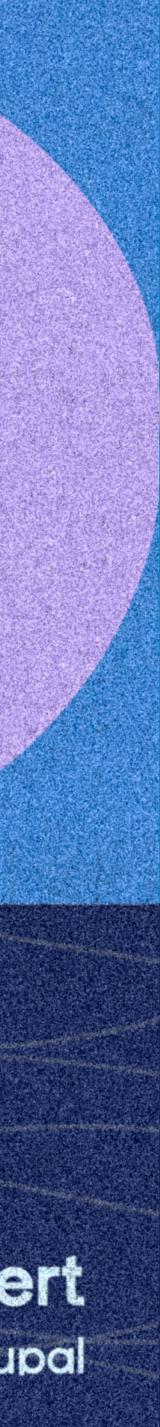






#### Dries Buytaert Founder and Project Lead, Drupal





# Drupod Core

## Orupal<sup>™</sup>CMS is built on top of Drupal Core

## Drupal CMS is a version of Drupal for non-developers

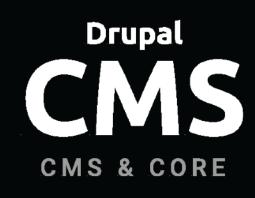


# Drupal CMS is a version of Drupal for non-developers



Why Drupal? Use cases Resources Services Community Events Download Give

## Get started with Drupal



#### **Recommended for most websites**

Easy to install with everything you need to build a website powered by Drupal.

Get started



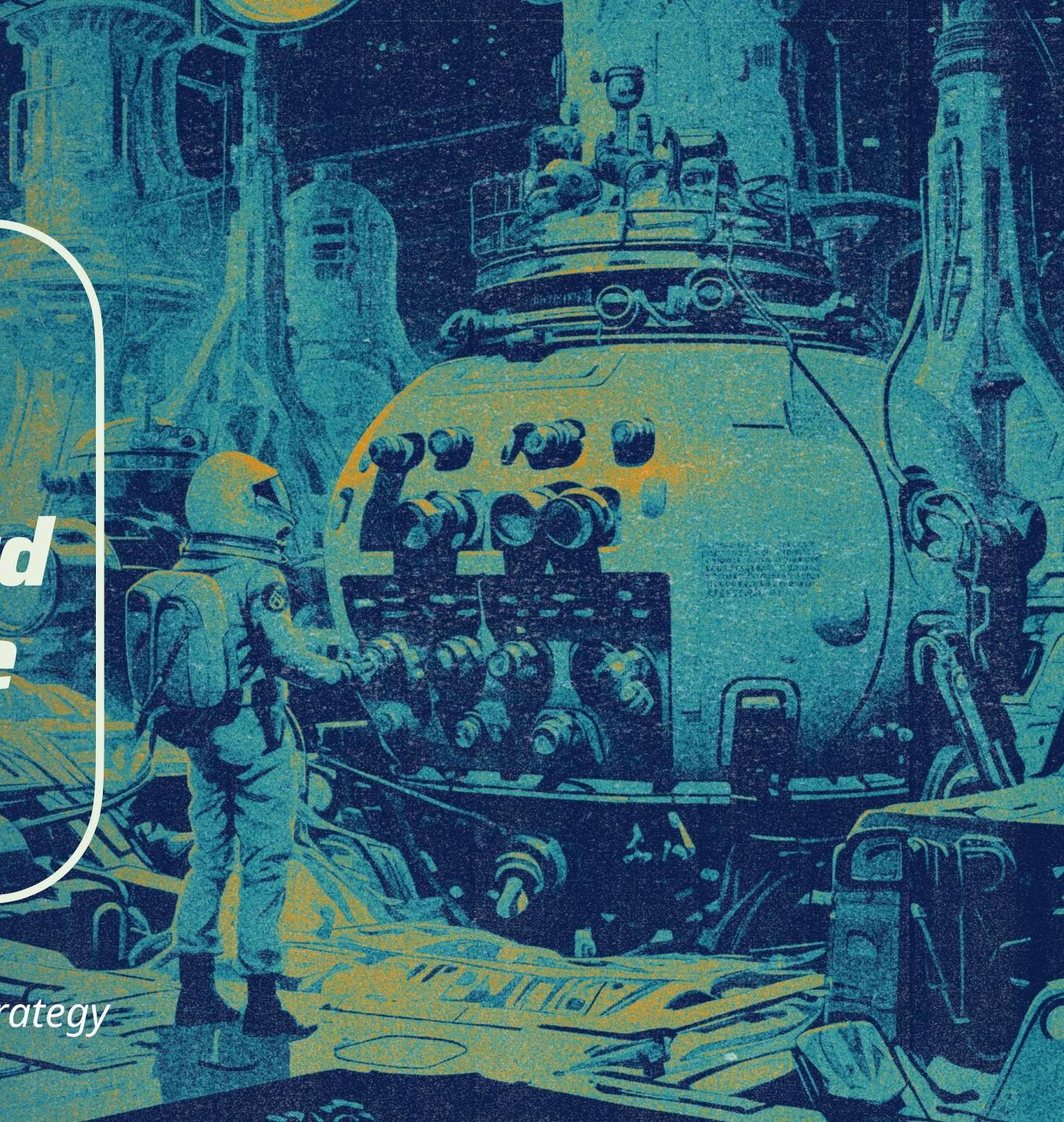
Drupal Соге

A framework for building your own CMS that can be used as standalone or with Drupal CMS.



# Product strategy For Drupal CMS to be the gold standard for no-code website building.

dri.es/introducing-drupal-starshot-product-strategy



# Areas of innovation



### **Experience Builder**

## Drupal.org and Marketing

#### Documentation





## Updates + demos

Recipes



## **Recipes bundle years of expertise into repeatable, shareable solutions**

Modules

Content

Configuration

Documentation

# Recipe



## All tracks currently underway

#### Track Lead Recipe Martin Anderson-Clutz **Events** Jim Birch and John Doyle SEO Jamie Abrahams AI Laurens Van Damme Blog Dashboard Data Privacy Jürgen Haas Media Management Tony Barker Accessibility Tools Gareth Alexander Analytics Dharizza Espinach Advanced Search Baddy Sonja **Contact Form** J. Hogue Mohammed Razem Content Publishing Workflows Navigation Matt Oliveira and Pablo López Project Browser Leslie Glynn and Chris Wells Olivero for Drupal CMS Mike Herchel and Jen Witowski Sascha Eggenberger Gin Workspaces as content moderation Tim Lehnen Telemetry **Basic Multilingual Content**





Christian López Espínola and Matthew Tift

Andrei Mateescu, Fabian Franz, Nathaniel Catchpole

#### **Sponsoring Agency**

Acquia Kanopi Studios and Digital Polygon FreelyGive Dropsolid Lullabot LakeDrops Annertech Zoocha **Evolving Web 1xINTERNET** Oomph Inc. Vardot Lullabot Redfin DripYard and Lullabot

Tag1 **Drupal Association** 



#### Content import / Migration We're launching **+** Tours Identity management / SSO Front end design system



Looking for track leads: drupal.org/about/starshot/blog/looking-at-whats-next-for-drupal-cms

# Let's look at some tracks!

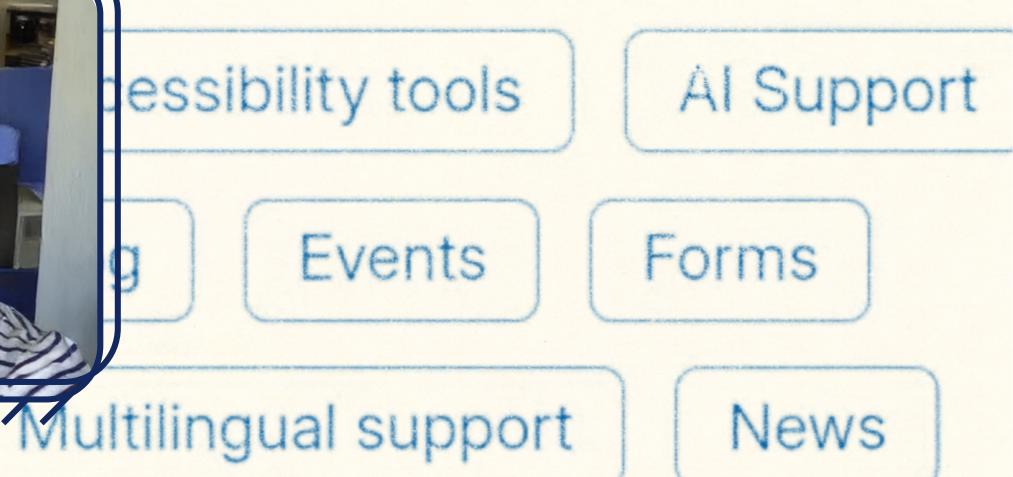
#### Emma Horrell Head of UX

THE UNIVERSITY of EDINBURGH

00

SEO tools

A Recibe



Chin this a

#### FreelyGive.io

**Jamie Abrahams Co-founder FreelyGive** 



#### Watch the AI video at



**Christoph Breidert** Co-Founder and R&D

Advanced Search Recipe



#### **Drupal CMS**

Home > Search

Search

## NTERNET

#### Artem Dmitriiev Lead Developer and R&D





### Watch the search video at

In the stories of humankind, there's comething special about looking up at the sky and wondering what's out there. Space exploration is like a great adventure, where we learn new things about the universe

Imagine traveling to a place no one has what space exploration is all about. We and stars, and see what secrets they he

#### Use of personal data and cookies

Please choose the services and 3rd party applications we would like to use. To learn more, please read our privacy policy.

$\bigcirc$	CMS (always required) ↓ 2 services
	Embedded external content ↓ 2 services
	Analytics ↓ 1 service
	Advertising and Marketing ↓ 1 service
<i>~</i>	Toggle all services

Use this switch to enable/disable all services.



Jürgen Haas Founder, Solution Architect, Senior Developer



### Watch the data privacy video at

## annertech

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Save

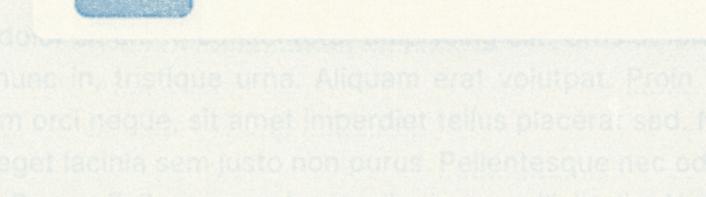
#### Name

Granada - Wine Tour Image 3.jpg

#### Alternative text\*

#### tasting outside. The man in the foregro

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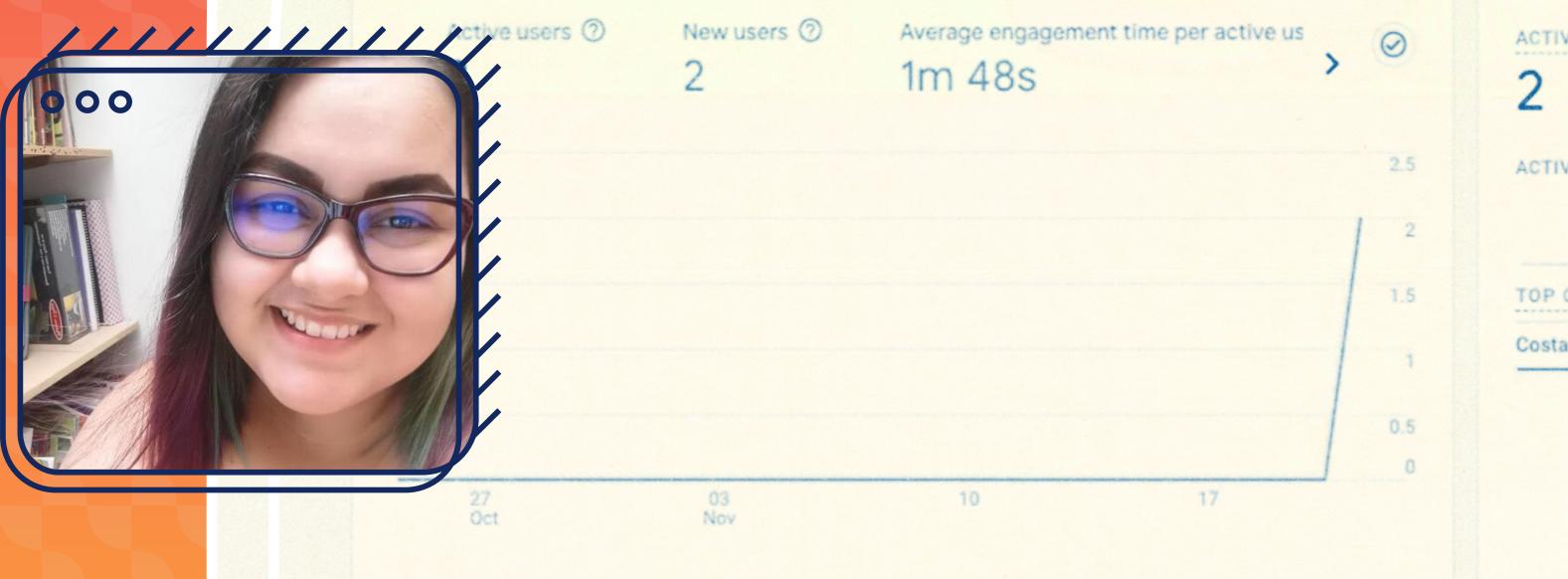
**Tony Barker Frontend Specialist** 

# **Meeic** Management Recipe



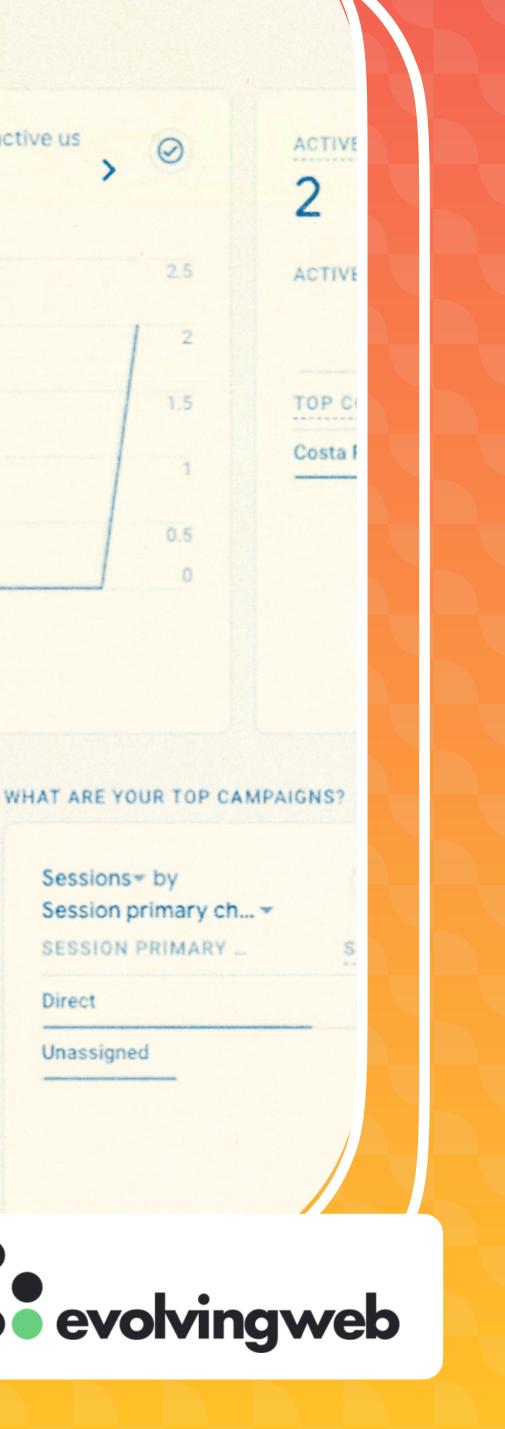
## Watch the media management video at

#### **Dharizza Espinach Drupal Trainer & Senior Backend Developer**

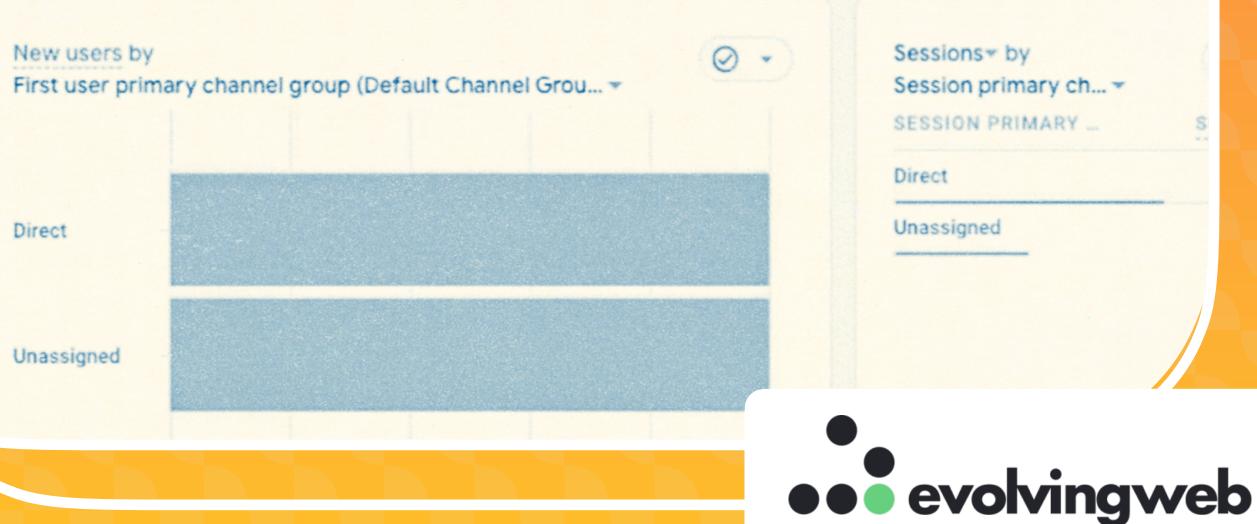


Analytics Recipe

#### was him him but but day and was now may but has been and the total the him



#### WHERE DO YOUR NEW USERS COME FROM?



### Watch the analytics video at

#### **Gareth Alexander** Senior Drupal Developer



## Watch the accessibility tools video at

# Areas of innovation



### **Experience Builder**

## Drupal.org and Marketing

#### Documentation



# Experience Builder Update + Demo



### Watch the Experience Builder videos at

# Areas of innovation



### **Experience Builder**

## Drupal.org and Marketing

#### Documentation



# Drupal.org and Marketing

Update



#### Flashback to Barcelona

## A new brand for a new market

Special thanks

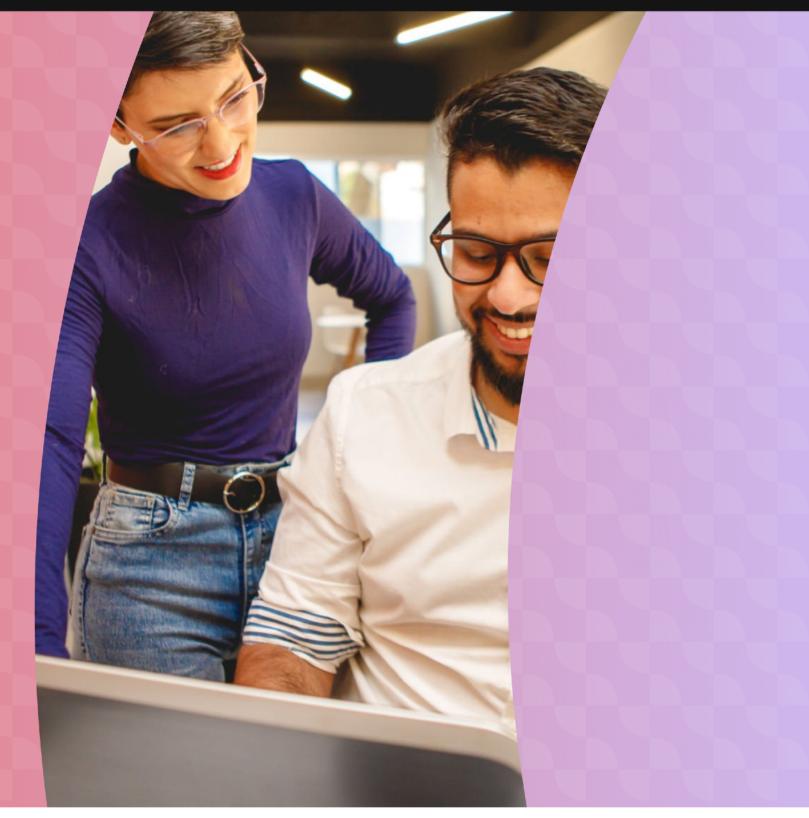


## Enterprise-grade quality in a CMS that's easy to use

Drupal CMS is your launchpad to marketing success. Get to market faster and start with smart defaults.

Start Building 🚽

PREVIENV RIGHT MONV AT new.drupal.org/homepage





## The first pages are live and in production on Drupal.org

- Better design
- Better marketing content +



## Marketing

Launching on January 15, Drupal CMS puts the power of Drupal into the hands of marketers, designers and content creators.



#### Go to market faster

Easily set up your ideal user experience and content. Smart defaults to help you build your website faster.

SOLUTIONS DEVELOP DOWNLOAD

**Drupal CMS for Ambitious** 



#### Drupal CMS will be your launchpad for marketing success



#### Get traction with users



Drive traffic to your site with robust SEO tools and analytics integration.



#### Empower your team

User-friendly editor experience, with flexible workflows and built-in tools.



#### Enterprise-grade tooling

As an accessible, secure open source DXP that meets privacy and security standards, it checks all the boxes for your IT team.

Get Started  $\rightarrow$ 



# Drupal solutions that elevate user experiences

Discover how Drupal drives brand growth, engagement, and conversions with customizable, scalable solutions.

#### 400 results

#### Sectors



- Beauty and fashion
- Banking and financial
- Beauty and fashion

Blogging

Community

E-commerce

Education

- Government
- Healthcare

Legal industry

Localization

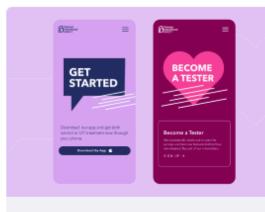
Manufacturing and energy

🗌 Media

🗌 Music

- 🗌 Non-profit
- Publishing
- 🗌 Real estate
- Religious organizations
- Retail and distribution
- Small business

#### Scalable solutions (400)



**Planned Parenthood** 

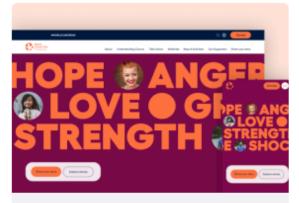
Evolving Web

Education



OCAD University: Studentcentric, boldly designed... Evolving Web

Education



World Cancer Day scalable hosting platform

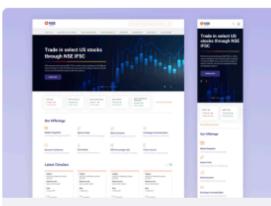
Non-profit



King Arthur Baking Company

Acquia

Education, Comm



NSE Clearing Digital Overhaul with Drupal 9 QED42

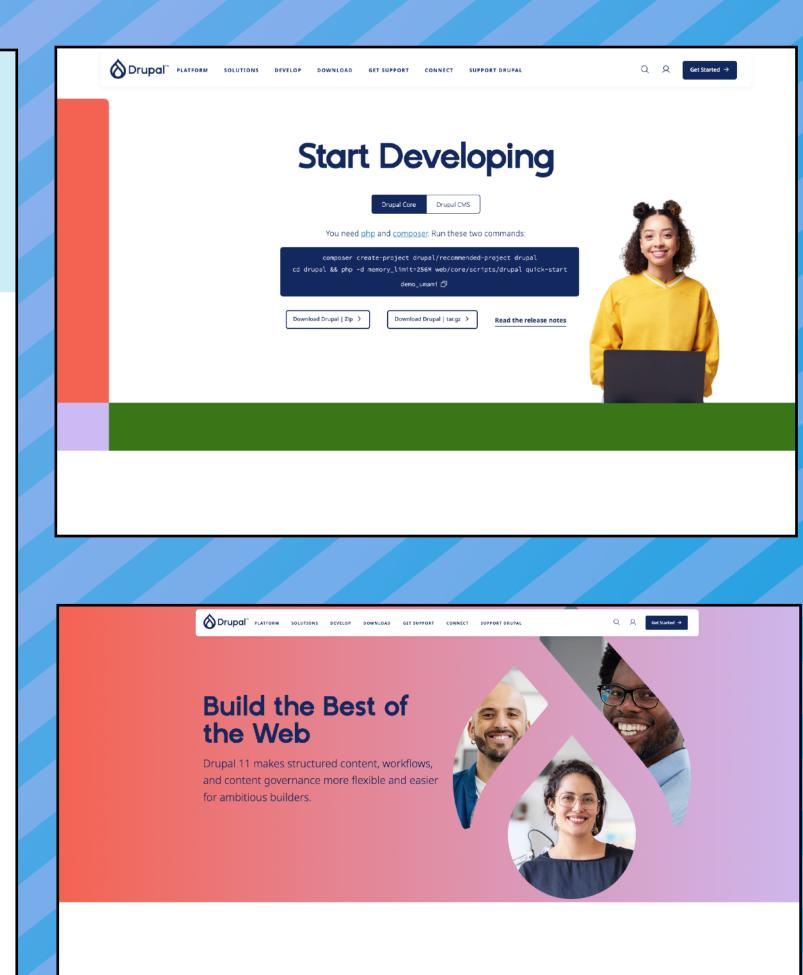
E-commerce



Alberta Municipalities

Evolving Web

Community





 Easy-to-use tooling enables users to take advantage of Drupal's flexible architecture.

Continuous innovation ensures Drupal remains a the cutting edge with powerful new features delivered consistently.

Drupal's commitment to easy upgrades means never having to worry about staying up to date.



The Drupd Association hired 2 full time marketing employees



Nick Koger 🍐 <u>nkoger</u> **Product Marketing Manager Drupal Association** 

**Ryan Witcombe Director, Product Marketing Drupal Association** 



# Areas of innovation



### **Experience Builder**

## Drupal.org and Marketing

#### Documentation





# Documentation





## drupal.org/starshot/adopt-a-document Adopt a Document Program

DRUPAL CMS User Guide > Events

() Drupal

## **Events**

WHY DRUPAL

SOLUTIONS

DEVELOP

DOWNLOAD

Whether you are planning a meeting, hosting a party, or getting people together for a weekly coffee, Drupal CMS Events let you tell others about your event.

GET SUPPORT

CONNECT

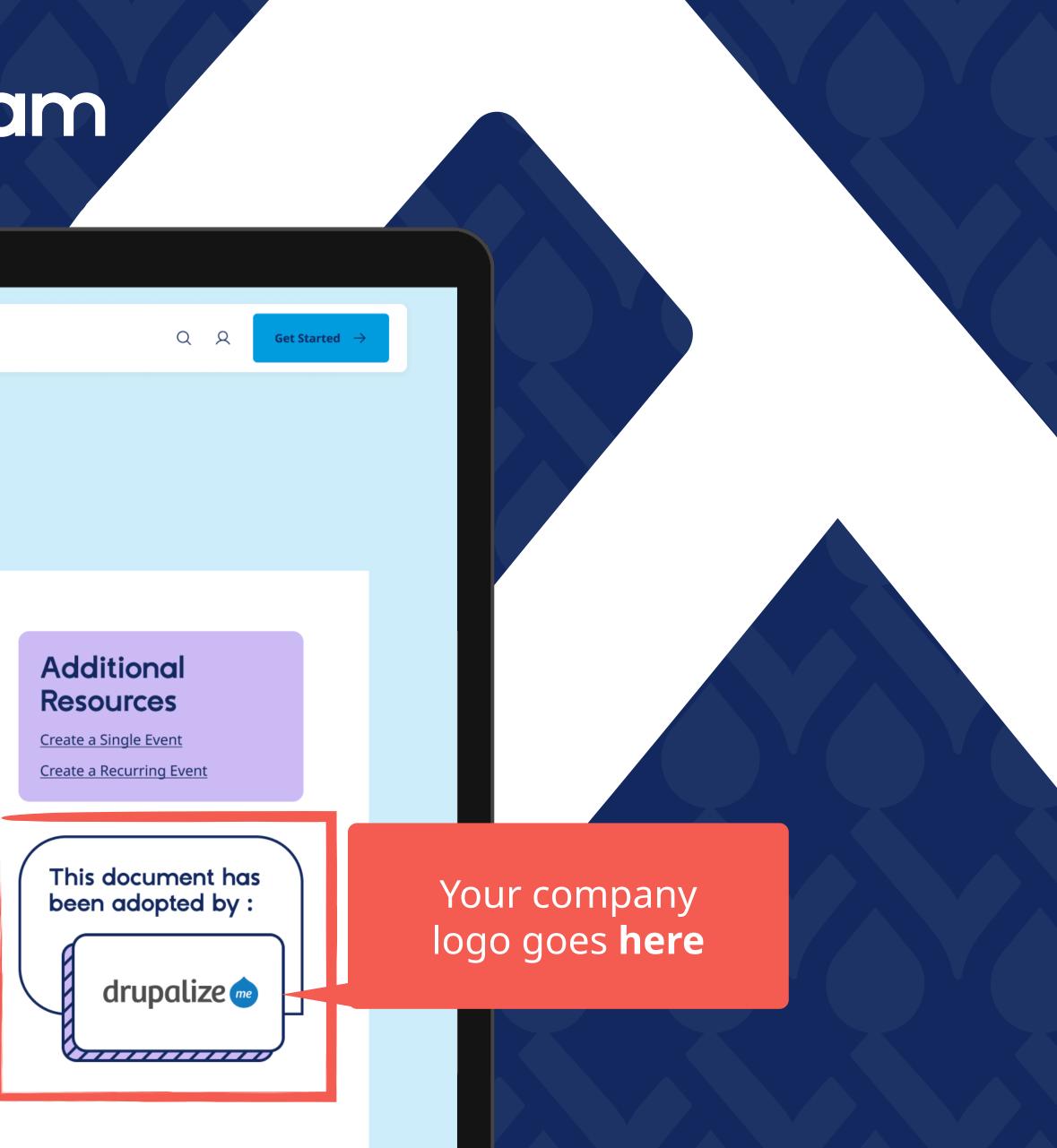
SUPPORT DRUPAL 💙

#### What are Drupal CMS Events?

The events feature consists of an Event content type with a date field, and pre-configured listing pages such as a calendar and an archive. Whether you're building a calendar to track community meetings, a site for listing upcoming games for your soccer league, or the capability of tracking who is registered for an upcoming workshop, the Drupal CMS Events feature is a great starting point.

#### **Events feature**

In order to use the events capabilities the Drupal CMS Events, and Events Locations features must be enabled.





# drupal.org/starshot/adopt-a-document One month ago, we had 2 organizations signed up to sponsor...

"Adopt a Document"

drupalize

Sponsor

#### "Adopt a Document"



Sponsor





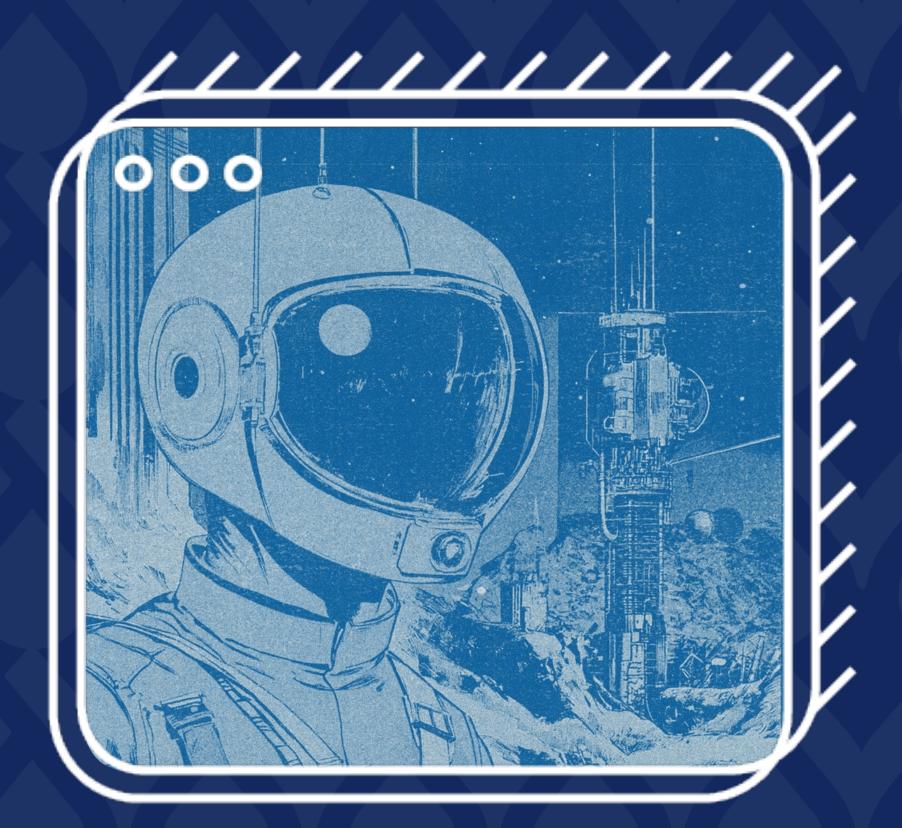


### drupal.org/starshot/adopt-a-document

# Today, 15 sections have been sponsored!

9 sections left!
\$2,400 USD / year





# We started the recruiting process for the global Documentation Lead Apply today jobs.drupal.org/documentation-lead



# Areas of innovation



### **Experience Builder**

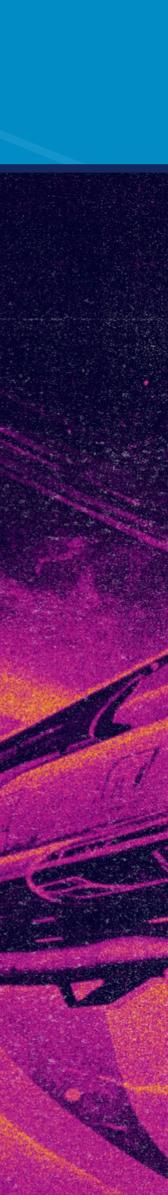
### Drupal.org and Marketing

### Documentation



# Are we ready for launch?



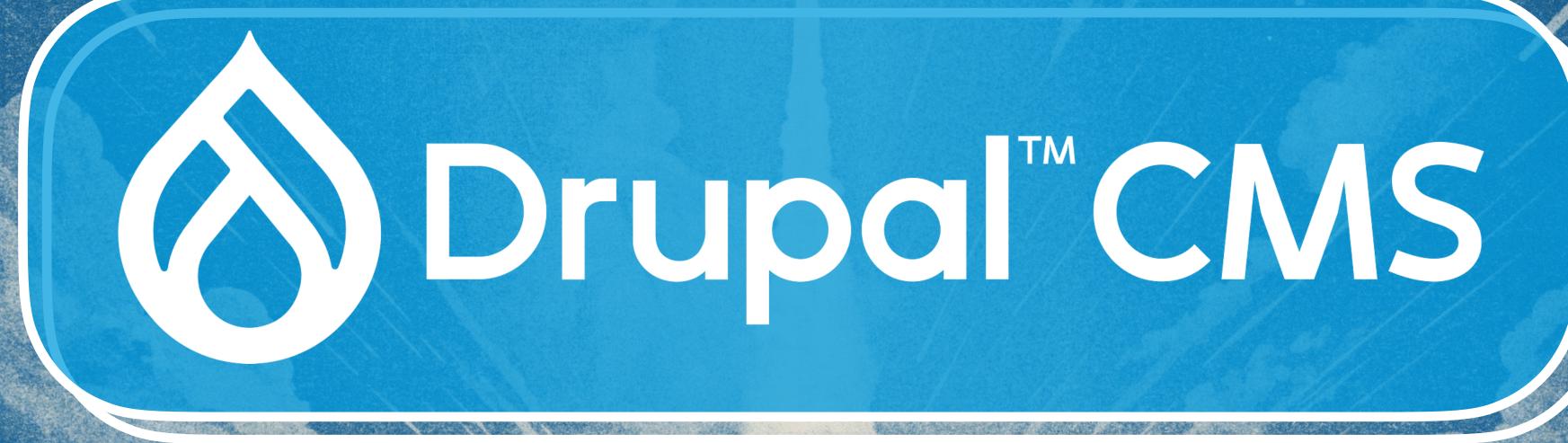


### So much has happened since Barcelona!

Progress on Recipes
 Progress on Experience Builder
 Progress on Marketing
 Progress on Documentation



## Are we ready for launch?



MI ... M M. ange

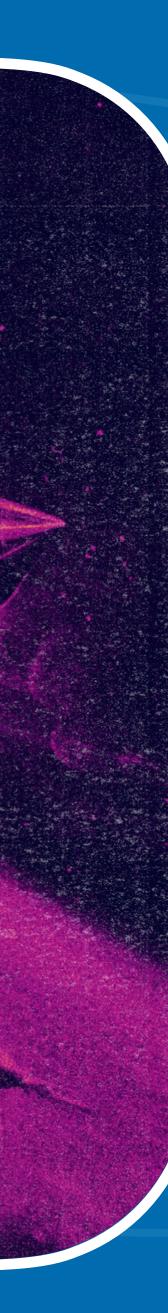
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# Houston, we have a release candidate

drupal.org/drupal-cms/release-candidate





### We're planning for a new minor release every 3 months - twice as frequent as Drupal Core's



### Drupal CMS v1

### v1.1

Key features: AI Events SEO Blog Dashboard Data Privacy Media Management Navigation Accessibility Tools Analytics Advanced Search Documentation

New recipes + features

### Drupal CMS v2

v1.2

New recipes + features Experience Builder



# Plan your launch party!

# celebratedrupal.org

# Drupal CMS launch 🤯 🖋 and 📢 farewell Drupal 7







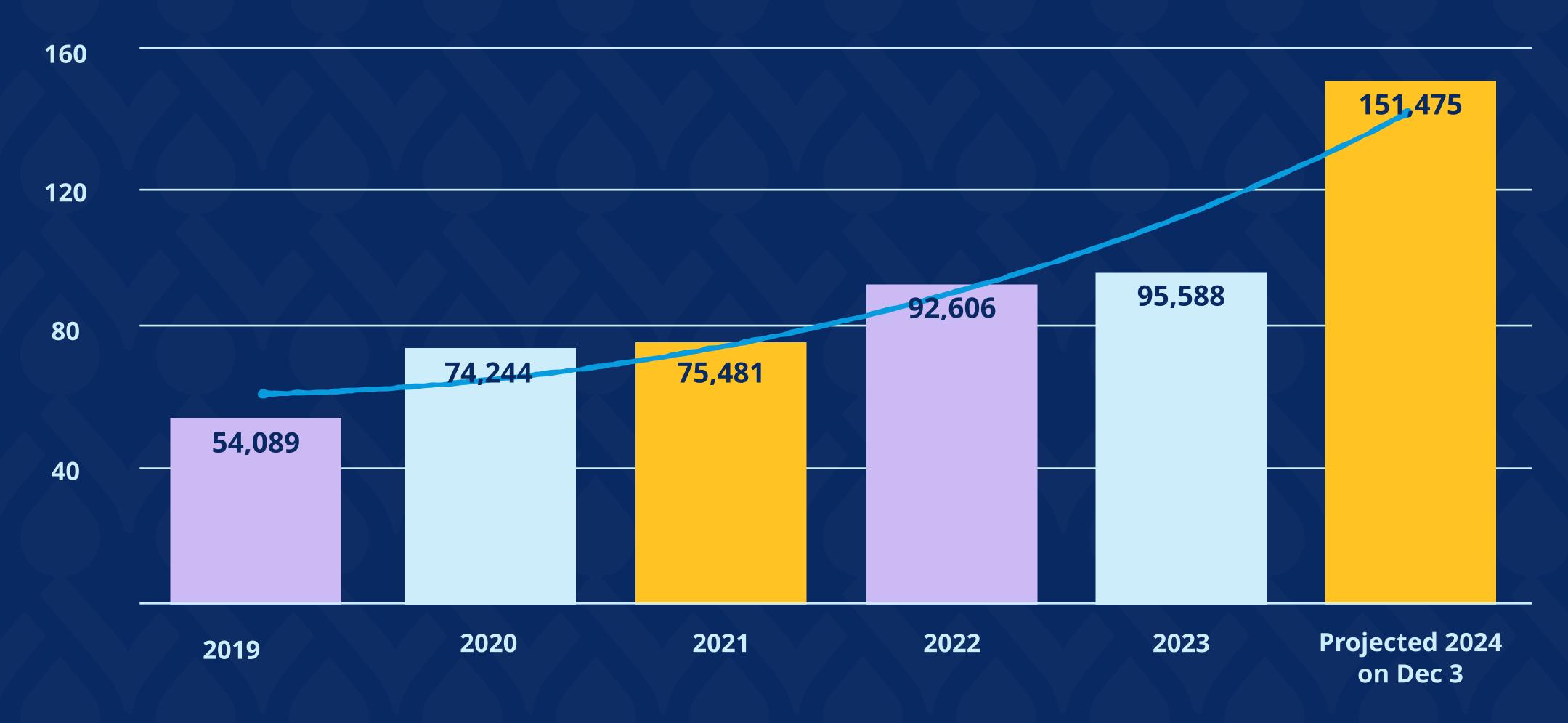
# Contribute to Drupal.org





# Drupal CMS has helped accelerate innovation

### **Organization Credits on Strategic Initiatives**





# A big thank you to all contributing organizations



The University of Edinburgh







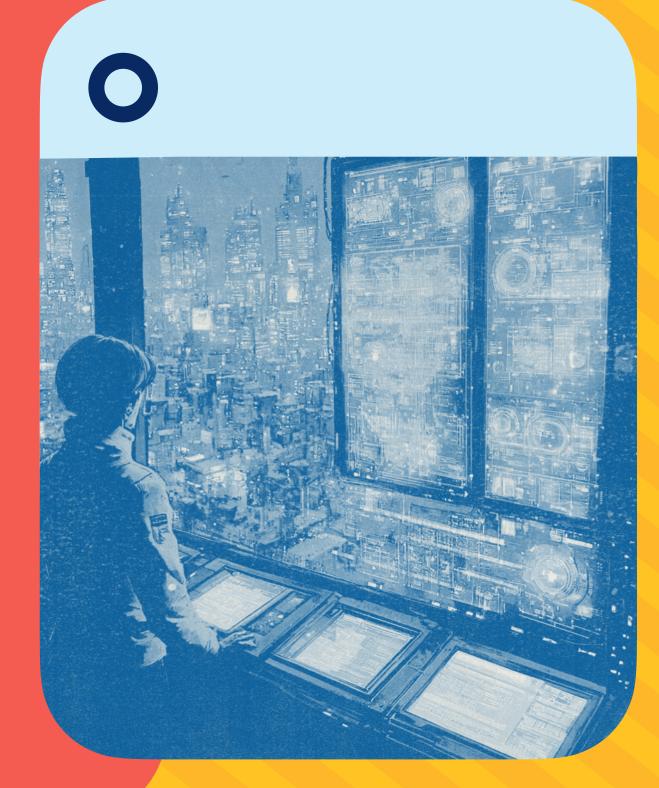
Lewis Nyman

Tolhurst

# Thonk You

000

We're making big, UX-driven changes, but we need you!





### Special thanks to:

# Adam Hoenich (phénaproxima) **Drupal Starshot Committer**

# Acould



### Special thanks to:

# Pamela Barone (pameeela) Orupal Starshot Product Owner











Slides available to download at