

SQLUG.be


Profile

Version: July 2009

- To be the **single point of entry** for the Belgian Sql Server community
- **Share** experiences and knowledge.
- Scope: **Complete MS SQL Server Suite**
- Target audience
 - **Everybody** who wants to share experience, ideas or knowledge about MS SQL Server.
- **Online and offline** presence
- **User Group evening every 2 months**

- **February:** First ideas
- **March:** First public presence at Dev&ITPro days
- **March:** New website: SQLUG.be
- **April:** Accepted as Culminus member
- **June:** First UG evening
- **August:** Revamped website and logo
- **September:** 2nd UG evening (40 attendees)
- **October:** Accepted as Ineta member
- **November:** 3rd UG evening about SSIS (19 attendees)
- **December:** 11th newsletter send to +200 registered users
- **December:** First member benefit: SQL Server Magazine at 50% discount

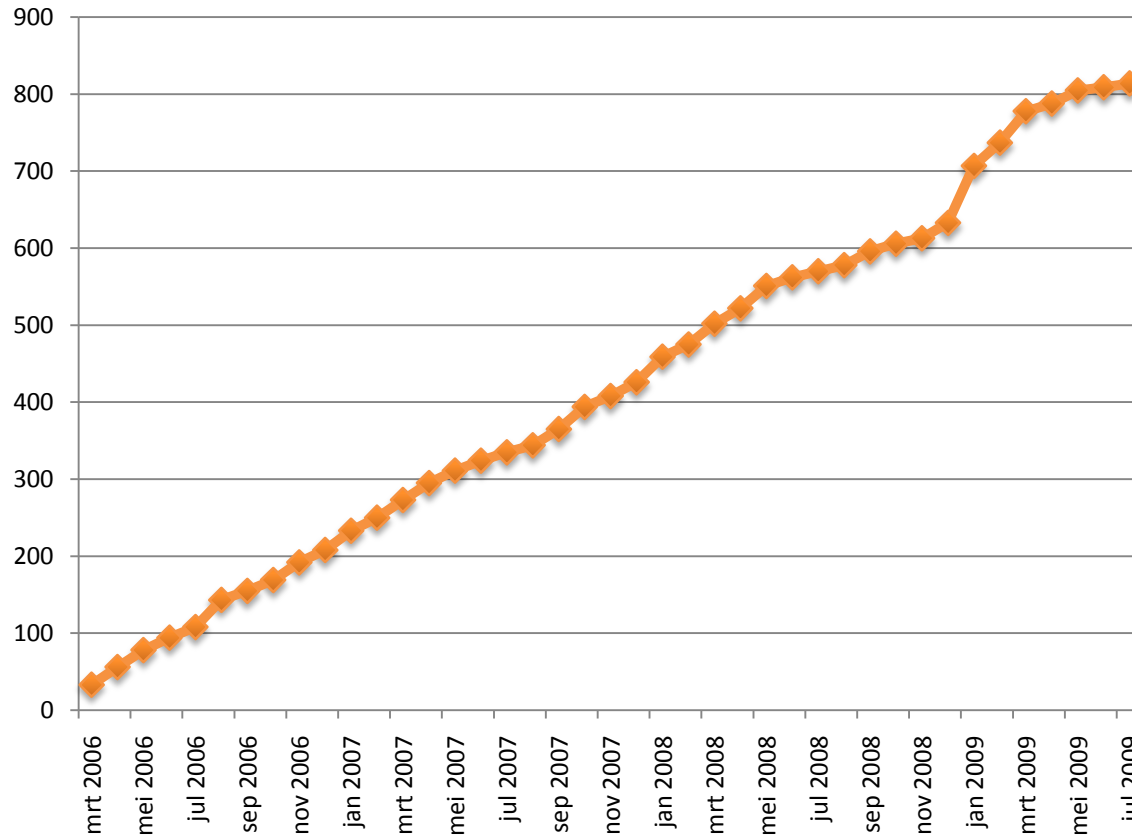
- **January**,
 - Website hosting sponsored by Hostbasket
 - First job announcement site
- **January**, 4th UG evening (25 attendees) on XML
- **February**, Celebrating our 1st anniversary with special event including sponsored tombola
- **March**, 6th UG event, exclusive Talk by Bob Beauchemin on Dev IT Pro Days
- **April**, 7th UG evening about Sql Mobile
- **May**, +300 registered members
- **May**, 8th UG event, remote presentation by Paul Randal (Microsoft)
- **June**, 1st Belgian Community with VISUG, BIWUG, Pro-Exchange, IT-Talks, SQLUG.be
- **Sept**, 9th UG evening about Analysis Services
- **Nov**, 10th UG evening on Reporting Services

- **January**, 11th UG evening on Sql Server 2008
- **January**, launch partnership program
- **February**, Gold partners: Kohera and Ordina
- **March**, Techdays booth
- **March**, 12th UG evening on linked servers + SAP on Sql Server
- **March**, SQLUG.be becomes an official VZW
- **April**, + 500 registered members
- **May**, 13th UG evening about Monitoring in Sql 2005
- **June**, Community Day; we deliver 2 sessions
- **August**, Official SQLPass Chapter 
- **September**, 14th UG evening about SSIS
- **December**: First SQL Server Day (+200 attendees)

- **January**, 15th UG evening on Indexes, the Optimizer and execution plans (+60 Attendees)
- **January**, more than 600 registered users
- **February**, New Gold Partner: Targit/TimeXtender
- **March**, 16th UG evening on MDX
- **March**, Revamped website
- **March**, SQL Augmented Reality awareness campaign co-hosted with Microsoft, <http://sqlug.be/augmentedreality>
- **April**, member benefit European SQL Pass Conference
- **April**, 17th UG evening on Business Intelligence in SAAS Environment

- **May**, SQLUG.BE reaches 800 members
- **June**, 18th UG evening on Visual Studio Team System 2008 Database Edition and The Azure Services Platform and SQL Services
- **June**, Community Day; we deliver 2 sessions
- **September**, 19th UG evening on Upgrading to SQL Server 2008
- **December**, 2nd SQL Server Day @ Mechelen

SQLUG.BE Members



- Website SQLUG.be (Community Server) hosted by Hostbasket
- SharePoint server used for internal communication and central document library
- Q1 2008: VZW
- Member of VSDC since April 2006
- Regular face to face meetings with core members
- Member of Culminis
- Member of Ineta
- Official SQL Pass Chapter
- Regular contact by phone

- UG evenings
- Community Day
- SQL Server Day
- SQLUG.be website
 - FrontPage announcement
 - Member blogs
 - Resource Corner/Blog
 - Benefits to members: discounts
 - Job announcements
- Newsletter

- **Algemene Vergadering VZW:**
 - Frederik Vandeputte (Kohera)
 - President
 - Davy Knuysen (Ordina)
 - Vice-President/Secretary
 - Bart Bultinck (Integreat)
 - Webmaster
 - Marc Mertens (Global Knowledge)
 - Core-member
 - Peter De Seranno (Consuran)
 - Founder
- **Core Members**
 - Karim Ourtani
 - Nico Verbaenen
 - Steve Verschaeve
 - Bjorn Cornelis
 - Geoffrey Samper

- Events
 - UG evenings every 2 months
 - Many 2 many events
- Newsletter
 - Once a month
- Website update content
 - Continuous effort
- Spread the word campaign
 - Continue effort
- Community Day 3 (June)
- SQL Server Day 2 (December)

| Area | Gold | Silver | Event Sponsor | Job Announcement | Event Announcement |
|--|---|--|--|--|---|
| Focus | Shows your long term commitment to SQLUG.BE with maximum visibility | Shows your long term commitment to SQLUG.BE at a lower price | Get a maximum of visibility on 1 event | Get a dedicated audience for your job announcement | Announce your own event to a dedicated SQL Server minded audience |
| Cost | 2000 EUR /year | 800 EUR/year | Location, feed & beverages | 1200/3months | 500 EUR/announcement |
| Logo on front page | yes | no | yes, announcement next event | no | no |
| Logo, company profile, link to website on Partner Page | yes | yes | no | no | no |
| Logo on all newsletters | yes | no | In event announcements | no | no |
| Logo in SQLUG.BE related Slidedecks | yes | yes | event related slidedecks | no | no |
| Job announcement on website | yes, 1 for free during 1 year, can be changed during year (*) | no | no | yes | no |
| Job announcement mentioned in newsletter | yes 1 time | N/A | N/A | yes, 1 time | no |
| Event announcement mentioned in newsletter | yes 1/year | N/A | N/A | N/A | yes, 1 time |
| Event announcement on SQLUG.BE website | N/A | N/A | N/A | N/A | yes, 1 time in front page announcement |
| Distribuite flyers and promo materialyes on events (*) | | no | yes | no | yes |



- Microsoft BeLux **Microsoft**
- Hostbasket 
- Culminis 

Culminis ALLIANCE - EMEA
Europe, Middle East & Africa
Member Organization
- Ineta 
- SQLPass 
- Global Knowledge 
- Delaware 
- InfoSupport 