers.

SME Program Overview

What is a SME?

SME stands for a Subject Matter Expert. They are the experts, the knowledgeable, and ultimately, the ones we turn to when we have a question. F5 is filled with Subject Matter Experts, so why not spotlight their talent?

The SME Program captures the overflowing inventory of our very own SMEs through an extensive SmartSheet form, which allows us to quickly respond to media inquiry and take advantage of breaking news to share F5's point of view. All collected information is stored on SmartSheet, and this database is accessible to whoever makes a request.

How does the SME Program work?

1. Send the **SME Database Form** to SMEs.

2. SMEs complete the form, and information is collected and stored in the **F5 Subject Matter Expert Database Sheet**.

3. Filter through the **Speaker Database Report** to precisely identify SMEs for media opportunities and other uses.

What's the impact of the SME Program?

The SME Program is an ongoing process, even after the end of my summer internship at F5. More SMEs will implement their information into the database, and existing speakers will continue to periodically update their expertise.

This Database changes the game:

- Improves rapid response to media requests and opportunities.

- Ensures clear and updated understanding of expertise of F5ers as well as POVs.

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Workback Schedule

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How has the Workback Schedule been automated?

The Workback Schedule is now transformed into a SmartSheet report, which combines the PR Content Tracker, Speaking Opportunities, and Awards Sheets. This report automates the process to help the communications team prepare for and identify upcoming tasks and opportunities.

The Workback Schedule report can be filtered through dates (i.e. weekly, monthly, bi-monthly, yearly) to assist the viewer in leveraging specific timeframes and urgent responsibilities.

Resources

If you'd like more information on SmartSheet and the SME Program, check out the following brief which contains detailed directions on how the platforms work:

- [SME Program](#)

The next slide includes some helpful links to learn SmartSheet as well.

Helpful Links

- **F5 SmartSheet Resource Portal (Here)** – Find links to valuable content, including live training, free templates, help content, integrations & add-ons, and important contact information.

  o **SmartSheet Point of Contact:** *Krisell Valenzuela*, krisell.valenzuela@smartsheet.com, F5 Customer Success Manager

- **SmartSheet Introduction & Overview (101)** (Passcode: 932%nd9N)

- **SmartSheet Expanded Learning (301)** (Passcode: Q7Azs8!w)

- **Admin License** – We have available licenses so you can start building your own sheets and dashboards. Requests should be submitted through ServiceNow here: **https://f5.service-now.com/sp?id=sc_cat_item&sys_id=d4e7f9141b3ce450eaf198ec0a4bcbc5**

- **Smartsheet University eLearning (Here)** - self paced learning modules designed to walk users through the core functionalities of our platform. Licensed users will be able to log in to Smartsheet University with the email address associated with their Smartsheet account to access the eLearning material (an access code is not needed).

- **Pro Desk (Here)** - Get 1-on-1 coaching sessions with a SmartSheet expert. Schedule a session at **smartsheet.com/pro-desk** using this **Company Code: 14713450**. Then, select what you'd like to discuss in your one-on-one coaching session.

- **F5 Training Dashboard (Here)**

Thank you.
See you soon!

Let's keep in touch!

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