

The Final 50 Hours: Chicago BSides and Community Management

Reflection #3

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The final 50 hours of my internship were mostly spent in Chicago, IL, as a sponsor at Chicago BSides. Only my manager and I attended the event from Kindo; as I got into Chicago earlier in the day than she did, I was responsible for picking up the packages we shipped to the hotel and setting up our table. I had difficulty getting all of our packages from FedEx as not all were delivered when I first arrived. After messaging back and forth with my manager and some help from the BSides coordinator, I brought all the boxes to the event space and finished setting up.

I spent the entirety of the next day at the conference. It was interesting to talk to people interested in cybersecurity, attendees ranged from college and boot camp students to those with many years of cybersecurity experience. I have also found that I enjoy talking to people as a sponsor, I find it much less intimidating talking about a product I know well than going to different booths as an attendee. We did not bring any flyers or business cards to hand out, which was challenging. We and the attendees problem-solved by having them take pictures of our logo or writing down the websites for them, and we made a note to ensure we have some sort of informational sheet for our next conference. Throughout the day, I had the opportunity to give multiple demos of WhiteRabbitNeo and was even interviewed for a vlog two attendees were filming for their company, the CEO of which connected with our sales team about integrating WhiteRabbitNeo into their offerings.



*The WhiteRabbitNeo vendor booth for Chicago BSides*

Aside from the conference, the majority of these 50 hours were spent responding to Discord messages from community members and helping them with locally hosting WhiteRabbitNeo in different environments.

In conclusion, most of my time this period was spent at the Chicago BSides conference, which gave me valuable insight into how events like this are run from a sponsor perspective. I also continued interacting with WhiteRabbitNeo community members to help them get the most out of the product.