

Podcast: ASUG 2010 Pre-Flight Preview with Jim Spath

"On getting the most out of ASUG 2010, justifying your attendance, and greener approaches to trade show attendance"

Podcast Interview Date: April 29, 2010

{enclose pcast_0510_sap_reed_spathasug.mp3}

[PC users: "right click" to download file]

Podcast guest Jim Spath is a fan of the Bengies Drive-In Theatre. And just like the drive-in, we've got a podcast double feature for you. In part one (the part in this description), Jim and I talk about ASUG 2010 Orlando and why the ASUG part of the show matters (Jim is presenting at ASUG 2010 on compressing database objects). In part two of our podcast double feature, we launch our first discussion on the pros and cons of SAP Solution Manager .

Jim Spath is a Technical Architect with a global manufacturer. He's an SAP Mentor and a long time ASUG volunteer. He writes some of the most readable technical blogs on SCN. I tracked him down on Skype for a Sunday evening taping. During the ASUG part of the discussion, I asked Jim why he gives people like me a hard time when we talk about SAPPHIRE and don't mention ASUG. Jim also talks about how he reports back to his team and how to justify one's attendance at ASUG to one's employer. We also touch on the greening of conferences and how to have a greener conference experience in Orlando, including the use of Redi Pedi bicycle taxis.

Note: the views Jim expresses on this podcast are only his personal views and are not made on behalf of any of his organizational affiliations.

We started with a 15 minute discussion on ASUG 2010 which you can download above. This recording ends abruptly as I stopped it there so we could release the SAP Solution discussion separately.

Podcast Timeframe

1:24 Why Jim gives Jon a hard time when he mentions SAPPHIRE without citing ASUG.

2:32 It's not easy to get your employer to send you to trade shows. As a trade show veteran, how does Jim justify his own attendance? How does he bring back relevant information to his team?

5:20 Speaking of blogging tips, how do you write something useful in a blog about the show that isn't just adding to the noise?

And why does Jim blog about the business cards he collects? A new frontier: "crowdsharing" your networking information.

8:25 The "Twitterization of events" - does Jim see value in tracking Twitter hashtags at events? What role does pre-conference planning play in influencing Jim's schedule?

10:22 The greening of conferences - travelling lightly - having a lighter impact. Jim has been known to share exactly what he's packing in images online. How does his prior career as an Environmental Engineer impact his view on SAP trade show attendance? Moving beyond plastic bottles - Jim makes his case for drinking from the tap.