

User Groups in the future

Heli Helskyaho

spokesperson for the EOUC

president for the Finnish OUG

HrOUG conference, Rovinj

Who is Heli?



- Graduated from Helsinki University: Computer Science
- Worked with Oracle-products since 1993
- Database!
- CEO for Kantamestarit Oy since 2000
- Board member for OUGF since 2001
- President for OUFG since 2007
- Spokesperson for EOUC since late 2007
- heli.helskyaho@kantamestarit.fi

What and Who is the IOUC?



What and Who is the IOUC?



- Americas
- EMEA
- Asia - Pacific

- IOUC-meetings twice a year in Oracle HQ
- Enables the co-operation with
 - Higher Education User Group (HEUG)
 - Independent Oracle Users Group (IOUG)
 - Oracle Applications User Group (OAUG)
 - Oracle HCM Users Group (OHUG)
 - Oracle Development Tools User Group (ODTUG)
 - Quest International Users Group (Quest)
 - APAC Oracle User Group Community (APOUC)
 - EMEA Oracle Usergroup Community (EOUC)

- IOUC Committees (at the moment)
 - Education
 - Global Support
 - Product Development
 - Localisation

- More info: www.iouc.org

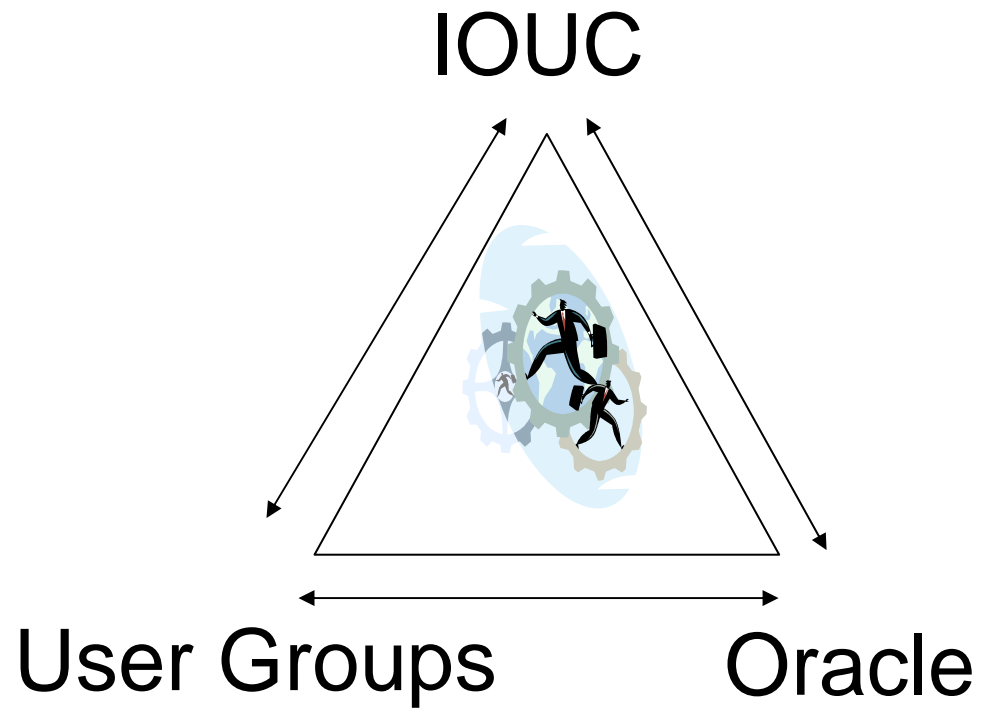
What and Who is the EOUC?

EOUC
EMEA Oracle Usergroup Community



What and Who is the EOUC?

- Europe, Middle East and Africa
- Almost 30 user groups in that area
- Changes late 2007
 - Council -> Community
 - Board -> Spokespersons
- Spokespersons: Janny Ekelson, Heli Helskyaho
- more info: www.eouc.org



Role of a spokesperson ?

- Communication!
- Co-operation
- EMEA Presidents' meetings
- Oracle OpenWorld
- IOUC meetings (face-to-face, conf calls)
- Committees (face-to-face, conf calls)
- ?

What should a spokesperson accomplish

- User groups sharing information and best practices, learning from each others
- Leaders knowing each others
- Voice of the EMEA to be heard by IOUC and by Oracle

EOUC, changing all the time

- User groups coming and going
- Presidents (contacts) coming and going
- Oracle Acquisitions, new contacts
- Volunteer workers with a “real” job that dictates their time consuming
- Timezones
- ...

Why is it good to have EOUC and IOUC?



- we have louder voice to influence Oracle
- why have spokespersons?
 - Oracle has direct contact points in UGs, easier and more efficient
 - spokespersons know their area and UGs -> less misunderstandings
- how can we make this work?
 - co-operation, talking
 - trust

- Why am I doing this?
 - spokespersons are not paid (volunteer workers)
 - this is taking lots of time
 - nobody actually knows what a spokesperson should be doing (how do you know if you are doing the right things or not!)
 - well, I really believe we have a great chance to make the Oracle world better! Help us to use this possibility and support us!!

What can you do?



- You have your own UG president who will listen to you and tell the spokespersons if there is something we can do to help you
- You can contact the spokespersons directly
 - heli.helskyaho@kantamestarit.fi
 - jekelson@fedex.com

and...

- I have been told that the future is
 - No more face-to-face meetings
 - New technologies: telcos, webconferences, OracleMix, LinkedIn, Facebook, ...
 - That might be the future for Oracle but is it the future for user groups?
 - It is time to talk...

Remember to

- Get Involved
- Be a Contributor
- Share the Passion
- Make a Difference
- Be active!