

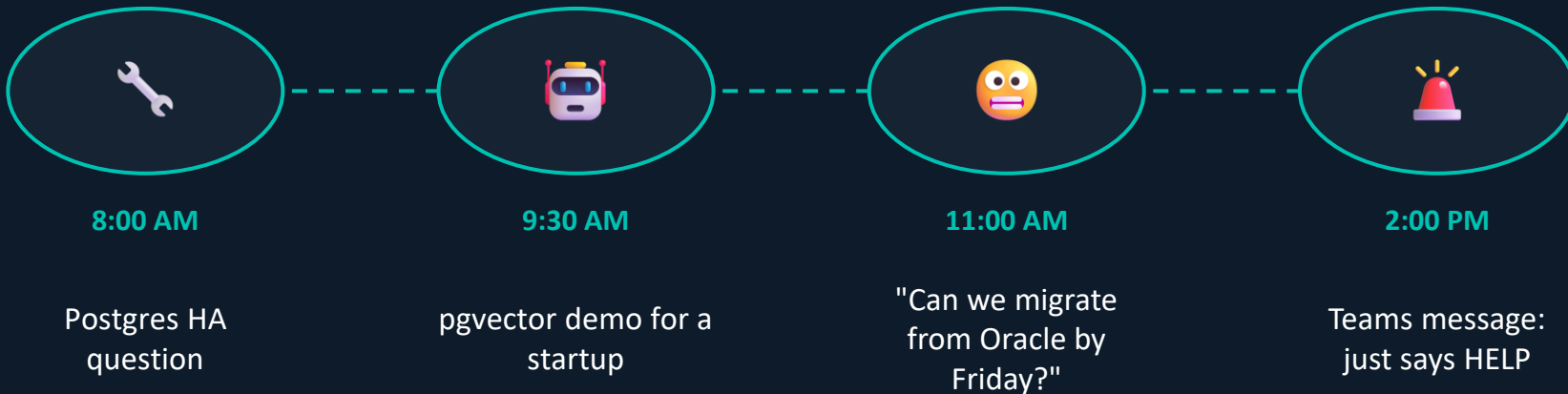
POSETTE: An Event for Postgres



What I've Learned Teaching Postgres to 200+ Field Engineers at Microsoft

Paula Berenguel · Principal Program Manager · Microsoft

A Typical Field Engineer Day



...and somehow also the AI person.

200+

engineers

0

industry certifications

What could go wrong.

They're not the same person.

 **Alex — Startup CSA**

*"Will this scale to
1 million users tomorrow?"*

Speed · Scale · Ship it

VS

 **Jordan — Enterprise Architect**

*"Does this comply with
our 400-page security audit?"*

Compliance · Governance · Control

Stop cooking tasting menus. Run a buffet



HA Module



Migration Module



pgvector Module



Security Module



Performance
Module

Same ingredients. Everyone builds their own bowl.

Two things that actually stuck.



The Role Card

Before any training, every engineer gets a one-pager: your persona, your top 5 customer scenarios, your modules.

Content finally has a job to do.



Scenario Bingo

25 real customer scenarios on a card. Mark them off as you encounter them in the wild.

Nobody is expected to hit every square. That's the point.

Shiny Object Syndrome is real.



2020

Everything is
Cosmos DB



2021

Everything is
Redis



2022

Everything is
a Vector DB

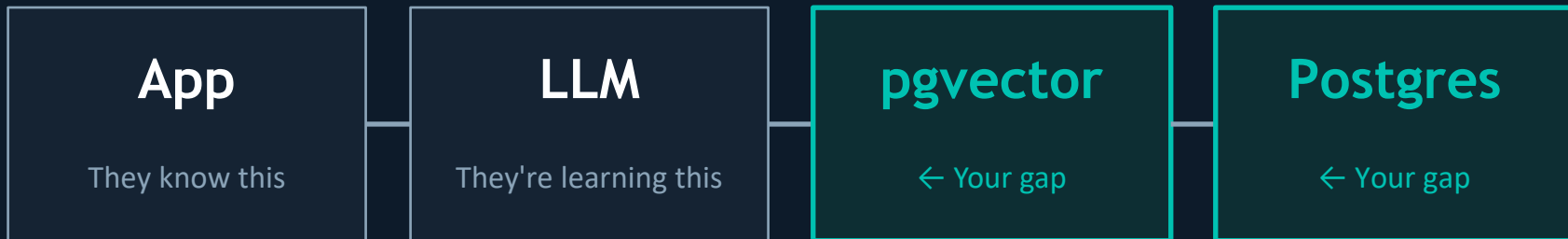


2024+

Postgres
is still here.

Postgres is the database that never changed its phone number.

Don't teach Postgres. Teach the bridge.



Reframe training as AI enablement — not database administration.

That one sentence changed how people showed up to sessions.

Give them one story. Not thirty slides.

*"Company moved from a proprietary vector DB to
pgvector.
Latency dropped 60%. One story. Internalized."*

One story, told well, beats thirty slides every time.

CHALLENGE 3 · THE CERTIFICATION VACUUM



"Postgres Certified Professional"

This badge does not exist.

From certification to contribution.

Contribution Passport

- ✓ Answered a thread
- ✓ Unblocked a deal
- ✓ Wrote a FAQ entry
- ✓ Gave a TechTalk

The Win Wire

1. What was the situation?
2. What Postgres knowledge was applied?
3. What was the outcome?

Aggregate quarterly → Real ROI data. No exam required.

EXPLAIN ANALYZE your engineers.

- Where are the sequential scans?
- Where should knowledge be indexed, but isn't?

Not literally. But the metaphor works surprisingly well.

#postgres-help

 Alex M. 10:03 AM

Hi team — has anyone configured logical replication with Flexible Server? Running into a weird issue 🙏



An unanswered question is a community killer.

Find your micro-influencers.



The Migration
Person



The HA
Person



The pgvector
Person



The Performance
Person

Informal SLA: respond in 2 hours. Even "let me dig in" is enough to keep the thread alive.

Three things that keep it alive.



Living FAQ Wiki

Written in the language your team actually uses. Becomes onboarding material by accident.



Biweekly Office Hours

30 mins. No agenda. The same 8 people show up every time. Those 8 become your core.



The Meme Channel

Someone who won't post a technical question WILL post a meme. Then they stay. Then they ask.

THE BIG SHIFT

What I thought
my job was

Build a training
program.



What my job
actually was

**Build confidence
at scale.**

Three things.

01 | You're not teaching Postgres.
You're teaching confidence.

02 | The community IS the curriculum.

03 | Measure conversations,
not completions.



**Postgres survived 30 years without
a marketing department.**

It survives because people keep teaching each other.

That's what you're doing.
Don't underestimate it.

Thank you · POSETTE 2026