Star Trek, Novell BrainShare, and Rock ‘n’ Roll

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All groupies demonstrate fanaticism; some just manifest it in different ways. For example, some groupies sacrifice sleep, nutrition, daily baths, and their personal savings for those things that mean more to them than life itself. Other groupies constantly daydream of shows, conventions, or concerts that are months away. These hard-core fans congregate at places such as Star Trek conventions, rock ‘n’ roll concerts, and Novell BrainShare.

If you haven’t attended Novell BrainShare, you may not understand the enthusiasm attendees show, but as the Novell BrainShare people say, “those who go, understand.” The groupies at Novell BrainShare may not be as noticeable as some groupies. (After all, half-crazed, screaming teenage girls or men dressed up as Spock rarely attend Novell BrainShare.) But you will find faithful devotees who come year after year. This loyal “fan base” is outstanding, and Novell BrainShare has a web site that keeps the faithful supporters excited and ready for the next conference.

THE NOVELL BRAINSHARE PORTAL

At the Novell BrainShare Portal (www.novellbrainshare.com), you can find all of the important information relating to this year’s conference. For example, at the Novell BrainShare Portal, you will find all you need to know about the heart and soul of Novell BrainShare—the technical sessions. The hard-core Novell BrainShare follower should be kept busy for hours browsing the different sessions. For example, Novell BrainShare offers technical sessions on everything from NetWare 6 to Volera Media Excelerator, to GroupWise Deployment, to troubleshooting Novell BorderManager.

If time is of the essence, the Novell BrainShare Portal provides a tool that allows you to customize information about the areas of the conference that interest you most. After you register for Novell BrainShare, you can use this tool to display the sessions and labs that would most likely fit your background and interests. You can also access a session scheduler to plan your Novell BrainShare itinerary.

If you are visiting Salt Lake City to attend Novell BrainShare, the Novell BrainShare Portal provides a variety of recreational and entertainment information. For example, the portal includes links to ski resorts, popular sightseeing venues, and the 2002 Winter Olympics. In addition, if you need to choose a restaurant or buy a ticket to a Utah Jazz game, you can find it all on the Novell BrainShare Portal.

If you can’t attend Novell BrainShare this year, don’t despair. You can still participate in some of the events. For example, Novell BrainShare will webcast keynote presentations on March 19, 21, and 23 at 9:00 a.m. MST to the general public on the Novell BrainShare web site. At press time, Novell’s Dr. Eric Schmidt, Chairman of the Board of Directors and CEO; Stewart Nelson, Chief Operating Officer and Executive Vice President; and Darin Richins, Vice President of Corporate Marketing, will present the keynote addresses. In addition, Friday’s keynote presentation will feature Dr. Carl Ledbetter, Novell Chief Technology Officer and Drew Major, Volera’s Chief Scientist. From the information I’ve gathered, these presentations should be excellent and informative. For example, Darin Richins will be hosting a talk show complete with a band and guests from the IT industry.

At this year’s Novell BrainShare, Novell will be emphasizing the products and solutions that give you the “power to change” in today’s competitive corporate world.

THE BRAINSHARE NETWORK

To keep you connected during Novell BrainShare, Novell will offer Novell Connecting Points (NCPs), also known as the BrainShare Network. Also, Enterasys Networks will provide wireless access cards, enabling you to connect your laptop to the BrainShare Network and the Internet.

BRAINSHARE IS WHERE THE FUN IS

Novell also understands the importance of Novell BrainShare’s supporters and is implementing ideas from past attendees. For example, past attendees have mentioned the dilemma they face at Novell BrainShare—so much to do and so little time. The informative, technical sessions usually fill an attendee’s day, leaving little time for the hands-on fun in the Tech Lab and the Learning Zone.

In response to this feedback, Novell BrainShare is sponsoring Tuesday TechNight. A mid food, music, and with a NASCAR backdrop, you can enjoy the Tech Labs and Learning Zone without feeling that you are missing an important technical session. Tuesday night will not be the only evening of excitement during Novell BrainShare. Every night you will be able to take advantage of the entertainment Novell BrainShare and its sponsors will offer. From live concerts to a sponsor’s Hollywood-themed night, each evening will be packed with entertainment.

IF YOU GO, YOU’LL UNDERSTAND

Human nature is hard to predict but interesting to observe. Although no screaming teenagers hound the Novell BrainShare presenters and the typical attendee is not dressed up as a Romulan, the groupie mentality is definitely manifested, albeit in subtle ways, at Novell BrainShare. If you go, you’ll understand.

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