



*Warit Wanwithu [Tan] / LINE*

*Building WOW DevRel*



wifi: huonesgguest    p: tryharder



# BUILDING **WOW** **DEVREL**

Warit Wanwithu, **LINE**

10 years ago..



A large audience is seated in a conference hall, facing a stage. On the stage, two people are standing. A large screen behind them displays the text "THANK YOU" and some smaller text below it. The scene is dimly lit with blue and white lights. The text "FROM DEVELOPER TO DEVREL" is overlaid in the center of the image.

# FROM DEVELOPER TO DEVREL

# LINE Messaging API





**WOW - EXCEED EXPECTATION**

**PASSIONATE!**

**BREAKING THE MOLD**

# Venue



Sutinee Paepu Doungvisut is attending LINE Developer Meetup#2 - LINE API Ecosystem at LINE Company Thailand Limited.  
7 August - Bangkok - 📍  
โจ๊ะ พัฒนาการ 🐻  
#LINETHailand #LINEDevMeetup



Jirawat Karanwitayakarn, Royle Kooniert and 32 others  
3 Comments





LINE cafe



Coffee & Tea



**Food & Drink**

# THE RESULT

829

Applicants

9.7%

Drop-off  
(130 show up from 144  
invitation)

100%

Want to come back  
next meetup



# HACKATHON

**2ND RUNNER-UP**  
LINE HACK 2018

**WINNER**  
LINE HACK 2018

**1ST RUNNER-UP**  
LINE HACK 2018

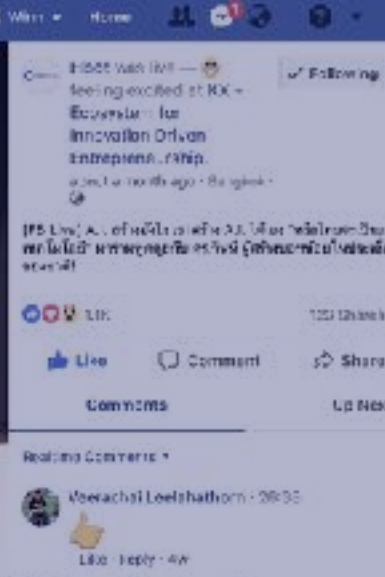


# LINE CHALLENGE





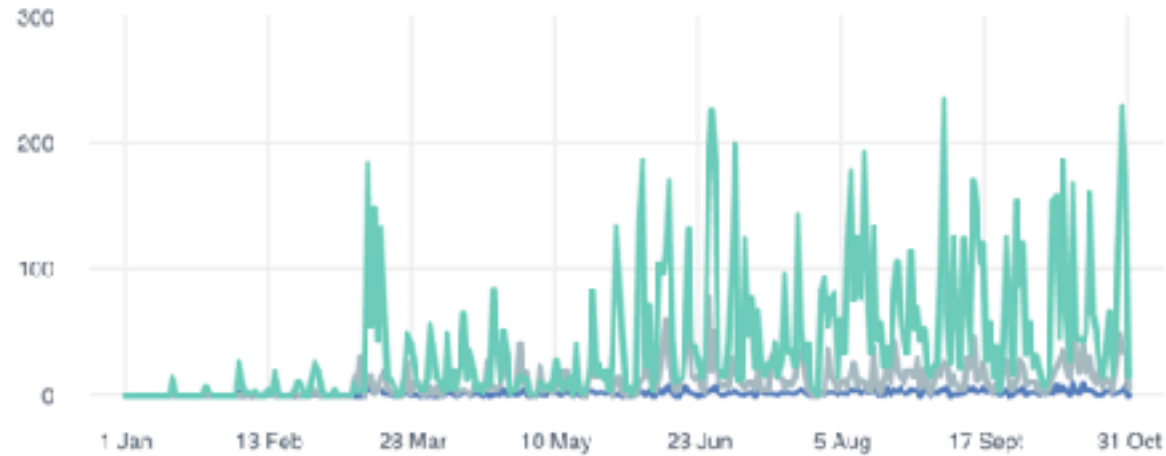
**L A E**  
**LINE API Expert**



Posts Comments Reactions **All**

Jan 1, 2018–Oct 31, 2018

**595 Posts** 3.3K Comments **12.7K Reactions**



**595**  
Posts  
**3,341**  
Comments  
**12,685**  
Reactions

**Active members** [?](#)

Jan 1, 2018–Oct 31, 2018

**4.1K Members**



**4,622**  
Total members  
**+1.1K%**  
**4,116**  
Active members

**~10 months**



**LESSONS LEARNED**



DEVREL **ISN'T** A JOB  
IT'S A **LIFESTYLE**



**FIND YOUR JEDI MASTER**

A man in a dark suit and a flowing red cape stands on a rooftop, looking out over a city at night. The city lights are visible in the background, and the sky is a deep blue. The text "STAY POSITIVE" is overlaid on the image.

**STAY POSITIVE**

A person is seen from behind, wearing a dark t-shirt with "@linedevth" on the back, raising their right hand. They are facing a large, seated audience in a dark room with blue ambient lighting. A laptop is on a small table in the foreground. A screen in the background shows a logo. The overall atmosphere is that of a community event or workshop.

# COMMUNITY EXPERIENCE (CX)

# TOOLS & CHANNELS



HTML

CSS



Jamie James and 150 others

# มารู้จักกับ LIFF—สิ่งที่จะมาเติมเต็มในการทำ Chat Bot กัน!

สวัสดีครับ วันนี้อาจจะมาแนะนำ API ตัวใหม่ ล่าสุด เพิ่งแกะกล่องสดๆร้อนๆ จาก LINE นั่นก็คือ "LIFF" ครับ!

Warit Wanwithu  
Jan 6

# BLOG

Jirawatee and 39 others

# LINE Cafe คาเฟ่สวัสดิการใหม่ที่คุลมมากสำหรับชาว Liners



Warit Wanwithu  
Jul 18

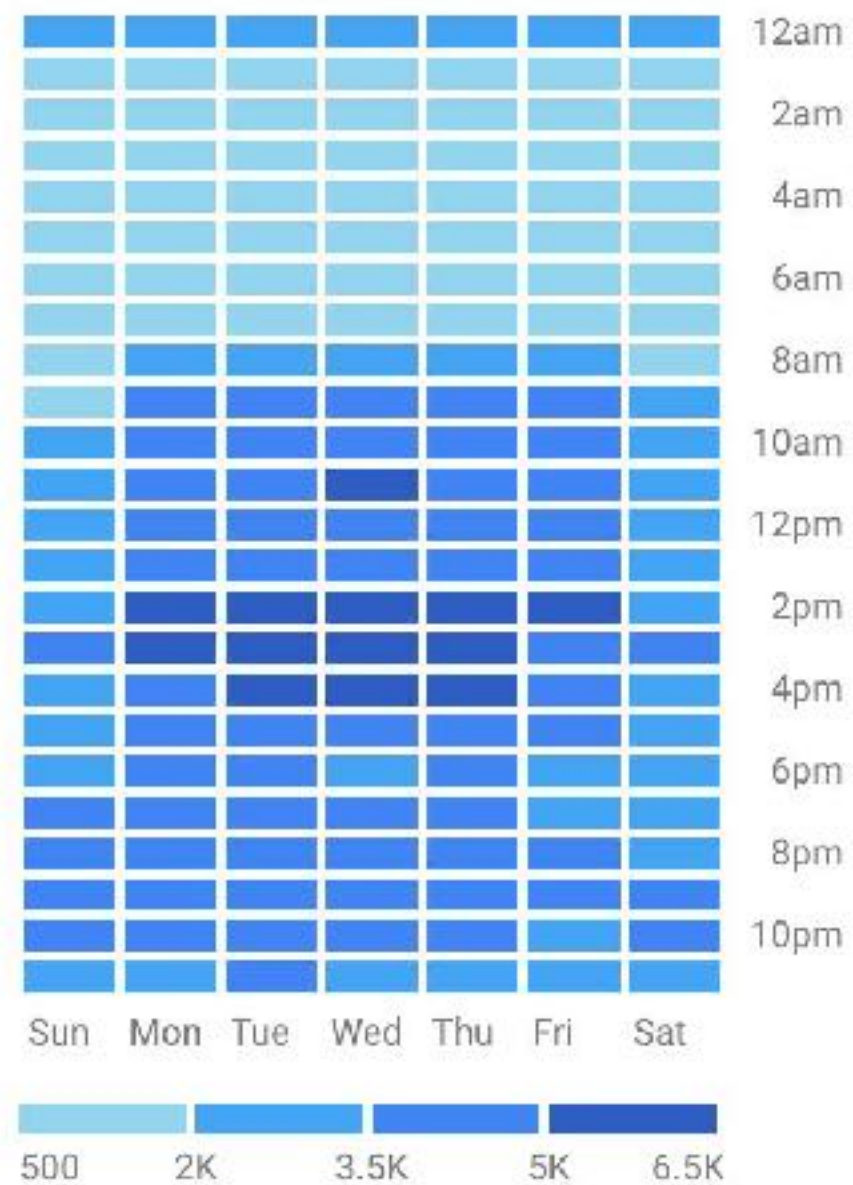
Xinming Zhao and 29 others

# สัมภาษณ์ Tokyo Developers! รีวิวทริป On-the-job training ที่ LINE...



Warit Wanwithu  
Jul 25

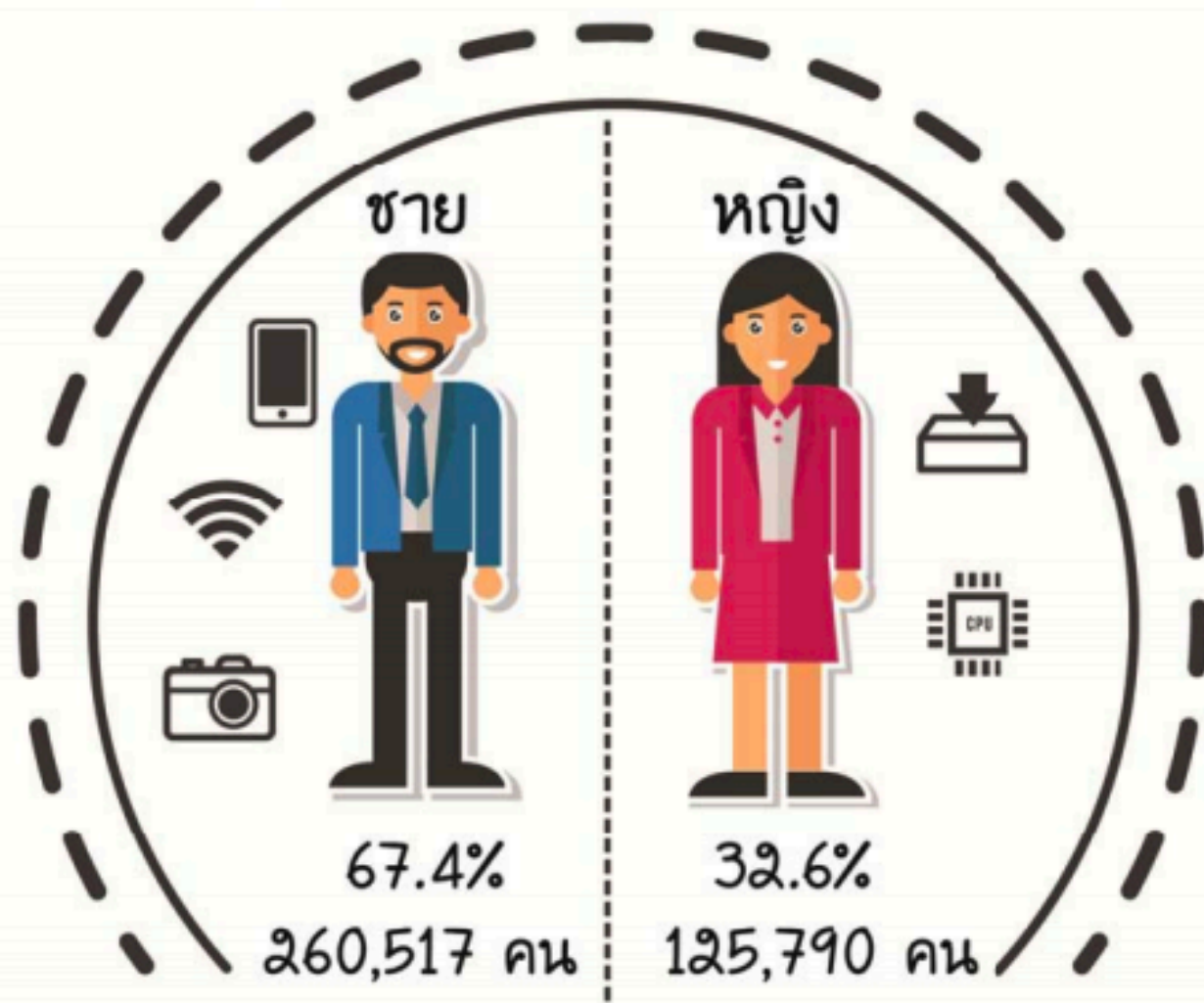
### Users by time of day







THAILAND  
ICT People



**A TECHNOLOGY WITHOUT  
A COMMUNITY  
HAS NO MEANING!**

THANK YOU!



# Dev Rel Summit

*2018 - Singapore*



wifi: huonesgguest    p: tryharder