



# EMPOWER ONLINE 2022

Messaging and Positioning

# EMEA: Save the Date Messaging

## Save the Date!

Our free and online annual partner enablement event will commence 17-19 May. Throughout the 3-day event, registrants will get access to the latest technical, sales and marketing content, as well as have the opportunity to experience expert-led Hands-on Labs and chat directly with VMware innovators.

Stay tuned - registration for EMPOWER Online Europe will open in early April. Remember, no travel required - this event is as close as your nearest monitor. We cannot wait to connect with you

Learn more [link to microsite]



## vmware® EMPOWER ONLINE 2022

We win together  
as *the* **cloud-smart**  
ecosystem.

17-19 May | Europe



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[Learn More](#)



# EMPOWER Microsite Messaging

## WHY ATTEND

New Paragraph 1:

### **Advance Your Skills with a Wide Range of Educational Sessions**

Learn from VMware technical experts, thought leaders and partner marketing specialists on how to position, adopt and expand technical solutions.

New Paragraph 2:

### **Help Your Customers Build a Secure Multi-Cloud Environment**

Leverage our Hands-On Labs and demos to gain deeper insights into emerging technologies within our key solution areas: modern apps, multi-cloud, anywhere workspace, security and networking.

New Paragraph 3:

### **Experience Expert-Led Workshops**

Attend a variety of Livefire workshops for deep dives into VMware solutions. Check out the live, instructor-led Multi-Cloud Workshop to learn how to navigate through and sell solutions within multi-cloud environments. After the workshop, earn a badge by taking an online test.

# EMPOWER Microsite Messaging

## SESSION TOPICS

Take a deeper dive on our key solution areas and how we can help you and your customers stay competitive and relevant in an ever-changing global marketplace.

### **Modern Apps**

Build new cloud native apps, modernize existing apps, and operate infrastructure that serves them all across any cloud.

### **Multi-Cloud**

Take advantage of the innovation and freedom of every cloud with the simplicity of one.

### **Anywhere Workspace**

Enable any employee to work securely anywhere, anytime with seamless employee experiences.

### **Security**

Leverage your infrastructure across any app, any cloud and any device for security built in at every layer.

### **Networking**

Accelerate modern app operations with network and security virtualization for WAN, data center and cloud.

# EMPOWER Microsite Messaging

## FAQs

### **What is EMPOWER Online 2022?**

EMPOWER Online Europe is a partner-only online conference, which delivers the same internal core training curriculum to partners that was originally developed for VMware's internal sales and technical teams. EMPOWER Online 2022 is focused on partner enablement, training, accreditations, certifications, strategies and sales tools for VMware partners in technical, sales, marketing and customer success roles.

### **Is there a cost to participate in the EMPOWER Online 2022 event?**

No, there is no cost for your participation in the EMPOWER Online Europe event, and we will not be limiting the number of attendees per partner.

### **Where do I register?**

You can register for the EMPOWER Online Europe event [here](#) .

### **What is the format for EMPOWER Online 2022?**

EMPOWER Online Europe will be an online event and will include a general session plus technical, sales, marketing and customer success related sessions. Registrants will also have access to expert-led Hands-on Labs, Livefire Solution breakouts, and much more.

# EMPOWER Microsite Messaging

## FAQs Continued

### **Will VMware certification exams be offered at EMPOWER Online 2022?**

No. Given that VMware certification exams are required to be taken onsite and in person, we will NOT be offering certifications as part of EMPOWER Online Europe. However, we may be offering a limited number of certification exam vouchers as part of the event. Please note, to be eligible to receive a voucher, the attendee must satisfy certification prerequisites such as training courses or existing certifications. Prerequisites vary by certification.

### **Who do I contact for additional information / questions?**

Please contact [empowereurope@vmware.com](mailto:empowereurope@vmware.com) for more information.

link to be added on reg go live date - might swap copy to "Check back soon"