



A long, long
time ago...



I had a
dream

Intro to Microsoft Influencer Programs

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CEO @ DEVISIOONA
CSO @ CLOUD1



Introducing our influencers here today...

- Who are you?
- What are you working with?
- MVP for how long?

What are the influencer programs?

Student Ambassadors

Regional Directors

Most Valuable Professionals (MVPs)

What being an MVP means?

1. Microsoft has chosen you for your **technical community contributions**
2. You will be treated as a semi-insider for purposes of roadmaps and communications
 - PGIs, preview bits, roadmap disclosures, mailing lists, Teams groups etc.
3. You will receive some free licenses and benefits, but no monetary compensation
4. You will be expected to maintain a steady stream of contributions over the years

MVPs are divided into award categories

Developer Technologies

Microsoft 365

Security

Business Applications

Data Platform

Cloud and DC Management

AI Platform

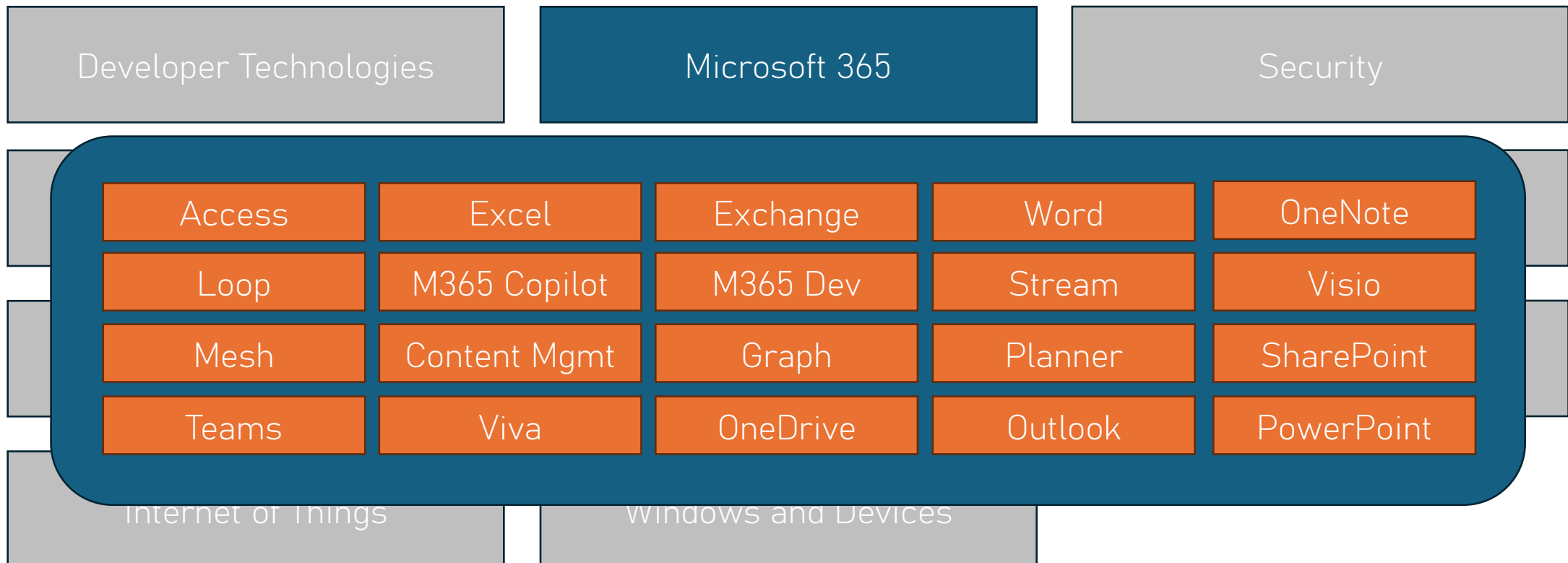
Microsoft Azure

Windows Development

Internet of Things

Windows and Devices

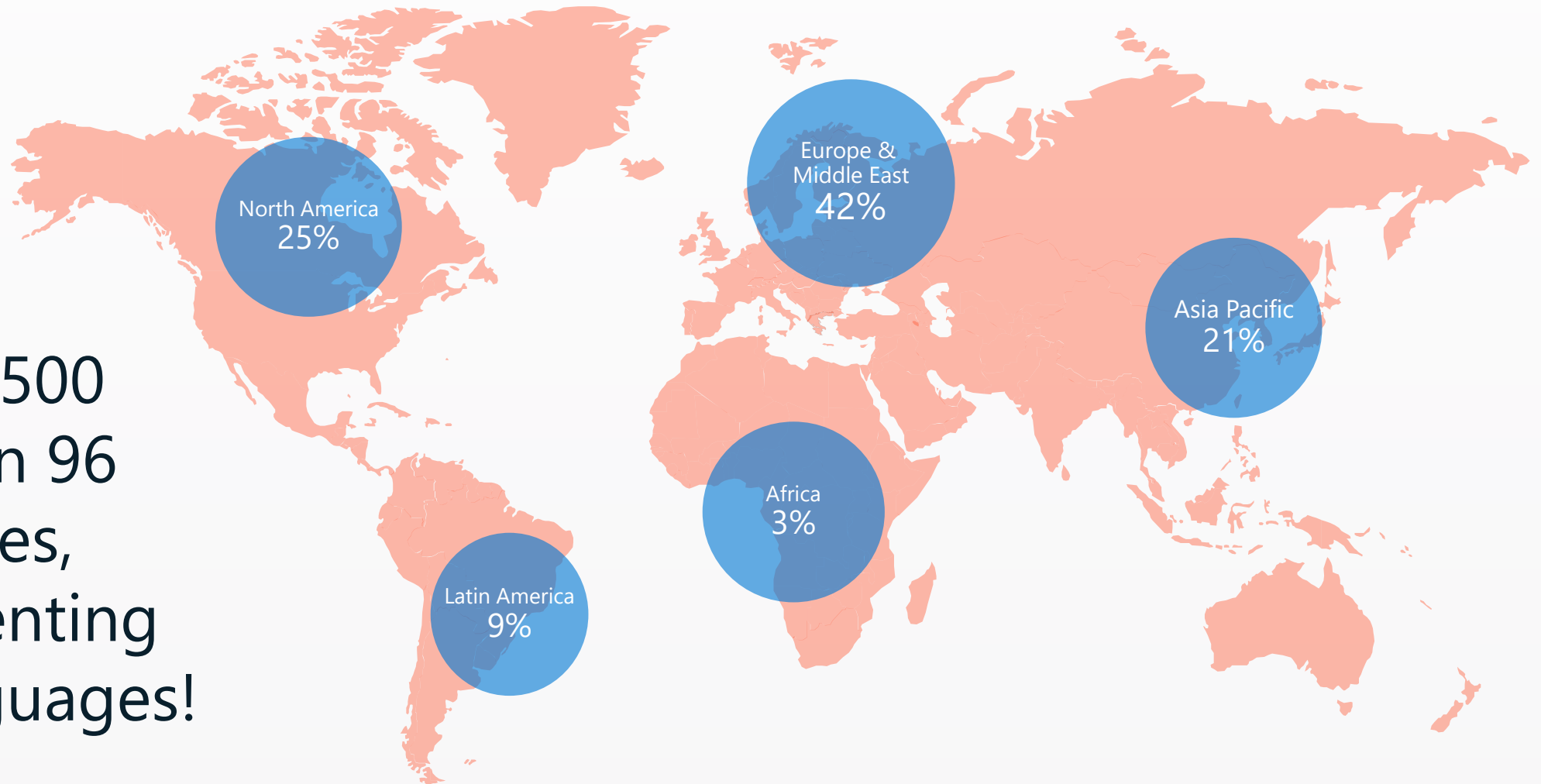
Award categories are divided into tech areas



Where are MVPs located



Over 3,500 MVPs in 96 countries, representing 49 languages!



The Summit is the Sanctum



MVP Global Summit


- An annual hybrid event at the Microsoft Campus
 - Admission is free, but you'll pay for travel + hotels
- Hundreds of sessions dedicated to sharing roadmaps and gathering feedback
 - ... none of which you may talk about
- The best way to make real human connections, both between MVPs and with MSFT posse

The Finnish Crew

Filter

People

Events

 Search by filter

▼ Program

- Student Ambassadors
- Most Valuable Professionals
- Regional Directors

▼ Country/Region

- Faroe Islands
- Fiji
- Finland
- France
- French Guiana

> State/Province

> Language

> Award Category

> Technology Area



Antti Koskela



Antti Pajunen



Gautam Sheth



Harri Jaakkonen



Heini Ilmarinen



Joonas Westlin



joosua santasalo



Jukka Loikkanen



Jussi Mori



Jussi Roine



Jussi Metso



Karl-Johan Spiik



Karoliina Kettukari



Katja Jokisalo



Laura Kokkarinen



Martin Björkström



Maryam Tavakkoli



Matti Paukkonen



Miska Kytö



Panu Saukko



Panu Oksala



Pasi Huuhka



Pavel Mirochnitchenko



Petri Paavola



Petri Jamsen



Sakari Nahi



Sami Lamppu



Sami Laiho



Sandy Zeng



Sari Soinoja



Tatu Seppälä



Terho Antila



Timo Pertila



Tomi Tavela



Vesa Nopanen



Vesa Tikkanen

Ways that MVPs contribute



Community Organizer

User group and community events organisers.

Content creator

Bloggers, video producers, livestream, book authors.

Influencer

active on social media with large base of followers.

Public speaker

Speaker at Reactors, local and global events.

Mentor

to Startups, Students and Peer Groups.

Helper

Forum answerers and moderators, Docs contributors and localization improvers.

Open Source Supporter

Open source code developers, project maintainers.

Finnish MVPs look abroad

- Product groups (PGs) are mostly in Redmond
- Nordics and Benelux influencer programs are coordinated by Tina Stenderup-Larsen in Denmark
- Most MVPs never really hear from the Finnish subsidiary – today is a massive positive exception 😊
- Contributions can be in any language, but reach is always better in English – what's your target?



Regional Directors in a nutshell



- If MVPs are **technology specialists**, RDs are **business generalists**
- A much smaller program of ~200 people, some of whom are also MVPs
- There is no public application process

- RDs have access to MVP content of all award categories, plus some
- Still a non-compensated position, benefits ~equal to MVPs

Becoming an MVP

- To become an MVP, you need a referral from an MVP, RD or an MSFT employee
- After a referral, you will receive a nomination form
- New MVPs are approved every month, but getting a decision may take three months
- MVPs are removed from the program at every change of Microsoft Fiscal Year (1st July)

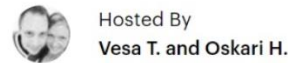
Some achievements by the
Finnish MVP community

Conference Organizing



**Metaverse One 2024
September 18th, 2024**

Microsoft Data Platform syväsukellus 2024! -seminaari Microsoft-talolla



European
Power Platform
Conference



User Group organizing



Microsoft Data Platform User Group - Finland

Helsinki, Finland

2,572 members · Public group

Finland Azure User Group

Helsinki, Finland

2,682 members · Public group



Microsoft Security User Group Finland

Helsinki, Finland

205 members · Public group

Microsoft 365 User Group Finland #SPUGFI #TEAMSFI

Helsinki, Finland

1,472 members · Public group

Blogs

JUKKA LOIKKANEN

THINGS ABOUT AZURE AND CLOUD IN GENERAL

Vesa Nopanen – My Metaverse Day

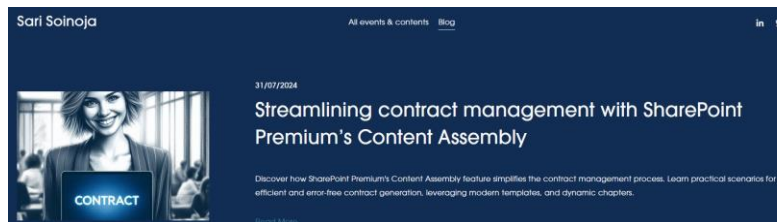
Mr. Metaverse welcomes you to my Metaverse day to explore the Future Work.

TIMO PERTILÄ

Huomioita tietotyöstä ja siihen hämärästi liittyvästä teknologiasta

Future Of Work - Miska Kytö

Making modern work a bit better with Microsoft tools



Hi! 🤖 I'm Jussi.

I'm an experienced IT architect and a Microsoft MVP, focusing on the cloud and security. I write about tech, Microsoft, security and lifting weights.

Jussi Metso

It's all about The Cloud and The Security



SAM'S CORNER

Site about cloud security

Video content & Podcasts



Petri Jämsen

1.32K subscribers · 1.4K videos

Microsoft365 | Vlogs | Tech ...more

twitter.com/petrijamsen and 1 more link

Subscribe



Teams Nation & Metaverse One

@MetaverseOneConf · 2.62K subscribers · 487 videos

Teams Nation and Metaverse One are 100% free, 100% community based digital events f...more

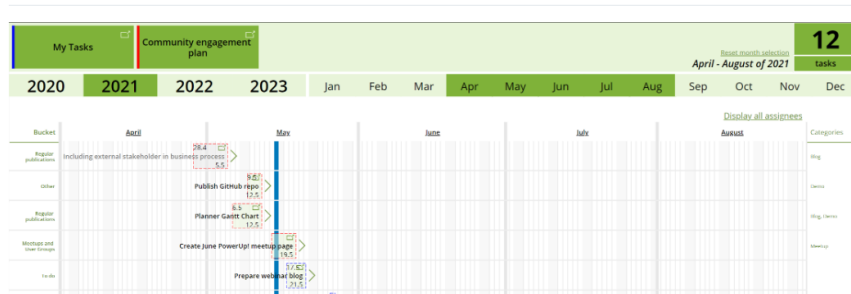
twitter.com/MetaverseConf and 1 more link

Subscribe



Open Source Contributions

Planner Gantt Chart introduction



Intune Device Details GUI ver. 2.985 (updated 2024-07-19)

Get-IntuneManagementExtensionDiagnostics v2.4 (2024-08-29)

Q4OpenData - Query for OpenData

There was a requirement for a name so here it is! This Service is now being called as Q4OpenData! It also has easier address as you can reach the service from [g4fi](https://github.com/g4fi)

Free Power Query (M) generator for Statistical OpenDATA from PXWeb

This Service generates Power Query (M) script for you to use with your Power BI / Excel report. Service generates scripts from different public PXWeb OpenData sources. New sources will be added all the time. Please understand that this data is published by government and publicly available. I have not personally gathered or created these datasets.

Microsoft Entra ID - Attack and Defense Playbook

Thank you –
to and for the community!

Agenda

10:00 Welcome & introduction to Microsoft Influencer Programs - Jouni Heikniemi, Regional Director

10:30 Empower every employee: Copilot for Microsoft 365 - Karoliina Kettukari, MVP, Head of Modern Work @ Meltlake

11:45 NETWORKING LUNCH

12:30 Security, AI and hallucinations - Jussi Roine, MVP, CEO @ Not Bad Security

13:45 Coffee break and networking

14:15 Architecting and building on Azure AI - Panu Oksala, MVP, CTO & Partner @ Adafy

15:30 End of the Event