



DATA
AFCOM

CENTER WORLD **2020**

A Virtual Experience

August 24-27, 2020

Attendee User Guide

Welcome!

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HOW TO

LOG IN FOR THE FIRST TIME

FYI – For reference, “Swapcard” is the name of the platform we’re using to host our virtual event on, so you may see their name appear in emails or within the environment once you’ve joined.

Accessing the Virtual Event

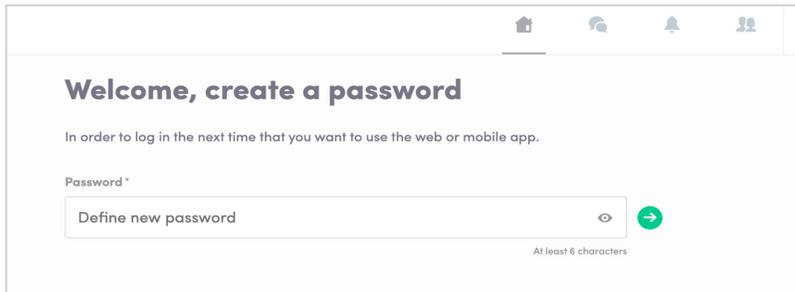
Logging in for the first time

1

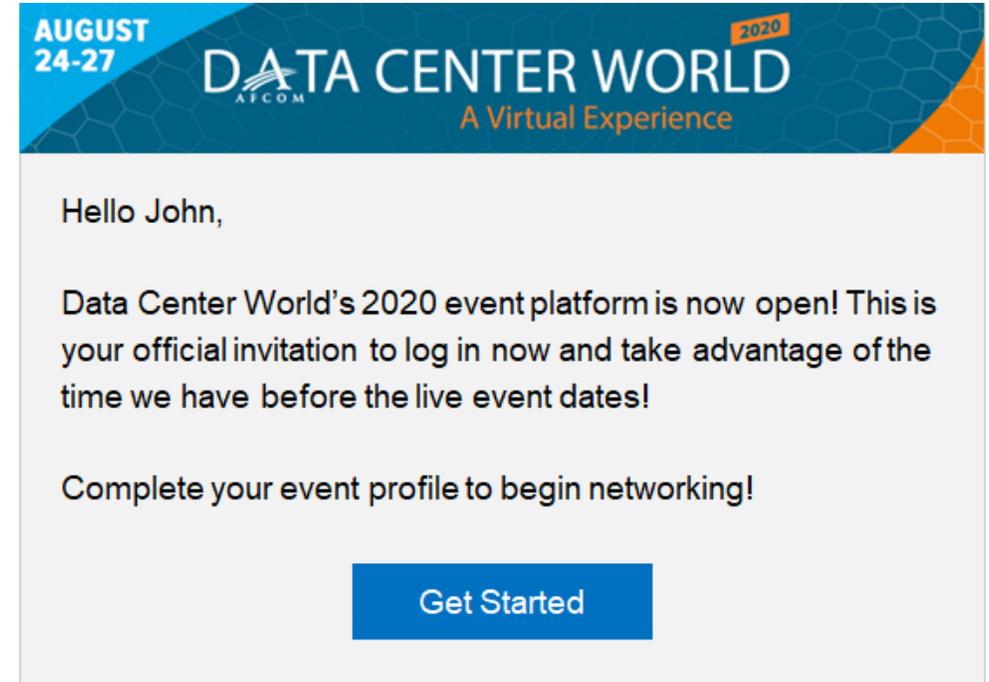
- You'll receive an email similar to this one with a button directing to a login page. Your account is automatically pre-created by our event team.
- This email will come from hello@swapcard.com so be sure to whitelist it!

2

- A window will then ask that you create a password for your account.



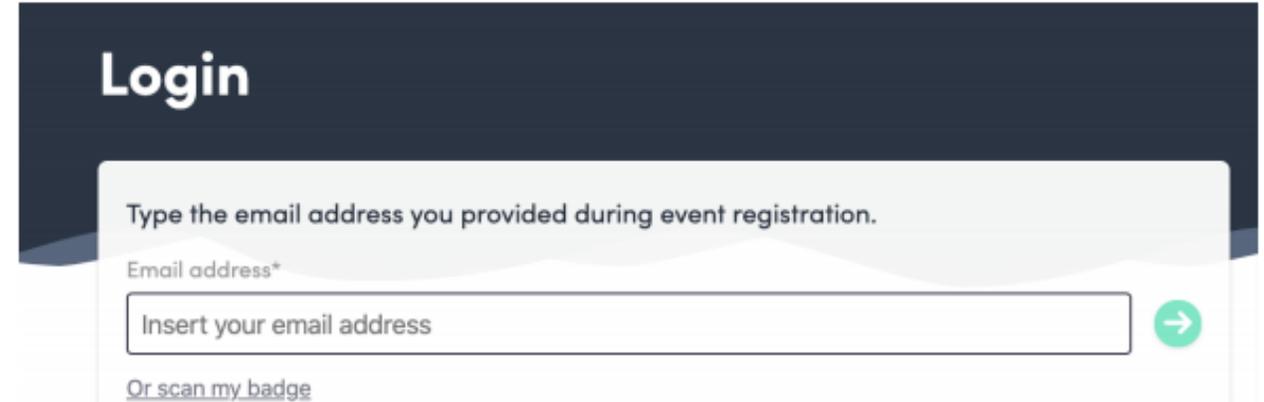
A screenshot of a web form titled "Welcome, create a password". Below the title is the instruction "In order to log in the next time that you want to use the web or mobile app." There is a "Password*" label above a text input field containing the placeholder text "Define new password". To the right of the input field is a green eye icon and a green arrow icon. Below the input field, it says "At least 6 characters".



Accessing the Virtual Event

Logging in once you have an account

- Go to: <https://login.swapcard.com/>
- Enter the email you used to register and the password you created
- Click enter to connect to the event



Login

Type the email address you provided during event registration.

Email address*

Insert your email address

Or scan my badge

Note: If you have forgotten your password after entering your email, click on “Send me a magic link” and you’ll receive an email to reset your password

OVERVIEW

EXPLORE
OUR VIRTUAL
EVENT AREAS

EVENT HOME PAGE



Your Profile

Click on edit to update your profile to maximize your networking opportunities

Alerts

View new notifications, connection or meeting requests

Note: top navigation bar and buttons are the same



Access the event's full agenda featuring every workshop, track session, keynote and scheduled networking activity.

- **View** session descriptions and speakers
- **Sign up** for and add sessions to your schedule
- **Join** "live" or on-demand sessions

Home **Agenda** My Event Attendees Speakers Sponsors & Exhibitors Products & Services Directory The Vault: OnDemand Sessions

Resource Center Help Desk How To Use the Platform Press Room

JAN 01 AUG 24 AUG 25 **AUG 26** AUG 27

Refine the list

Search

Filters

TYPE

- Keynote
- Networking
- Session
- Vault
- Workshop

11:30 AM 12:30 PM **Keynote: How Dropbox Reduced Costs Significantly by Optimizing its Data Center Footprint**

In a dramatic move last year, Dropbox optimized its data center strategy, resulting in a significant cost savings year over year. In this presentation,...

Keynote

Latane Garetson - Dropbox

12:30 PM 1:00 PM **BREAK | VISIT EXPO HALL, NETWORK**

Networking

1:00 PM 1:45 PM **Managing and Securing the "Open Edge" Data Center**

With the demand for low latency and large data set applications expected to grow substantially, compute is being distributed to many edge locations...

Session

Sanjay Aiyagari - RedHat

Bill Carter - Open Compute Project Foundation

Marlin Otaen - Vertiv

Cliff Grossner - Omdia

1:00 PM 1:45 PM **Cloud, Colocation, Enterprise Data Center Optimization**

Learn about the continuous transformation of cloud, colocation, enterprise data center optimization. The data center comprehensive enterprise...

Session

Mark Evanko - BRUNS-PAK

2:15 PM 4:15 PM **Workshop - Creating a Data Center Energy Efficiency Program**

In this workshop, Ohio State University data center manager, Kevin Kent, a leading global expert on energy efficiency efforts for the data center, lead...

Workshop

Kevin Kent - Critical Facilities Efficiency Solutions

Click to register and add it to your schedule

Register for sessions to make your own program, then find it in the mobile app.

Keynote: How Dropbox Reduced Costs Significantly by Optimizing its Data Center Footprint

Wednesday, August 26, 2020 11:30 AM to 12:30 PM

Keynote

Information

In a dramatic move last year, Dropbox optimized its data center strategy, resulting in a significant cost savings year over year. In this presentation, Latane Garetson, Head of Datacenter Physical Infrastructure at Dropbox, will discuss the strategy of the company's data center footprint, and how they optimized their west coast strategy to align with these goals. He will also share details around execution of the plan on a tight schedule, and some of the challenges that Dropbox faced along the way.

[See less](#)

Track 1 Keynote Programming

Speakers

LG **Latane Garetson**
Head of Datacenter Physical Infrastructure
Dropbox



Pro Tip – The Agenda is your "home base" when it comes to joining sessions and seeing what is happening at any given point of the day!



Access your personal event schedule, including:

- **My Schedule** – sessions you've added
- **My Meetings** – pending or confirmed meetings you've scheduled
- **My Networking** – contacts you've connected with
- **My Bookmarked Companies** – lists exhibitors you've bookmarked in the "Sponsors & Exhibitors" area
- **My Wish List** – similar to a digital tote bag; find all the marketing materials and list of product and services you've checked off in both the "Products & Service Directory" and "Resource Center"

Home Agenda **My Event** Attendees Speakers Sponsors & Exhibitors Products & Services Directory The Vault: OnDemand Sessions

Resource Center Help Desk How To Use the Platform Press Room

My schedule >

My meetings >

My networking >

My bookmarked companies >

My wish list >

Export

Add your upcoming sessions and meetings to your calendar application.

[EXPORT TO MY CALENDAR](#)

Export your sessions, meetings and bookmarks in a single printable PDF file.

[DOWNLOAD PDF](#)

Tuesday, August 25, 2020

11:30 AM 12:30 PM **Keynote: Theory of Creativity: Embedding Innovation Into Everyone's DNA**

Too often, data center professionals rely on hard data to make decisions. Crunching numbers to support an outcome. But truly creative and...

Keynote

Duncan Wardle - Formerly Disney & Founder of iD8 and innov8

12:30 PM 1:00 PM **BREAK | VISIT EXPO HALL, NETWORK**

Networking

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Session

Sanjay Aiyagari - RedHat

Bill Carter - Open Compute Project Foundation

Martin Olsen - Verliv

Cliff Grossner - Omdia



Attendees



View and connect with peers that have opted to make themselves visible

- **Search** by names, companies, skills, job function, industry
- **Add keywords** to help feed the platform's matchmaking algorithm to refine the suggestions of attendees you should meet
- **Filter** by skills and other criteria

Get better recommendations

Add keywords that will feed the matchmaking algorithm and refine the suggestions of people you should meet.

Search criteria

marketing X

Visibility

You're visible to other attendees.



Pro Tip – be sure to toggle your “Visibility” on to maximize your networking opportunities



Speakers



View and connect with speakers

- Access speaker bios and social media handles
- View speaker's sessions and add them to your schedule
- Based on availability and speaker preferences, request a meeting or ask to connect



Research and make connections with data center solution providers

- ✓ Search solution providers by key data center categories
- ✓ Visit our sponsor's virtual exhibit pages:
 - Learn more about their products and services
 - Chat privately with team members with the option to start a video meeting and share a screen for live demos
 - Request meetings
 - Access vendor literature such as white papers, case studies, spec sheets, and more
 - Make a connection with a team member
 - Follow the sponsor on social media

A screenshot of a virtual exhibit page for Informa Tech. The page features a header with navigation links: Home, Agenda, My Event, Attendees, Speakers, Sponsors & Exhibitors, and Products & Services Directory. Below the header is a sub-header: The Vault: OnDemand Sessions, Resource Center, Help Desk, How To Use the Platform, and Press Room. The main content area includes a video player for "Sivagard Virtual Environment Demo" with the Informa Tech logo. Below the video is a "Meeting requested" section with a "PENDING" status, showing the date "Monday, 24th August - 11:20 AM to 11:40 AM" and the location "Platinum Sponsor Virtual Booth • Virtual Booth - zzzfss1232". The "Information" section describes Informa Tech's mission and lists products and services such as "Cabling", "Data Center Tools", "Data/IT Security", and "Heating/Cooling Solutions". There are also sections for "Data Policy", "Company Email", "Social media" (with LinkedIn, Twitter, and Facebook icons), "Contact details" (with a URL), "Resource Center" (with links to "Sample Video", "Sample White Paper", and "Sample Infographic"), and "Products & Services" (with a link to "Informa Security Solutions"). On the right side, there is a "Highlight Informa Tech SAMPLE BOOTH" section with a "BOOKMARK" button and a "Talk with Informa Tech..." section with a "Contact this company" button and a message input field.



Research, sort and filter our sponsors' products and services by key data center categories

- ✓ Add items you're interested in to your wish list so you can read more about them later (they're saved in "Your Event")



Access additional sessions and content on-demand

- ✓ Check out bonus content on your own schedule



A library of sponsor and partner materials

- ✓ Browse through our library of white papers, case studies, research reports, infographics, videos and more
- ✓ Add items to your wish list



Need help with the platform or have other questions for staff?

- ✓ Chat with Data Center World team members

HOW TO

**UPDATE
YOUR PROFILE**

Profile – Be Sure to Personalize Yours!

A fellow attendee is more likely to accept your meeting invite if they can learn more about you.

- There are two ways to edit your profile
- Click on “Edit” to add information to your profile

The screenshot displays the 'Event Home Page' for 'DATA CENTER WORLD A Virtual Experience' on August 24-27, 2020. The page features a navigation bar with links for Home, Agenda, My Event, Attendees, Speakers, Sponsors & Exhibitors, Products & Services Directory, Resource Center, Help Desk, How To Use the Platform, and Press Room. A user profile for 'Winnie Ng' (Marketing, Informa Tech) is highlighted with a red box, showing an 'EDIT' button. The main content area includes a large banner for the event and a grid of navigation buttons for Agenda, My Event, Attendees, Speakers, Sponsors & Exhibitors, Products & Services Directory, The Vault: OnDemand Sessions, Resource Center, Help Desk, How To Use the Platform, and Press Room. A secondary profile for 'zzzTestzzz' is also visible below the main profile.

Profile – Updating Your Information

John Smith
Business Develop Director
Company Name

Connect with John

Sending a connection request with a message is three times more likely to be accepted.

SEND CONNECTION REQUEST

Meet Mass
Select a time slot to set up a meeting with Mass.

Tuesday, August 4, 2020

10:00 AM 10:30 AM 11:00 AM 11:30 AM 12:00 PM
12:30 PM 1:00 PM 1:30 PM 2:00 PM 2:30 PM 3:00 PM
3:30 PM 4:00 PM 4:30 PM 5:00 PM 5:30 PM 6:00 PM
6:30 PM 7:00 PM 7:30 PM 8:00 PM 8:30 PM 9:00 PM

[See more slots](#)

Skills

US/Pacific I am seeking mentorship
I am available for reviewing portfolios Console Market
Mobile Market PC/Mac Market Tools/Middleware Market
Virtual/Augmented Reality Market 6 to 10
Business Development Haptic haptics Audio Music
sound design Japanese

Bio

I am original from Japan and love audio recording, mixing, and sound designing. I am so excited to connect with you at GDC summer!

[See more](#)

Social media

[in](#) [t](#)

Contact details

<http://www.miraisens.com/>

Information you can edit on your profile

- Your photo
- Personal information
- Skills
- Biography
- Social Media
- Contact details

Just click on “**edit**” or “**add**” to populate your information!



Pro Tip – Be sure to select “Skills” you’re proficient in to boost the platform’s matchmaking algorithms

HOW TO

**JOIN A
LIVESTREAMING
SESSION**

Joining a Livestreaming Session

From "Agenda" or "My Event"

- Click on the session you'd like to join
- 24 hours prior to the official start time, a countdown appears on the session page
- When it's time for a session to begin, a video will be displayed at the top of the session page and starts automatically (*if you're using Safari, please click "Play")
- Watch the video in full screen mode or continue to browse the app while watching the session

The screenshot displays the Data Center World 2020 app interface. At the top, a calendar shows the dates AUG 24, 25, 26, and 27. The main content area is divided into several sections:

- Agenda:** A list of sessions with times and titles. The selected session is "Keynote: How Dropbox Reduced Costs Significantly by Optimizing its Data Center Footprint" starting at 11:30 AM on Aug 25. Other sessions include "BREAK | VISIT EXPO HALL, NETWORK" at 12:30 PM and "Managing and Sec..." at 1:00 PM.
- Your schedule:** A section showing the current session and a "BREAK | VISIT EXPO HALL, NETWORK" at 12:30 PM.
- You may also like:** A list of recommended sessions such as "How to Help Employees Get the Most from WFH" and "Back to the Future of Work Customer panel: How we're...".
- Video Player:** A grid of six video thumbnails for the current session, featuring speakers like Kristina Russell, Beth Schultz, and Josee Duchesne. The session title is "Women in Communications: Award Presentation and Discussion" on Tuesday, August 4, 2020.
- Register for the session:** A button labeled "REGISTER" with the text "Register for the session to prepare your schedule and receive a notification reminder before it starts."
- Live discussion:** A chat window with a "Chat" tab selected, showing messages from participants like Beth Schultz, Taylor Mason, and Thomas Wilk.

Interacting During a Live Session including Q & As

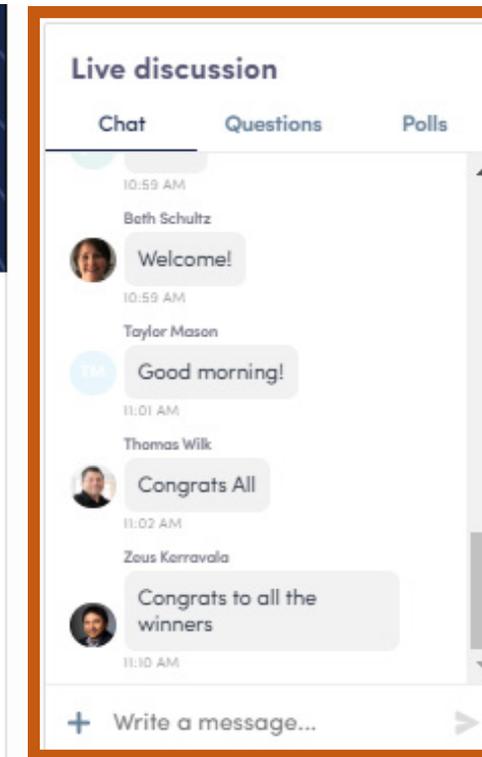
- Chat with other attendees during the session
- React on other people's messages
- Ask speakers questions – attendee questions will be sorted by upvotes
- Polls – answer live polling created by speakers
- You may delete your message by clicking on the three dots next to it



resentation and

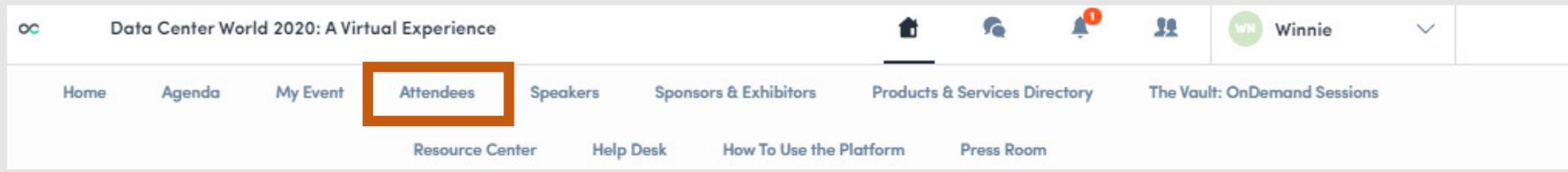
's career opportunities in enterprise
as this translated into more job
and enterprise communications and

spotlight Award for Women in



HOW TO

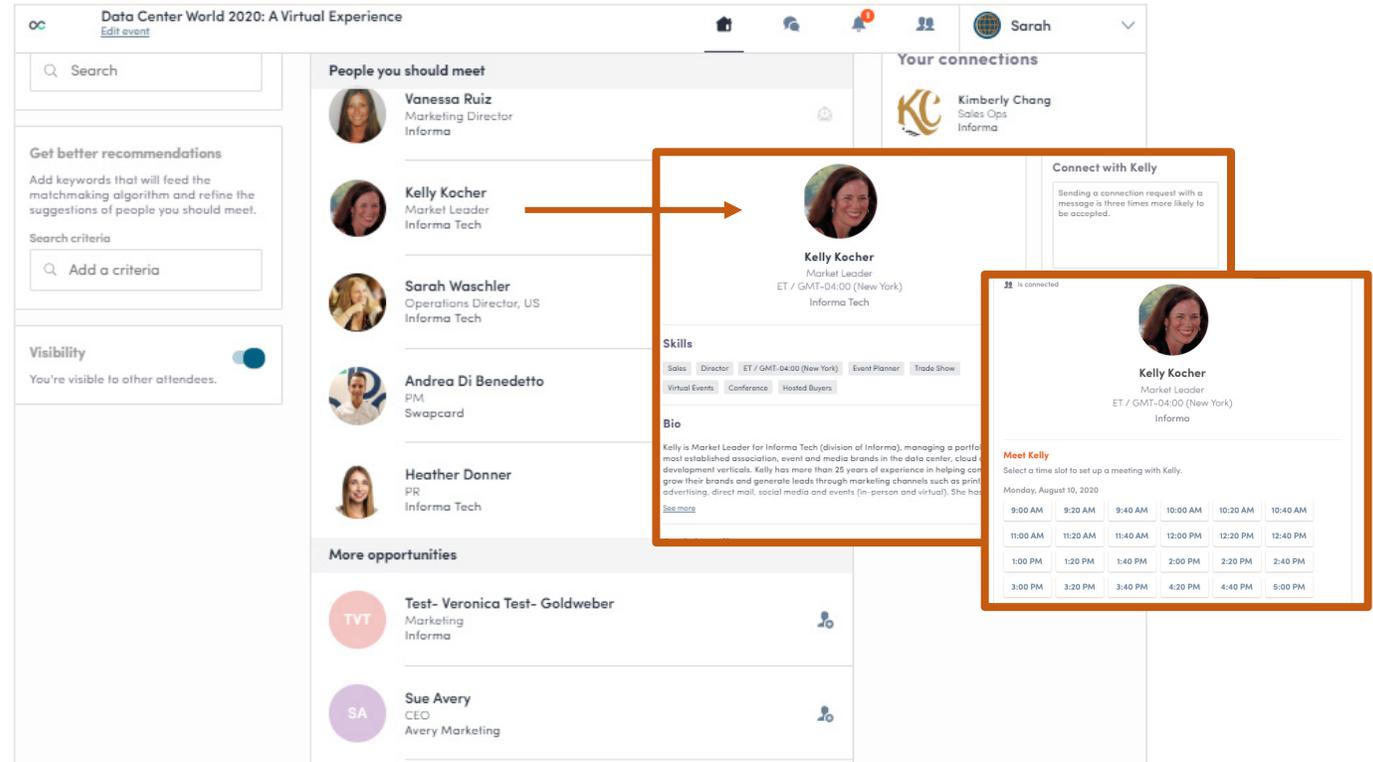
**MAKE CONNECTIONS
AND REQUEST
MEETINGS**



How To – Request a Meeting



- From main navigation, click on “Attendees”
- Sort and filter attendees to find contacts you’d like to connect with
- Click on their name to view their profile
- Click on an available meeting slot
- Select virtual meeting
- Craft a personal message to person and send
- Go to “My Event” to see if contacts have accepted your meeting request
- Note the meeting time slot is held and blocked until it is accepted or declined

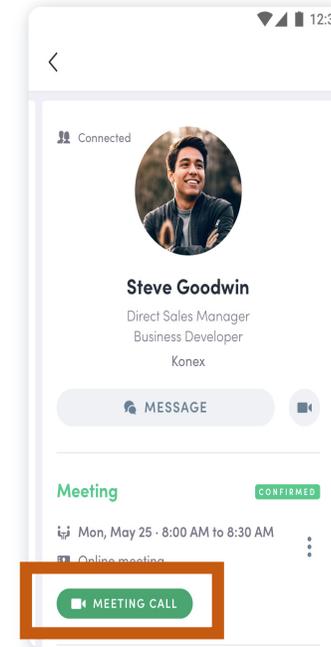




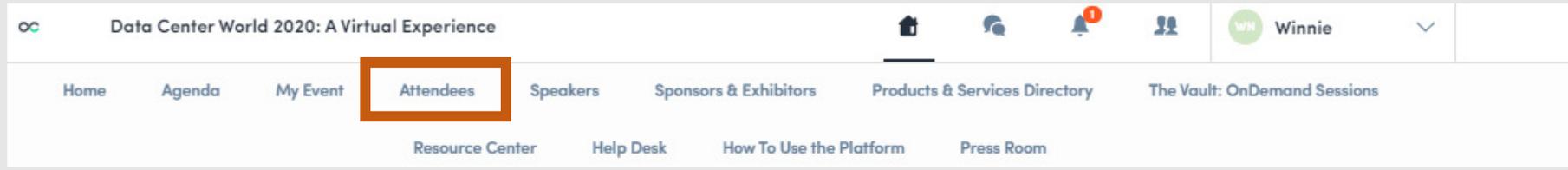
How To – Start a Video Meeting



- From main navigation, click on “**My Event**”
- If your meeting request is confirmed, a button “**Meeting Call**” will appear 1 hour before your meeting
- Click on Meeting Call to start your video meeting
- Note: Incoming meeting requests will appear in your notifications area on the toolbar



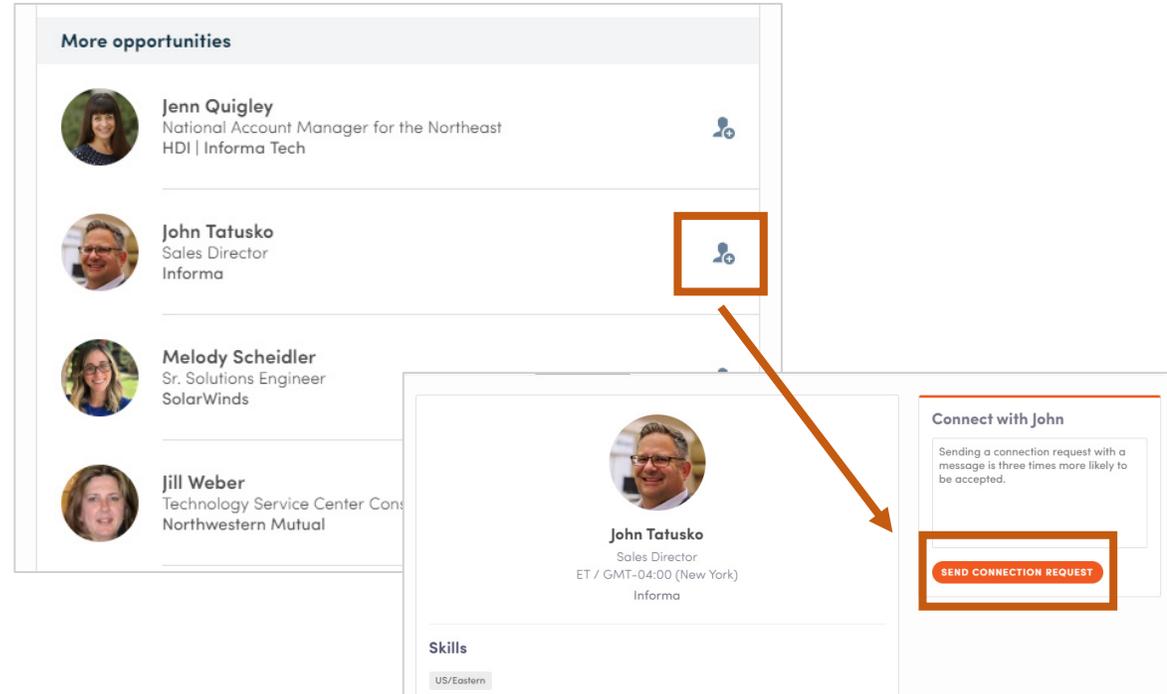
 Pro Tip – You can also start a video call during a private chat conversation you’re having with a contact; simply click on the camera button to start the video call. Note you may share your screen during a video meeting as well.



How To – Make a Connection



- From main navigation, click on “Attendees”
- Sort and filter attendees to find contacts you’d like to connect with
- Click on their name to view their profile or click on the person icon with the plus sign
- Craft a personal message to person and send connection request
- Once you’ve made a connection, you can chat directly with the contact and, score, tag and make notes about the contact

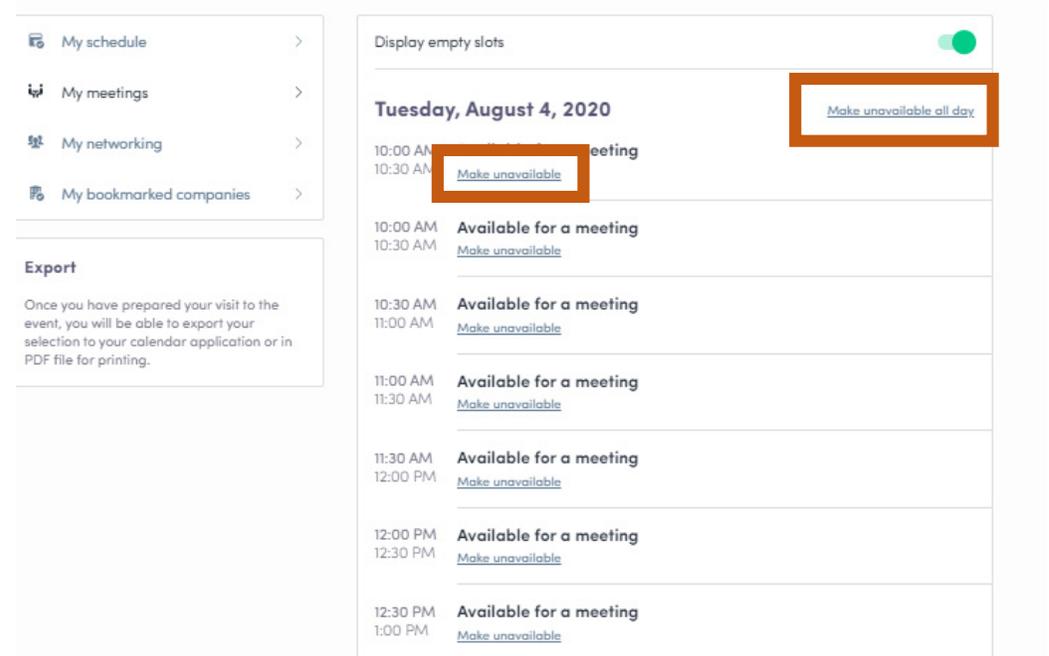




How To – Set Available Meeting Times



- From main navigation, click on “**My Event**”
- Time slots are pre-populated
- If you’d like to block slots simply click on the “**make unavailable**” button within the time you’d like to block
- If you’d like to block the entire day, click on “**make unavailable all day**”



Additional Resources and Information

Video Demos

- Walk-through of the platform (7:23) - <https://youtu.be/b6sjcldAutw>
- Overview of Sessions/Content features Highlight - <https://youtu.be/C-71cSqnqg8>
- How the virtual event platform experience is different - <https://youtu.be/7bCxkmDGoDA>
- Overview of interacting with Exhibitors (1:50) - https://youtu.be/GH5_Zidrpwk
- Overview of networking within platform (2:00) - <https://youtu.be/57hEgfETLjc>
- YouTube playlist of demos: https://www.youtube.com/playlist?list=PLgH_DJSm3lcu3j_h_a1D0Ewu3naVFCbls

CODE OF CONDUCT

PURPOSE

We believe our community should be truly open for everyone. As such, we are committed to providing a friendly, safe and welcoming environment for all, regardless of gender, sexual orientation, disability, ethnicity, or religion. This code of conduct outlines our expectations for participant behavior, as well as the consequences for unacceptable behavior. We invite all sponsors, speakers, attendees, media, exhibitors and other participants to help us realize a safe and positive conference experience for everyone. All determinations of appropriate or inappropriate behavior are in Informa's sole discretion and the decision(s) of the Informa representatives on-site will be final.

EXPECTED BEHAVIOR INCLUDES, BUT IS NOT LIMITED TO:

Be considerate, respectful, and collaborative.
Refrain from demeaning, discriminatory or harassing behavior, materials and speech.
Be mindful of your surroundings and of your fellow participants. Alert conference organizers if you notice a dangerous situation or someone in distress.

UNACCEPTABLE BEHAVIOR & MATERIALS INCLUDE, BUT ARE NOT LIMITED TO:

Intimidating, harassing, abusive, discriminatory, derogatory, or demeaning materials or conduct by any attendees of the event and related event activities. Many event venues are shared with members of the public; please be respectful to all patrons of these locations.
Harassment includes: offensive comments (verbal, written, or otherwise) related to gender, sexual orientation, race, religion, disability; inappropriate use of nudity and/or sexual images in public spaces (including presentation slides); deliberate intimidation, stalking or following; harassing materials, photography or recording; sustained disruption of talks or other events (whether verbal or otherwise); inappropriate physical contact, and unwelcome sexual attention.
Wearing clothing that is not suitable for a professional work environment, that is provocative, or otherwise potentially offensive.
Physical, written, verbal or other abuse, intimidation, threats, annoyance, harassment, stalking, pushing, shoving or use of any physical force whatsoever against any person, which in any way creates a disturbance that is disruptive or dangerous, or creates apprehension in a person, as determined by Informa and its show management, in their sole discretion.
Any boisterous, lewd or offensive behavior or language, including but not limited to using sexually explicit or offensive language, materials or conduct, or any language, behavior or content that contains profanity, obscene gestures, or racial, religious or ethnic slurs.

CONSEQUENCES OF UNACCEPTABLE BEHAVIOR

Unacceptable behavior will not be tolerated whether by other attendees, media, speakers, volunteers, organizers, venue staff, sponsors, or exhibitors.
Anyone asked to stop unacceptable behavior is expected to comply immediately.
If a participant engages in unacceptable behavior, the conference organizers may take any action they deem appropriate, including expulsion from the conference without warning or refund and contacting the authorities as necessary.

WHAT TO DO IF YOU WITNESS OR ARE SUBJECTED TO UNACCEPTABLE BEHAVIOR

In any emergency situation please call the authorities immediately via the house phones or directly.
If you are subjected to unacceptable behavior, notice that someone else is being subjected to unacceptable behavior, or have any other concerns, please notify a conference organizer as soon as possible. All reports will remain completely confidential.
Event Staff will be available to help participants contact venue security or local law enforcement, to provide escorts, or to otherwise assist those experiencing unacceptable behavior to feel safe for the duration of the conference. You can report unacceptable behavior to any member of staff. Staff can be found in the Show Office onsite or you may email one of the contacts below.

SCOPE

We expect all conference participants (staff, sponsors, volunteers, speakers, attendees, and other guests) to abide by this code of conduct at all conference venues and conference-related social events. The above policies may be revised at any time by Informa and are non-negotiable. This Code of Conduct is without prejudice to Informa's rights, all of which it expressly reserves.