

Nicole Zhu / Go-Jek

DevRel in the next 10 years



wifi: huonesgguest p: tryharder



DEVREL

IN THE NEXT 10 YEARS



AI SATURDAYS




DECENTRALISATION



3 MAJOR SHIFTS IN DEVELOPER RELATIONS

90s - 2002:

The Technical Writer Era



"We have just finished a tour, we played in Barcelona, the next day the entire performance was up on Napster and three weeks later when we got to play in Israel the audience knew the words to all the new songs and it was wonderful..." — Colin Greenwood (Radiohead)
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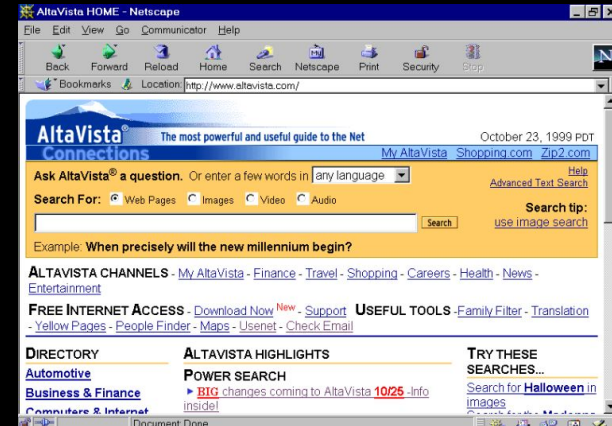
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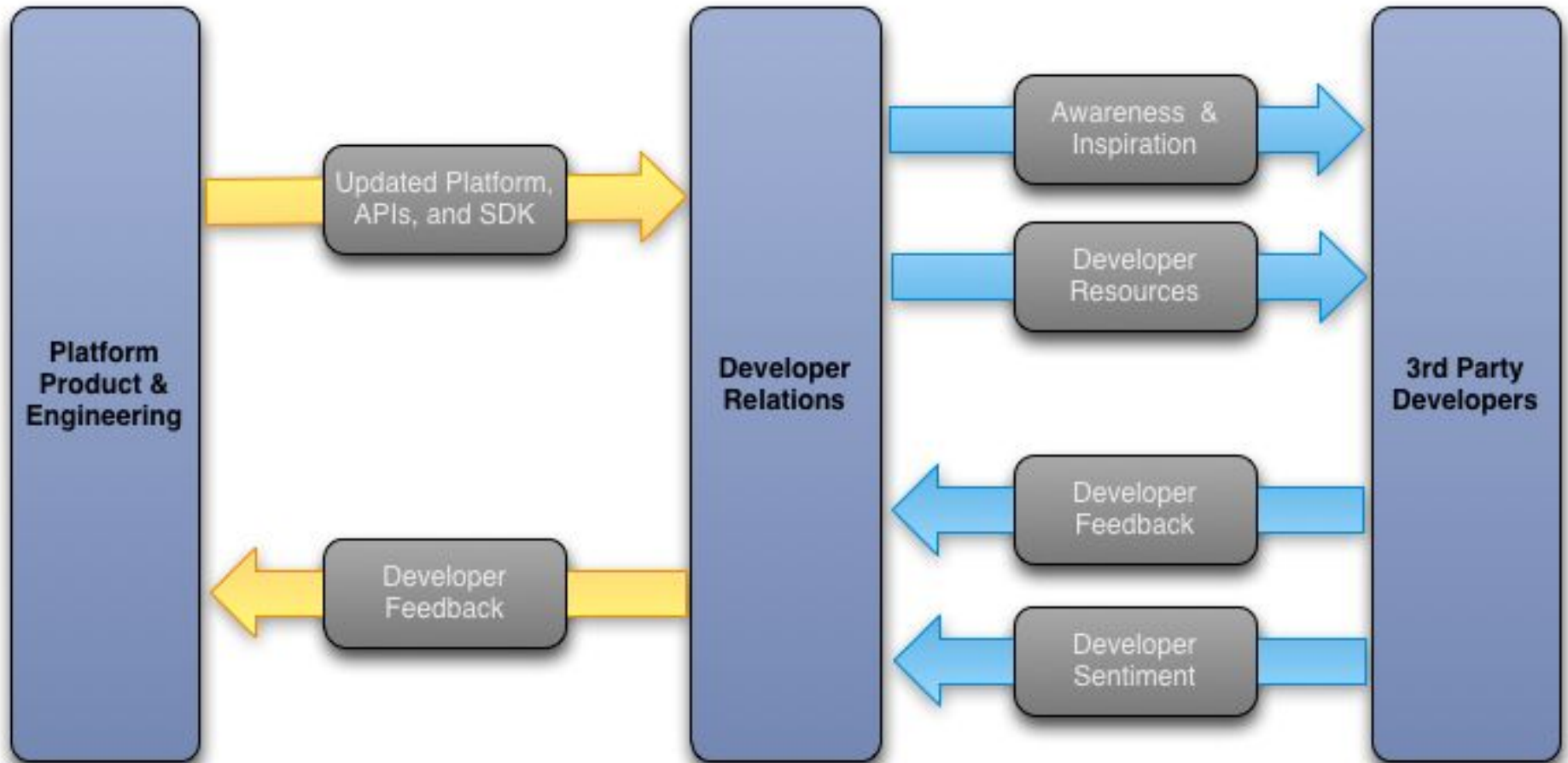
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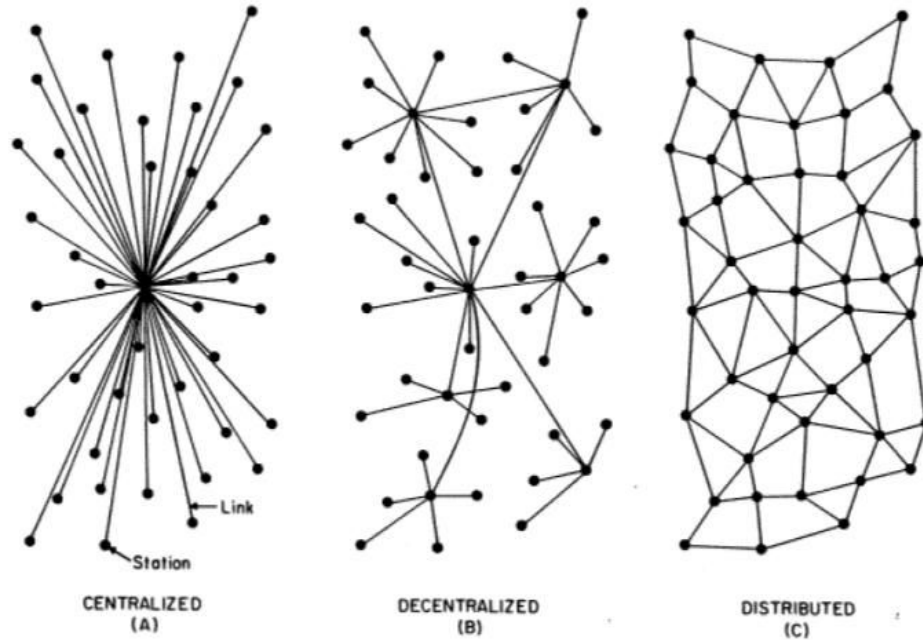
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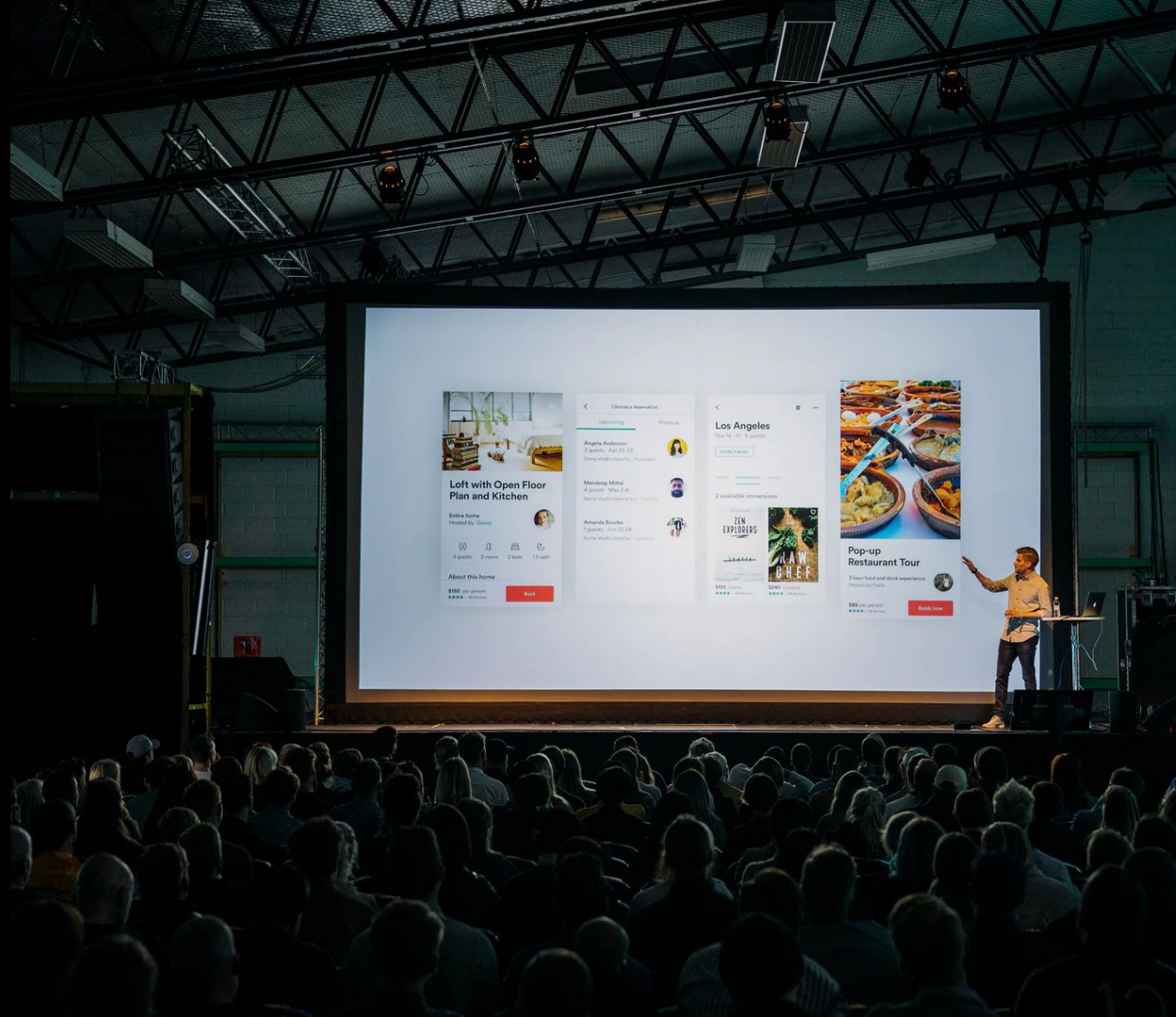
Source: Google DevRel

2016 - now: The Protocol Era



4 PREDICTIONS FOR
THE NEXT 4 YEARS

1.
Strongest engineers
will do developer
relations.



3.
DevRel will become
more personable,
customizable



4.
Companies will be
open source first

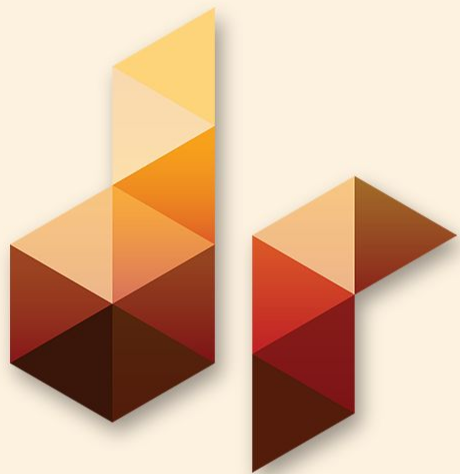


“The Buddha, the Godhead, resides quite as comfortably in the circuits of a digital computer or the gears of a cycle transmission as he does at the top of the mountain, or in the petals of a flower. To think otherwise is to demean the Buddha - which is to demean oneself.”

– ROBERT PIRSIG

ZEN AND THE ART OF MOTORCYCLE MAINTENANCE





Dev Rel Summit

2018 - Singapore



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