

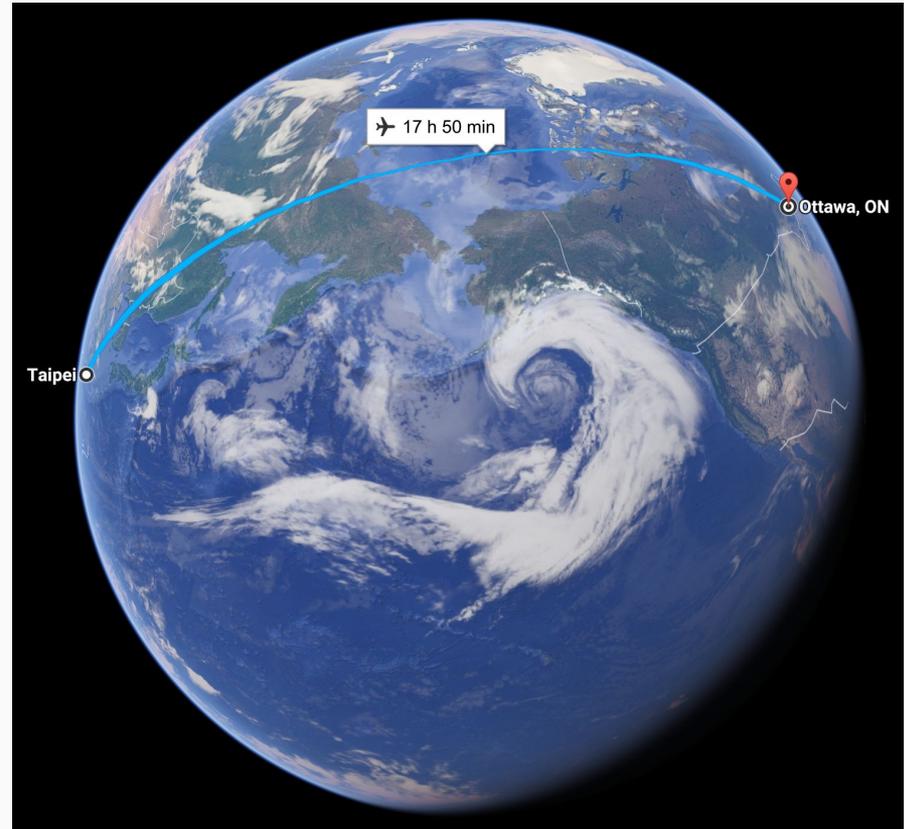
# How to Bootstrap a BSD Conference

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# Something about Me

- Li-Wen Hsu (許立文)
- tw.FreeBSD.org admin
- FreeBSD ports comitter since 2007
- CI.FreeBSD.org maintainer
- twn.FreeBSD.org site admin
- AsiaBSDCon program committee
- BSDTW 2017 general chair
- Organize BSD Code Day in Taiwan



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 vice 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

**BSD Taiwan** @bsd\_tw Follow

We promoted #BSDTW on #COSCUP2017, the biggest open source conference in Asia. 🐱  
Photo: CC BY-SA 2.0 [Vegabond [goo.gl/5vqnf](http://goo.gl/5vqnf)]



# 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



# 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

Partner	Bronze	Silver	Gold	Platinum
>= 500 USD	>= 2000 USD	>= 3500 USD	>= 5000 USD	>= 7000 USD
>= 16000 NTD	>= 61000 NTD	>= 110,000 NTD	>= 160,000 NTD	>= 220,000
Permission to use the "PARTNER SPONSOR OF BSDTW 2017" endorsement	Permission to use the "BRONZE SPONSOR OF BSDTW 2017" endorsement	Permission to use the "SILVER SPONSOR OF BSDTW 2017" endorsement	Permission to use the "GOLD SPONSOR OF BSDTW 2017" endorsement	Permission to use the "PLATINUM SPONSOR OF BSDTW 2017" endorsement
Acknowledgment on the sponsorship page	Acknowledgment on the sponsorship page	Acknowledgment on the sponsorship page	Acknowledgment on the sponsorship page	Acknowledgment on the sponsorship page
Acknowledgment at the start of the conference	Acknowledgment at the start of the conference	Acknowledgment at the start of the conference	Acknowledgment at the start of the conference	Acknowledgment at the start of the conference
	1 Complementary registration	2 Complementary registration	5 Complementary registration	10 Complementary registration
	Promotional material in the conference registration pack	Promotional material in the conference registration pack	Promotional material in the conference registration pack	Promotional material in the conference registration pack
		Logo on the conference T-shirt	Logo on the conference T-shirt	Logo on the conference T-shirt

# 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

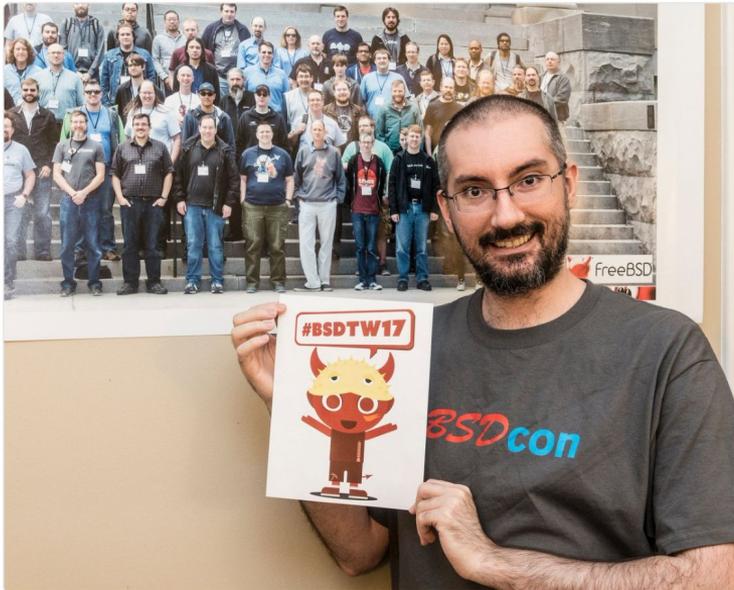
# Marketing

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

**BSD Taiwan**  
@bsd\_tw

Follow

[BSDTW everywhere] @allanjude is going to share "ZFS: Advanced Integration" in #BSDTW17. Register now: [bsdtw.org](http://bsdtw.org)



1:41 AM - 3 Oct 2017

The image shows a large group of people, mostly men, posing on a wide staircase. They are dressed in casual attire, many wearing blue or grey t-shirts. In the foreground, a man with glasses and a beard is smiling and holding a white sign. The sign features the text "#BSDTW17" at the top, a cartoon mascot character in the center, and the text "BSDcon" at the bottom. The mascot is a red, devil-like character with yellow horns and a yellow body. The background shows a stone wall and a sign that says "FreeBSD".

# Social Media

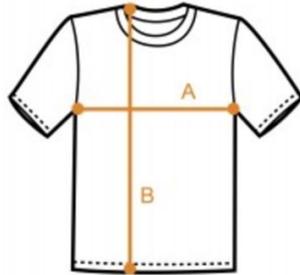
- Publishing schedule
  - Speaker introduction
  - Sponsor introduction
  - Special event
    - #BSDTWeverywhere
- Engagements
  - Organic
  - Think about what people want to share
- Privacy
  - Ask if the related people want to be shared on SNS



2:13 PM - 25 Sep 2017

# Goods

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



unit: cm	XS	S	M	L	XL	2XL	3XL
A: Chest Width	44.5	47	49.5	52	54.5	57	59.5
B: Length	62	63.5	66	68.5	71	73.5	73.5



# 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



# 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
- Volunteer training
  - Rundown table
- Announcement mail
  - For staff
  - For attendees
  - For speakers

11/11		工作項目									
Start	End	Day1 Agenda	staff0	master of ceremony	staff1	staff2	staff3	staff4	staff5	staff6	photographer
8:00	8:30					看攤位是否需要協助	看攤位是否有需要協助				在警衛旁邊協助
8:30	9:00	Registration	reception		報到台：兩軌報到	報到台：確認報到	報到台：發 badge、小貓袋、文宣	報到台：發 badge、小貓袋、文宣			顧紀念品+必要時機動
9:00	9:20	Opening	opening	ready					設置咖啡/紅茶		
9:20	10:10	Arun Thomas							訂便當		攝影
10:10	10:20	BREAK			機動(看阿貓有沒有要幫忙)	報到台：確認報到、發 badge、小貓袋、文宣	機動				
10:20	11:10	George Neville-Neil							收便當		
11:10	11:20	BREAK			(R212)發放便當	(R212)發放便當	(R212)發放便當	(R212)發放便當	(R212)發放便當		
11:20	12:10	Peter Grehan									
12:10	13:30	LUNCH				BSDTW everywhere					門口確認 badge
13:30	14:20	Brooks Davis							點心桌就位		
14:20	14:30	BREAK							等廠商送點心		
14:30	15:00	Johannes M Dieterich					提醒攤位撤場				門口確認 badge
15:20	16:00	TEA Break							收拾環境		攝影
16:00	16:50	Baptiste Daroussin				前往晚會場					
16:50	18:00	Travel to banquet venue	拍合照 宣傳晚宴交通				協助拍合照				打包
18:00	18:30		LiWen 帶隊				晚宴報到	確認現場收攤完畢			到晚宴會場
18:30	19:30							到晚宴			晚宴拍攝
19:30	20:30										

# Show Time

# In the Conference

- Connect people
  - Make sure everyone is having fun
- Solve incidents



# Incidents

- Schedule change
  - Have backup plan (talk)
- How could anything be wrong?
  - Technician
  - React team

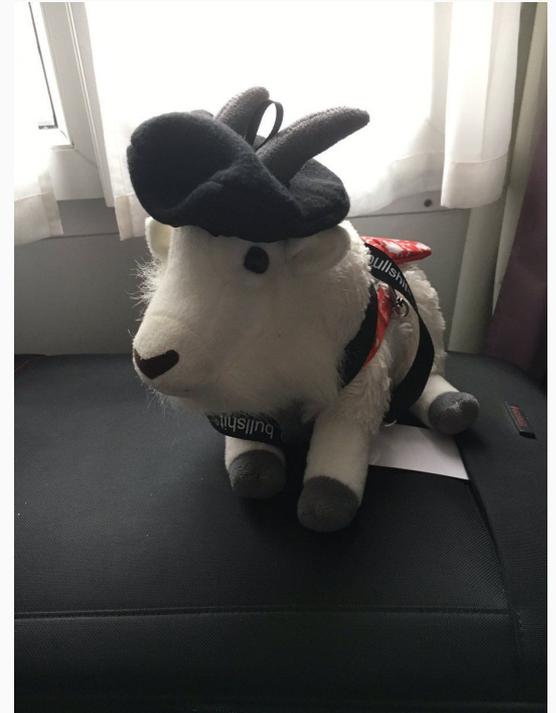
\*Phew\*, it concluded

# 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



# ~~Year~~Our 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”