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Case Study: Running a Large AR Event Enabled by ARchitect Event Manager

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Speakers

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Agenda

1. Oracle Analyst Relations
2. OpenWorld 2014
3. CloudWorld 2022
4. Planning Process
5. How We Use Event Manager
6. Best Practices & Lessons Learned
7. Q&A

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Analyst Relations

Oracle

Analysts Managed

1000+

Coverages

75

AR Managers

23

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Oracle OpenWorld 2014

Large increase in AR programming over previous years

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AR at Oracle OpenWorld

150+ Analysts

200+ published notes from attending analysts

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ach AR Manager to handle over 3 days!

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Problem

With a large number of people, limited time, and limited space, it is very challenging to schedule all the necessary AR meetings while avoiding conflicts, ensuring a single source of truth, and presenting accurate itineraries to participants.

Opportunity

Many ARInsights customers share similar needs for scheduling meetings and events. Further increase the value of ARchitect by adding features to meet these needs.

Solution

ARInsights added Event Manager to ARchitect for Oracle with the following features:

- Manage meeting invites (yes, no, maybe)
- Schedule 1:1s for analysts and executives/spokespeople
- Create itineraries/agendas for analysts and executives/spokespeople

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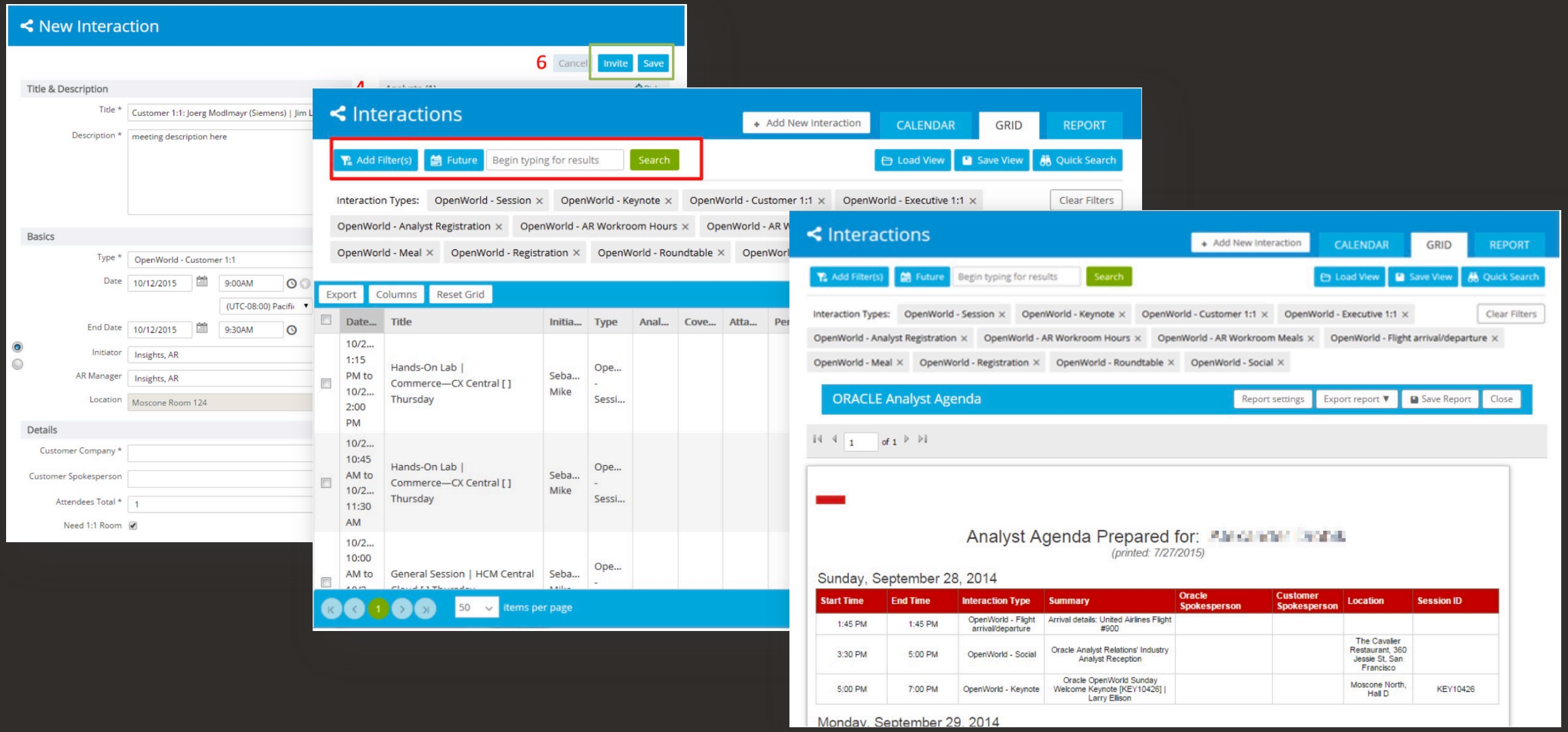
ARchitect Event Manager 2014



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ORACLE + ARInsights

ARchitect Event Manager, to the rescue!

100+ Analysts

200+ published notes from attending analysts

Satisfied

300+ Meetings

Analysts meeting with customers and executives

Successful

20+ AR Managers

That's 15 meetings for each AR Manager to handle over 3 days!

Still Sane

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Oracle CloudWorld 2022

First event of this scale in 3 years & at a new venue!

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New Challenges for CloudWorld 2022

Limited meeting space

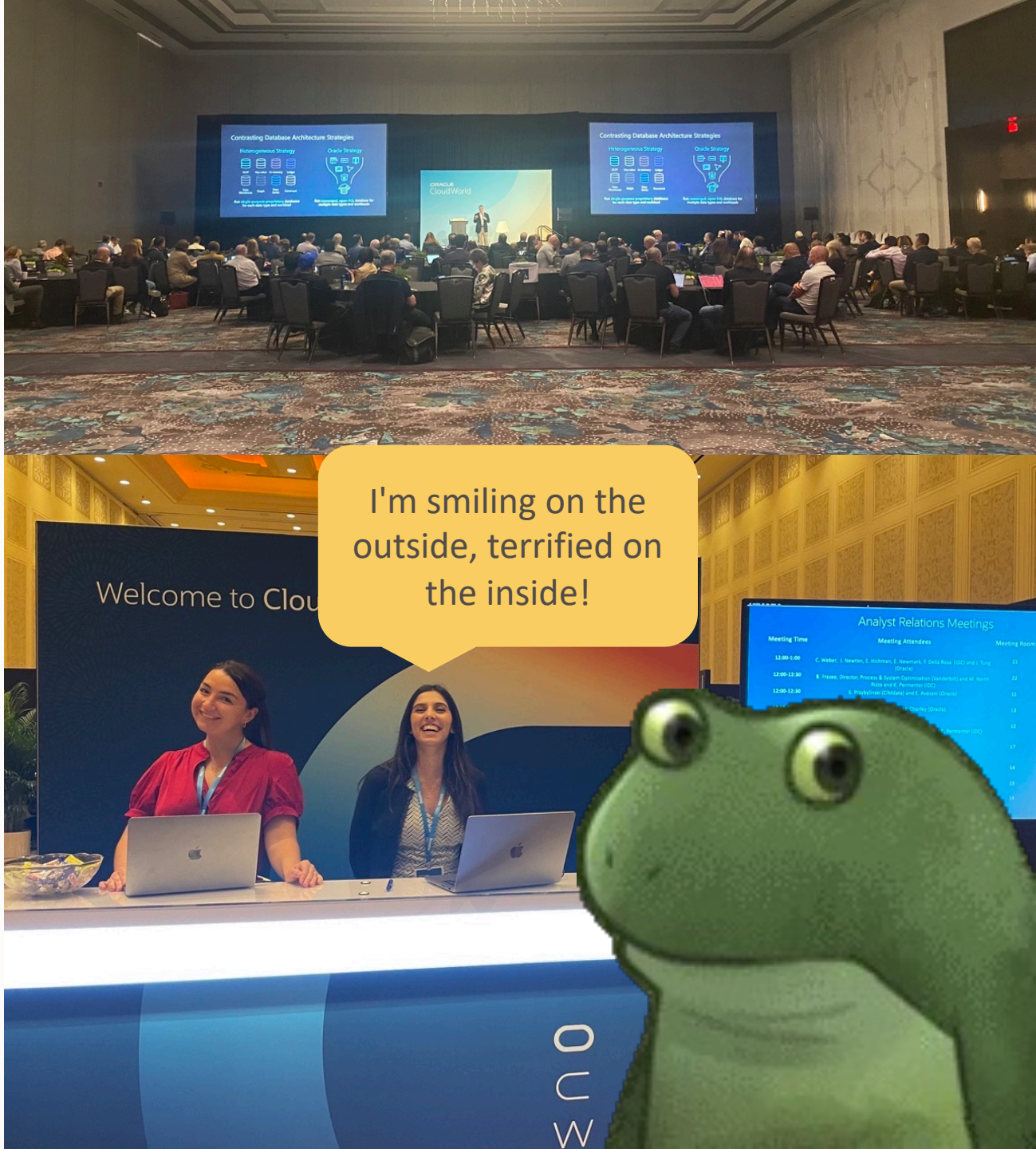
Limited space means difficulty avoiding conflicts

Most meetings ever

More analysts, executives, and customers than ever before

First big one in years

Lots of new team members at their first CloudWorld



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Problem

AR Managers need to schedule more event meetings than ever while avoiding conflicts for their participants and location bookings. Challenging to do with Event Manager.

Event managers challenged to make efficient use of limited meeting spaces.

Opportunity

Further enhance the capabilities of ARchitect Event Manager so that AR teams planning large events can do it all in ARchitect and avoid the need for a separate booking and logistics platform.

Solution

ARInsights delivered a 2022 update to ARchitect Event Manager with the following new features:

- Visual calendar view on the Interaction Screen to ease finding meeting times when there will be no conflicts
- Multi-slot locations

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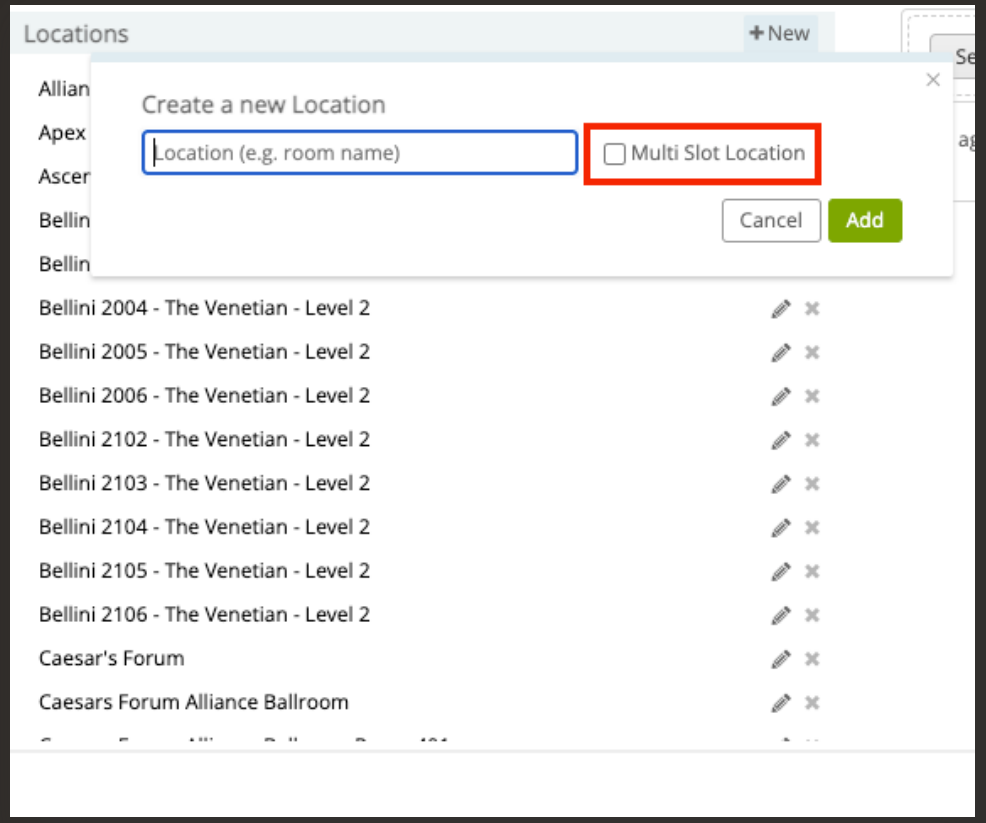
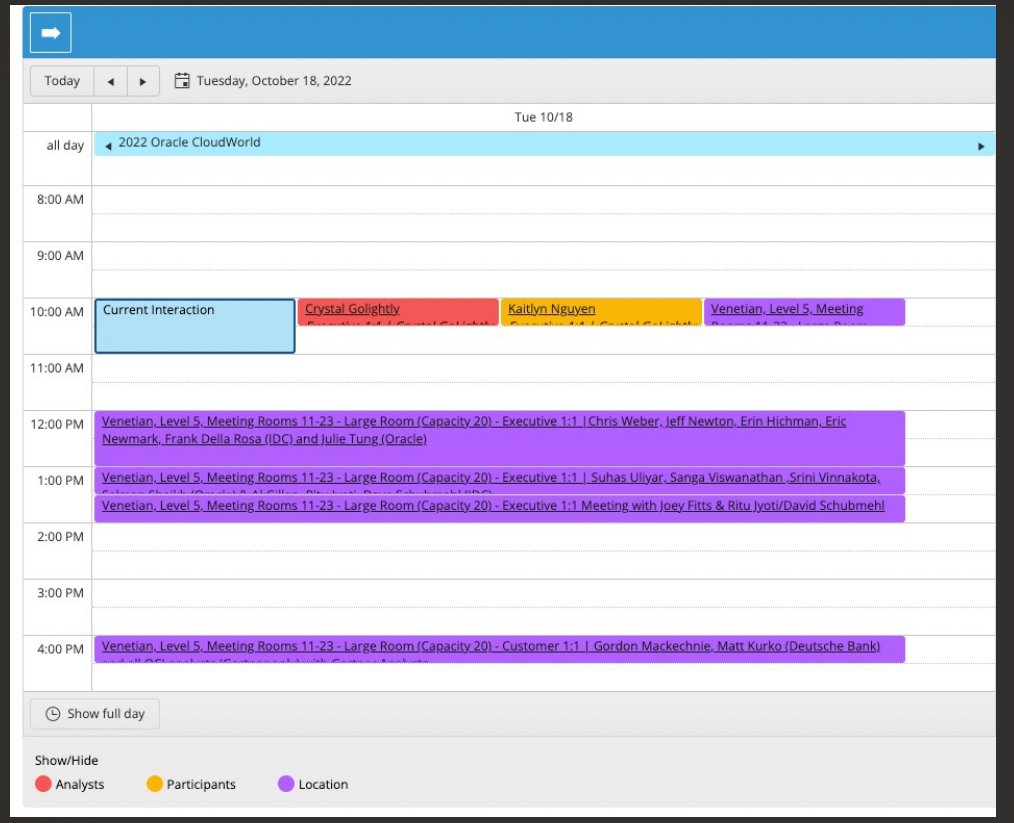
ARchitect Event Manager 2022





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ORACLE + ARInsights

2022 Event Manager updates meant we didn't need a separate scheduling tool!

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before

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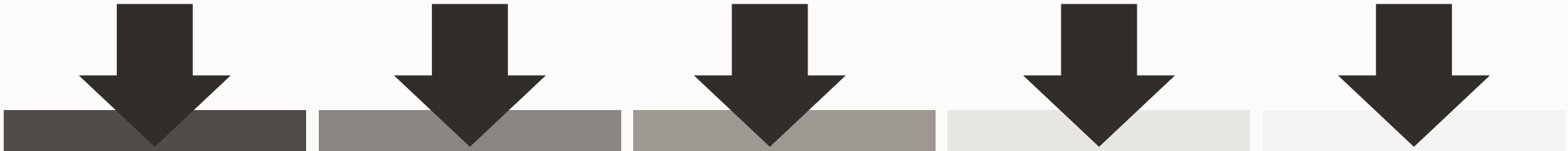
Planning Process



1

Establish Ground Rules

There is flexibility in how the Event Manager works. We needed to begin with establishing rules that best work for our team.

2

Begin Team Training

Many processes and rules we've set aren't easy to remember. Team trainings leading up to the event were vital to our success.

3

Bulk Upload Sessions

With the size of our event, having ARInsights bulk upload and bulk update our sessions saved hours of effort.

4

Start Scheduling

With everything in place, AR Managers can begin finding sessions/locations within ARchitect and sending out invites.

5

Check Entries Regularly

Team trainings will never be foolproof. It's important to regularly check entries before and during the event to catch any errors.

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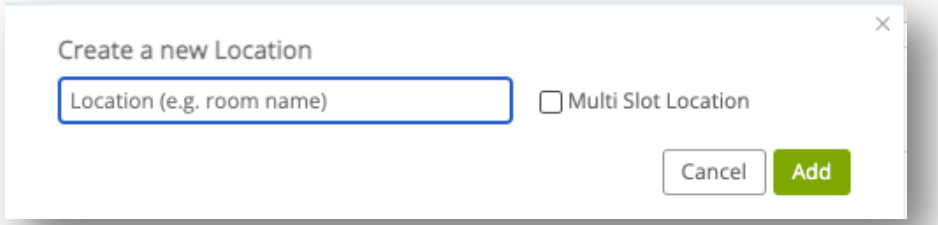
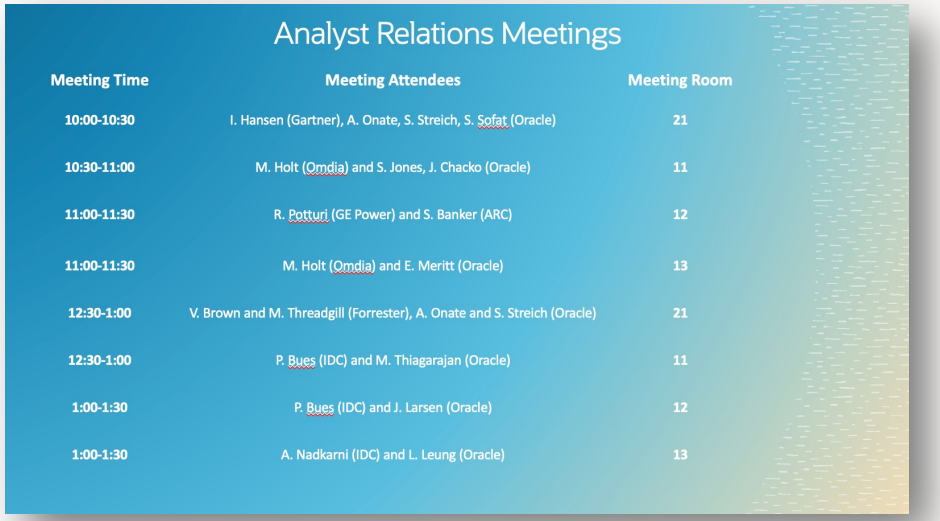
Using the Multi-Slot Location Feature to Track Room Inventory

1. Challenge this addressed:
   - Repeated trial and error to find an open meeting space.
2. Assigned *types of rooms* through interactions, and waited to assign *specific* room numbers the night before each event day.
   - Allows us to ensure that logistics of room allocation makes sense
   - Makes finding an open room much easier than before





Analyst Relations Meetings

Meeting Time	Meeting Attendees	Meeting Room
10:00-10:30	I. Hansen (Gartner), A. Onate, S. Streich, S. Sofat (Oracle)	21
10:30-11:00	M. Holt (Omdia) and S. Jones, J. Chacko (Oracle)	11
11:00-11:30	R. Potturi (GE Power) and S. Banker (ARC)	12
11:00-11:30	M. Holt (Omdia) and E. Meritt (Oracle)	13
12:30-1:00	V. Brown and M. Threadgill (Forrester), A. Onate and S. Streich (Oracle)	21
12:30-1:00	P. Bues (IDC) and M. Thiagarajan (Oracle)	11
1:00-1:30	P. Bues (IDC) and J. Larsen (Oracle)	12
1:00-1:30	A. Nadkarni (IDC) and L. Leung (Oracle)	13

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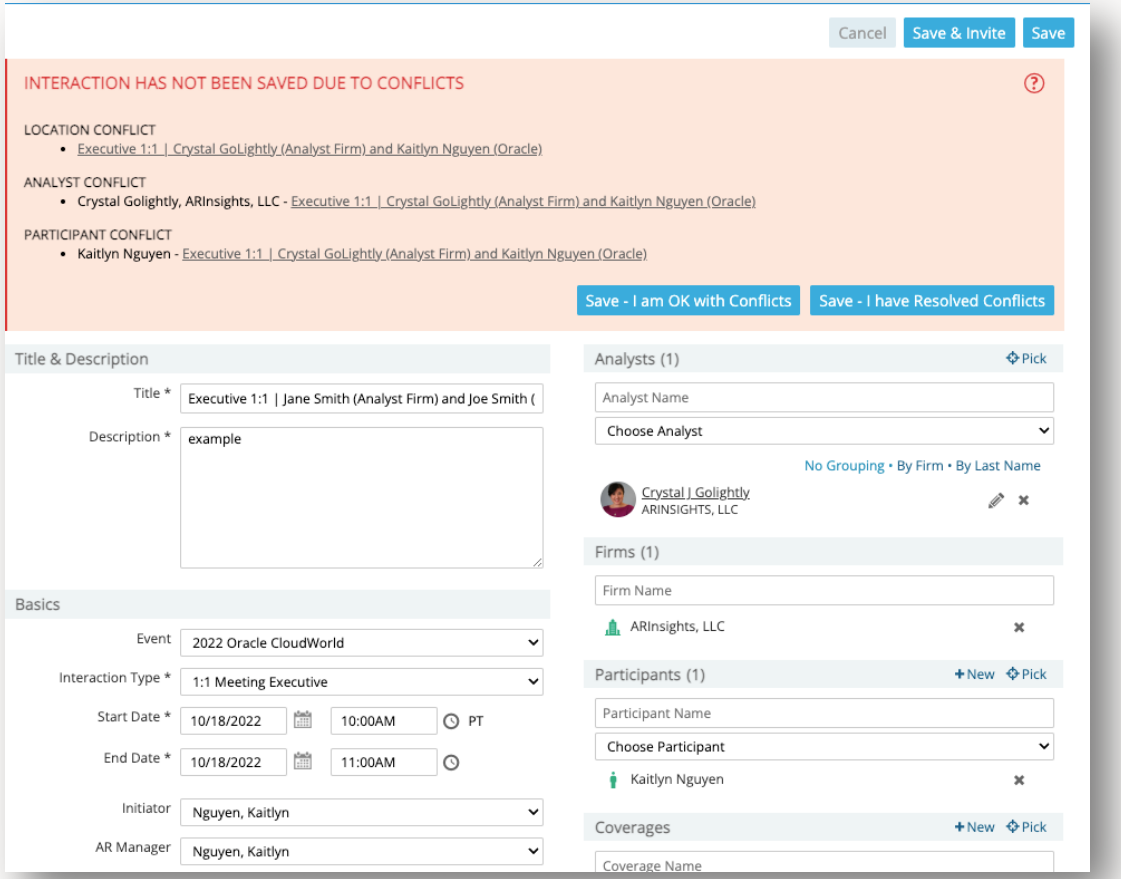
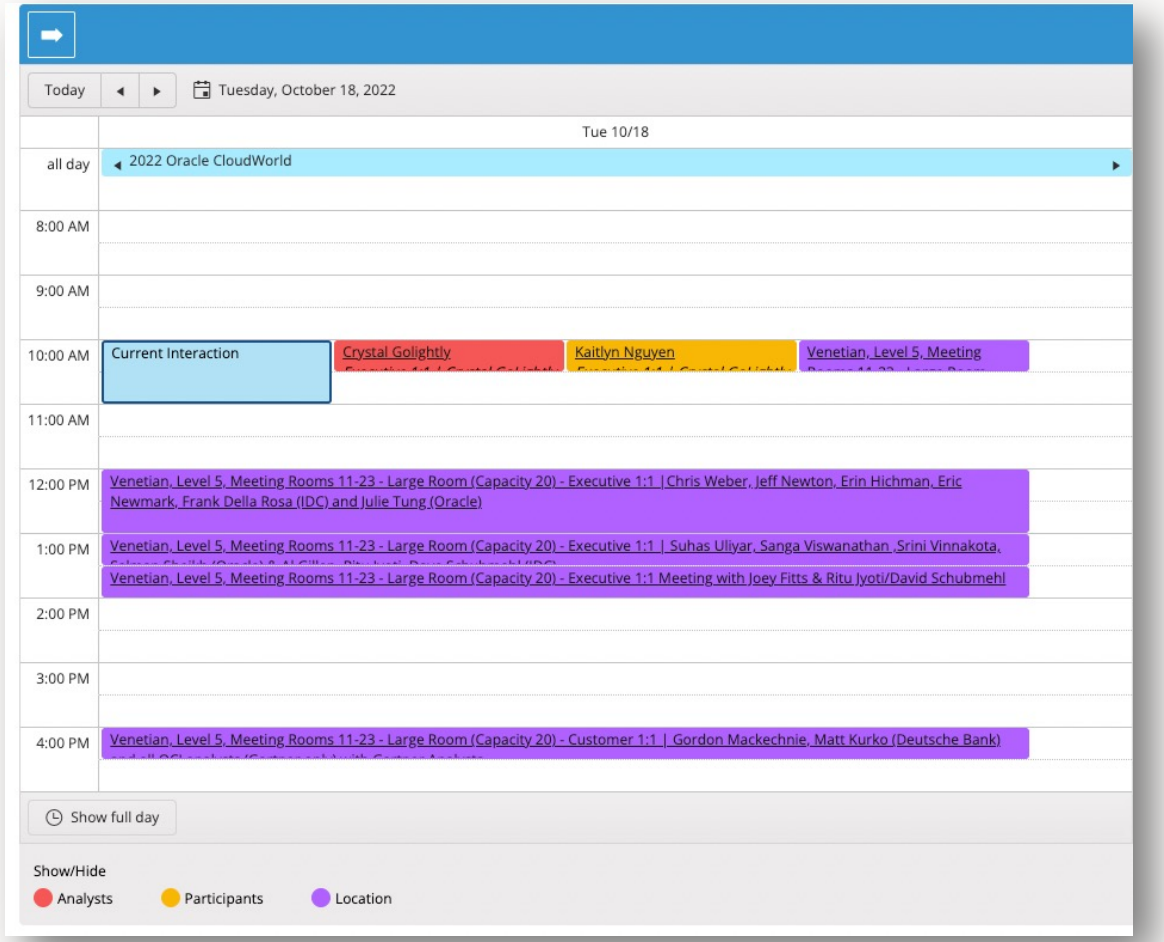
Using Calendar View to Check Meeting Conflicts





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Best Practices & Lessons Learned

Best Practices

- Evaluate your team's needs *each time, long before the event.* Interview team members, understand their pain points, and how these points have evolved.
  - Gives you time to either strategize around challenges, or work with ARInsights through product enhancements.
- Set ground rules and *share them often*.
- Hold office hours regularly leading up to the event for your team to get help or ask questions.
- Assign 1-2 people to QC all entries throughout the event lifecycle.
- Check scheduled meetings the night before each event day, and the morning of as well to catch any last-minute changes.

Lessons Learned

- QC of meeting scheduling is critical – the more diligent you are with QC ahead of time, the smoother the event will run.
- ARInsights is there to help – If you come across a challenge at *any* point in the event planning process, just ask!
  - ARInsights has surprised us many times with addressing asks we thought were too ambitious. At the least, they will help you with a workaround and note the challenge for future product enhancements anyways.

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Q&A

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