How to Bootstrap a BSD Conference

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Something about Me

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- CI.FreeBSD.org maintainer
- twn.FreeBSD.org site admin
- AsiaBSDCon program committee
- BSDTW 2017 general chair
- Organize BSD Code Day in Taiwan

https://www.google.com/maps/dir/Taipei,+Taiwan/Ottawa,+ON,+Canada
Do you want a BSD Conference in Your Hometown?
Conference

noun [C]

An event, sometimes lasting a few days, at which there is a group of talks on a particular subject, or a meeting in which especially business matters are discussed formally.

-- Cambridge Dictionary
BSD Conference

Where the BSD people meet and have fun

- **Advocacy**
  - Let everyone know how great BSD is

- **Improving BSD**
  - Put the developers and computers in a room, you will eventually get some codes

- **Fun**
  - Obvious reason

- **Profit**
  - :-)
BSD Conference in Your Hometown

● Introduce BSD technology to the friends in your hometown
● Introduce BSD friends to the friends in your hometown
  ○ And vise versa
● Introduce your hometown to BSD friends
● Know the BSD friends you didn’t know in your hometown
So, you decided to bootstrap a BSD conference in your hometown
Step 0

- Congratulations
  - you made the right decision
- Let other BSD conference organizers know
  - Everyone will help you
- Take this presentation as reference

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Date and Venue

- Other conference
  - Collision avoidance first
  - BSD conference
  - Other conferences
- Facilities
  - Decide the scale
- Traffic
  - To the conference venue
  - Visa information
- Accommodation
  - Speaker
  - Attendees
    - For different budgets need

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We promoted #BSDTW on #COSCUP2017, the biggest open source conference in Asia. 😊 Photo: CC BY-SA 2.0 [Vegabond goo.gl/5vqnfkm]
Conference room

- Screen & projector
  - Display aspect ratio
  - Connector type
- Seats
  - View from last row
- Recording
  - Speaker, monitor, audio
- Wifi & Power
  - Basic human needs
- Audio & microphone
  - Both speaker and audience need
- Send these information to the speakers in advance
Outside of the conference room

- Social area
  - “Hallway track”
- Booth area
  - Don’t be too far away
- Hacking area
- Dining area
- Staff room
  - Away from the crowd
- Misc
  - Restroom

https://twitter.com/gussunoyoyo/status/972372315282407424
Kick Things Off
Schedule - Public

● Call for paper
  ○ As early as possible

● Call for sponsor
  ○ As early as possible

● Author notification
  ○ Have at least 3 month for planning the traffic

● Registration open

● Registration close
  ○ Late registration

● Conference dates
Schedule - Private

● External
  ○ Fix the conference scale
  ○ Place the orders

● Internal
  ○ Regular meetings
  ○ Rehearsal meetings
  ○ Marketing events
Staff Recruiting

- Co-organizer
  - Other organizations
- Finance & fundraising
- Marketing
- Designer
- Web developer & system administrator
- Photographer
- Master of ceremony
- Paid staff
Program Committee

- BSD developers
- BSD friends
  - Well known people
  - Academic people
- Diversity
- Balance
Team Work

- Mailing list
- Issue tracker
  - Everything should have a deadline
  - And a backup plan
- Conference call
- Instant message app
  - Very useful during the conference
Keep the Ball Rolling
Program & Schedule

- Normal talks
- Tutorials
- Keynote
- WIP
- Lightning Talks
- BoF
- Developer Summit
Program Committee Tasks

- Solicit submissions
- Proposal management
- Topics
  - For developers
  - For users
  - Balance
- Scoring
  - Example
    - Technical Quality (1-5)
    - BSD Related (1-5)
    - Audience Interest (1-5)
Fundraising

- **Sponsorship**
  - Internal contacts
  - Observe other events
  - Contact periodically

- **Personal sponsor**
  - Special souvenir
Call for Sponsorship

- Sponsor packages
  - Discuss with potential sponsors
  - Customization
  - Fireness
    ■ exposure/impression

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Finance

- **Cost**
  - Variable costs
    - Best to be covered by ticket
  - Fixed costs
    - Best to be covered by sponsorship

- **How much money we can spend?**
  - Financial projection
  - Expected value of sponsorship

- **Where to put these money?**
  - Personal account
  - Company, personal business
  - Non-profit organization

- **Record each income and expense**
  - You won’t want to deal with tax authority
Budget

- List the items
- Prioritize them
- Pricing survey
  - Fancy solution
  - Poorman’s solution
- Decide the scale based on funding
Tickets

- For BSDTW:
  - Normal
  - BSD Fan
  - Student
  - Student contributor
  - Student engagement
  - Speaker (not for sell)
  - Staff (not for sell)

- Average selling price
  - Should not lower than the cost of each attendee
Target Attendees

● "COSCUP"
  ○ Conference for Open Source:
    ■ Coders
    ■ Users
    ■ Promoters

● Old friends
  ○ Invite your friends in person

● New friends
  ○ Marketing
Marketing

- Social network
  - Creative ideas
  - Engagements
- Traditional media
  - E-news papers
  - Technology media
- Collaborative with schools
- In other conferences
Social Media

● Publishing schedule
  ○ Speaker introduction
  ○ Sponsor introduction
  ○ Special event
    ■ #BSDTWeverywhere

● Engagements
  ○ Organic
  ○ Think about what people want to share

● Privacy
  ○ Ask if the related people want to be shared on SNS
Goods

- T-Shirt
  - Difference between areas
- Souvenir
- Bag
- Badge

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https://twitter.com/asiabsdcon/status/968741067360260098
Registration System

- **Customizability**
  - Collect user information
    - Dining requirement
  - Or just use payment service

- **From user perspective**
  - How to register
  - Modify?

- **From organizer perspective**
  - How to handle different requirements

- **Administration fee**
Website

- Key information
  - Date
  - Venue
  - Program
- Speakers’ information
- Sponsors’ information
- Staff & program committee’s information
- General contract information
- Progressive update
  - Update the latest information and send notification
Culture

- BSD conference culture
- Individual conference culture
  - Auction in BSDCan
- Local culture
  - Lightning talk: countdown & unplug

https://twitter.com/GroffTheBSDGoat/status/929578540613304321
Logistics

- Lunch
- Afternoon tea
- All-day coffee and tea

- Insurance

- Babysitter / kindergarten
  - :-)
Banquet

- Location
  - Transportation
- Number of people
- Local flavor
- Budget control
  - If necessary, let banquet takes its responsibility for profit and loss
Tourism

- Market your homeplace!
- Mobile data plan
- Wiki
  - Let people help each other and build a community
Before Conference

- Rehearsal meetings
  - Rundown table
- Volunteer training
- Announcement mail
  - For staff
  - For attendees
  - For speakers
Show Time
In the Conference

● Connect people
  ○ Make sure everyone is having fun

● Solve incidents

https://twitter.com/bsd_tw/status/930122764744138754
Incidents

- Schedule change
  - Have backup plan (talk)
- How could anything be wrong?
  - Technician
  - React team
*Phew*, it concluded
After the Conference

- Thanks everybody
- Paperwork
- Pictures & slides & videos
- Post-conference questionnaire
- Post-conference marketing
- Staff recruiting
- Connect other conferences
Suggestions

- Don’t burn out yourself
- Don’t burn out the staff
- Keep traditions
  - Invite Groff, give him a badge
- Release creativity
- Optimize for fun
- Make it forever

https://twitter.com/GroffTheBSDGoat/status/914404305150586881
Your Future Work

- Attend BSD Conferences
- Sponsor BSD Conferences
- Hold BSD Conferences
  - It is easier after you start organizing it, and everybody will help you

“There are 12 months in a year so we still have lots of rooms for more conferences”

“Sort the conferences in a year from west to east or reversely”