Customer storytelling & integrated marketing

VMworld, a customer content rich event

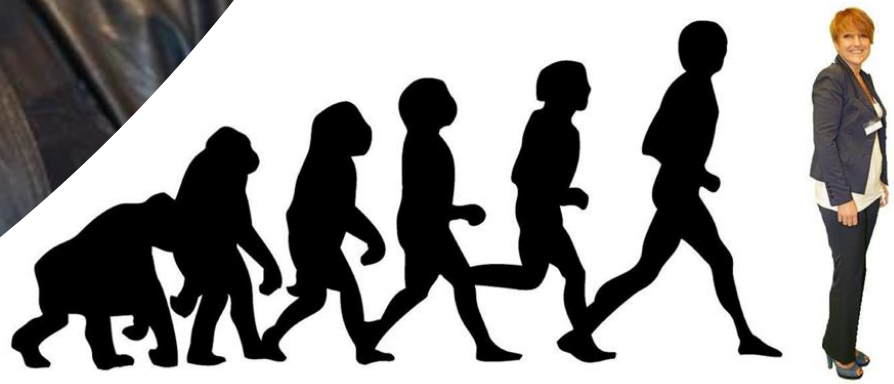
Stefania Cugini

Director, Customer Programs EMEA, VMware

AMA, February 11th 2020

vmware® Confidential | ©2019 VMware, Inc.

Counseling



We Are VMware

We believe that software has the power to unlock new possibilities for people and our planet. Our software forms a digital foundation that powers the apps, services, and experiences transforming the world.

The Foundation

EPIC2

Our Values. Your Journey.

EXECUTION

PASSION

INTEGRITY

CUSTOMERS

COMMUNITY

Customer Centric Marketing

PUT CUSTOMERS AT THE CENTER

OF WHAT WE DO, WHY WE DO IT, HOW WE DO IT

VMware Customer Programs

We tell customer stories as proof points of the VMware brand, and amplify them to key audiences through targeted channels – ensuring an optimized customer experience.

Program Framework

Optimized Customer Journey and Experience

Great Brands & Stories

Amplification

Storytelling

Integrated Marketing Approach

Create content and assets that can be consumed by different Audiences

Tell our story including different people's Perspectives

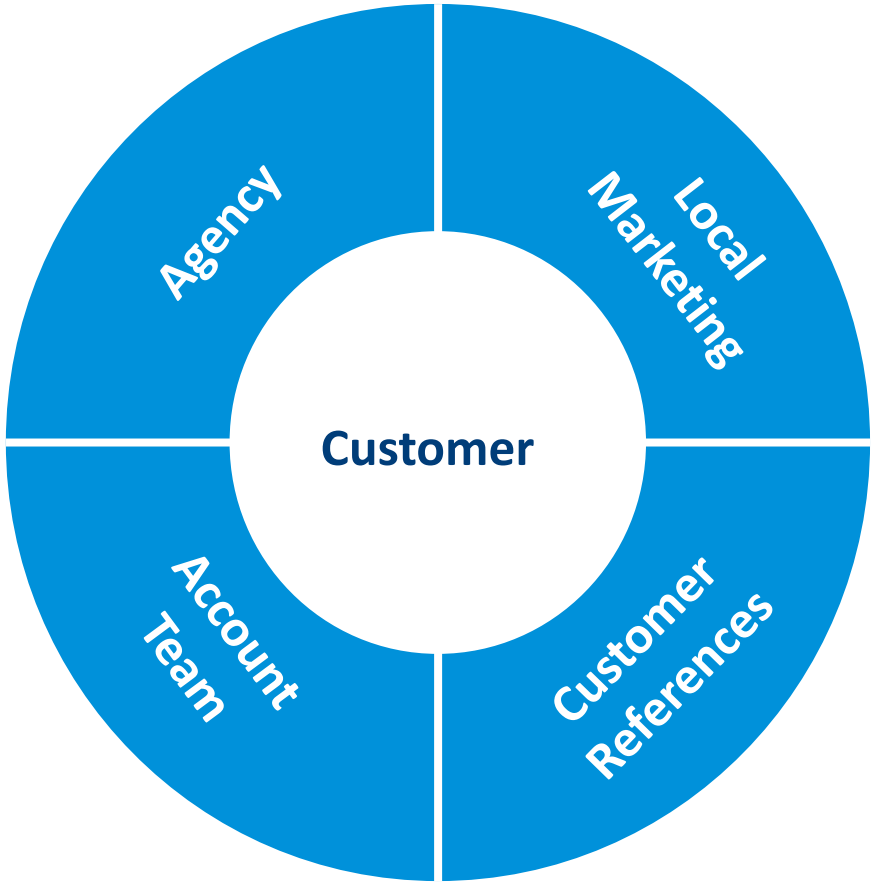
Tell our story from different Angles

Content feeding and creation, building a customer journey - Integration

Leverage Customer content in all Marketing activities and Sales cycle

Recruit and nurture VMware Advocates

Engagement - Integration - Amplification



- Events
- Executive Marketing
- VMware Briefing Centers
- External Comms
- Internal Comms
- Social & Digital
- Solution and Industry Marketing

Amplification that is targeted, measurable, and relevant for VMware and customers

Customer Advocacy through long term engagements, Storytellers Program, and Champions Community

VMworld 2019 Europe

VMworld 2019 Europe
4-7 November 2019
Barcelona, Spain

14,000 Attendees
120 Exhibitors

Creation and Amplification of Customer Content

Pre-event	On site	After event
Invitations, registration, pre-event comms	Storytellers Program	PR activities and coverage
Digital	Customer sessions and recording	Additional AR engagements
Employee social handbook	PR media activities and announcements	Digital
Personalized comms and agenda for Storytellers	AR activities	Paid promotion
Internal Comms	Social and digital	Assets production
	Video production	Internal Comms
	VP daily email to EMEA	

Customer Journey and Engagement

Storytellers Program

Exclusive meet-up with Pat & Jean-Pierre

Access to the Storytellers' Lounge

Priority seats for General Sessions

Thank you Gift

Personalized agenda and communications

Champions Program

vmware CHAMPIONS

Customers

Daily Giveaways

Gamification Awards

Partners

Champions Lounge

Meet with Pat and JP

- Nurture
- Dev. Relationships
- Recruit

Meet-up with VMware Executives

CEO and EMEA VP meet at the Storytellers' Lounge with Customer Storytellers, VMUG Leaders and Top Champions

Our Customers
Inspire Us
sky

SAP

Make your mark

IHS Markit

Storytellers Lounge

Pauline Flament
Global Network Direc
of Information Techn
Michelin

On-site Customer Activities

Mainstage Gen Session

Panels at CIO Forum

Industry Panels

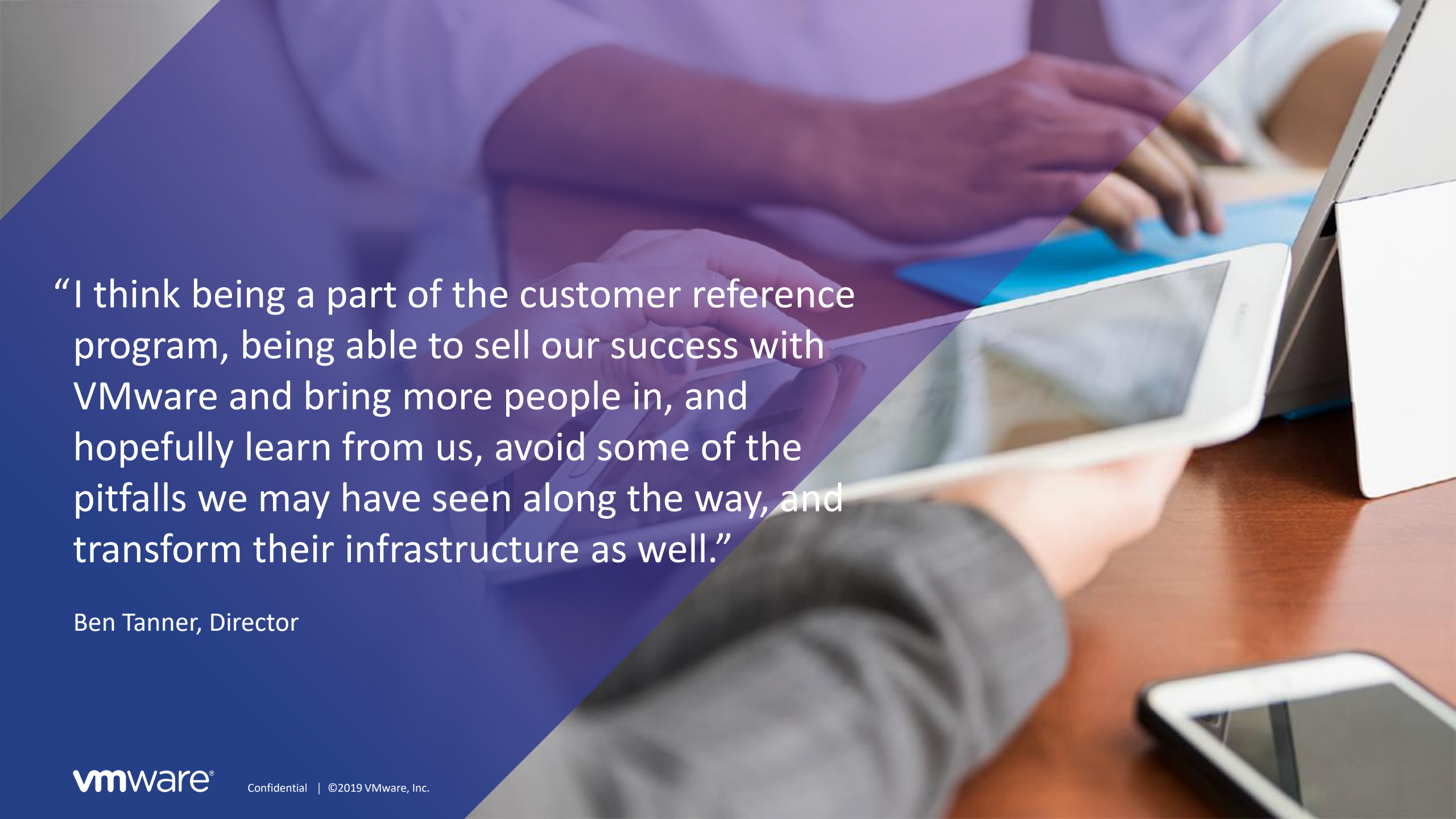
PR & AR

Showcase Keynotes

Force for Good

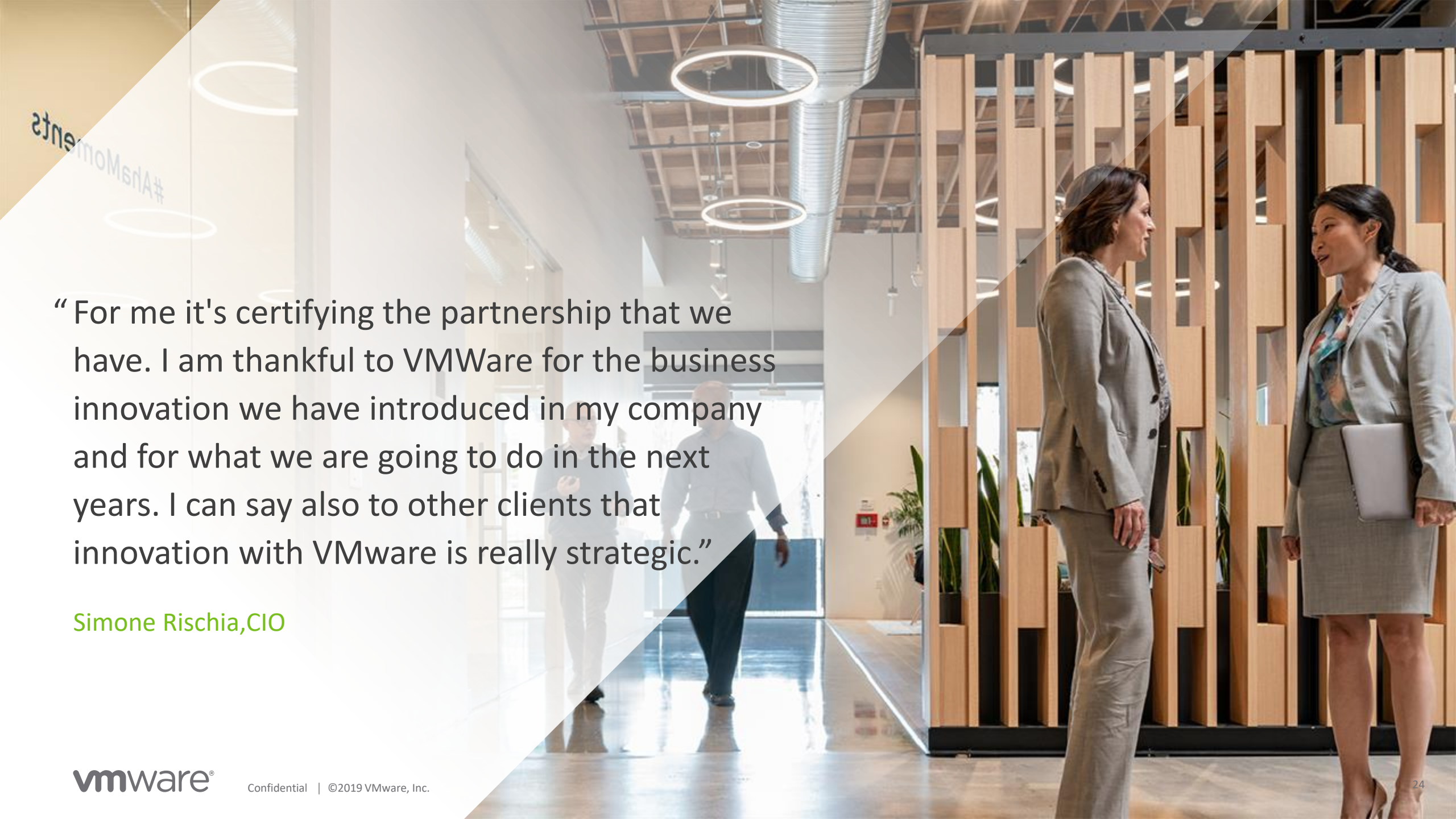
D&I Sessions

Breakout Sessions



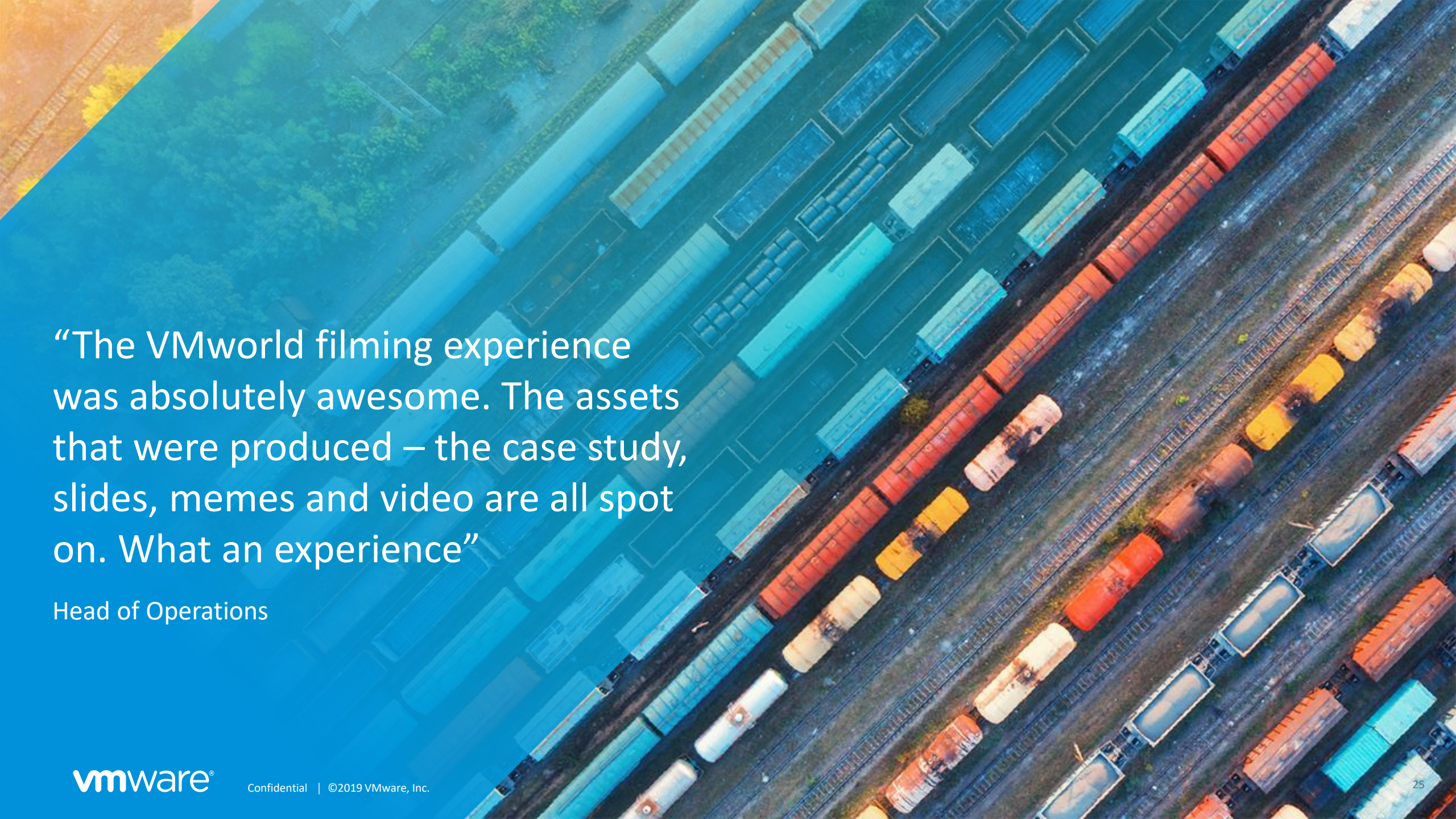
"I think being a part of the customer reference program, being able to sell our success with VMware and bring more people in, and hopefully learn from us, avoid some of the pitfalls we may have seen along the way, and transform their infrastructure as well."

Ben Tanner, Director



“ For me it's certifying the partnership that we have. I am thankful to VMWare for the business innovation we have introduced in my company and for what we are going to do in the next years. I can say also to other clients that innovation with VMware is really strategic.”

Simone Rischia,CIO



“The VMworld filming experience was absolutely awesome. The assets that were produced – the case study, slides, memes and video are all spot on. What an experience”

Head of Operations

Thank You

Confidential | ©2019 VMware, Inc.