How to run a conference for 250 people all by yourself

Dan Langille
EuroBSDCon 2012

slides will be available (see dlangille on twitter)
Why listen to me?
But not quite all by yourself
Audience for this talk
What is a conference?

A conference is a meeting of people who "confer" about a topic. [1]

Key points about a conference
What do people expect?
Quality Talks
Social Time
FINAL WARNING! Don't do it!
How do I run a conference?

- Set a budget
- Stick to it
What do speakers need?
What do attendees need?

- where
- when
- climate
- language
- wifi
- accommodation
- travel
- tourist information
- food
- cost
- drink
- list of talks
- list of speakers
- social time
- rules
- refund policy
- payment methods
- map
- t-shirt
- power outlets
So... where do I start?

- website
- venue
- suppliers
- sponsors
- speakers
- attendees
Sponsorship

- sponsorship opportunity list
- early
- keep them well informed
- be polite and courteous and fair at all times
- DELIVER!
Payment methods

- Paypal
- check
- cash
- other credit card facilities (https://stripe.com/)
Website

- where
- when
- cost
- audience
ZFS DAY

TUESDAY, OCTOBER 2ND, 2012, 9 AM TO 6 PM

#ZFSDAY

The first ever ZFS conference will cover all aspects of using ZFS in production. You can find ZFS in the most demanding environments, from video servers to cloud platforms to databases to NFS servers to HPC. Come learn about what makes ZFS a great storage system for these and other applications.

Several companies have built products based on ZFS’s reliable, open-source storage technology. At ZFS Day you will learn how ZFS makes these products successful.

Does your storage subsystem’s performance vary with the phase of the moon? We will cover how to measure and tune ZFS performance, and how to get the most out of new hardware technologies like 4k sector disks and SSDs.

ZFS is available on many platforms: Illumos, FreeBSD, Solaris, Linux, etc. Come learn about what’s new in ZFS and what problems it will solve in the future.

If you can’t attend in person, the event will be live video streamed and we’ll be taking questions from wherever you are. (please register - that’s how we’ll inform you of the stream details).

REGISTER

(Click the button to be offered your choice of in-person or online tickets – both are free)

Register Now on Eventbrite

AGENDA

8:30 REGISTRATION & COFFEE

9:00 INTRODUCTION TO THE DAY – DEIRDRE STRAUGHAN
ZFS Day
Joyent
Tuesday, October 2, 2012 from 9:00 AM to 5:00 PM (PDT)
San Francisco, CA

Ticket Information

<table>
<thead>
<tr>
<th>TYPE</th>
<th>END</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZFS Day In Person Attendance</td>
<td>1h 45m</td>
<td>Free</td>
</tr>
<tr>
<td>ZFS Day Live Video Stream Attendance</td>
<td>23h 45m</td>
<td>Free</td>
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When & Where
Children's Creativity Museum (Theater)
221 Fourth St. (behind the carousel)
San Francisco, CA 94193
Tuesday, October 2, 2012 from 9:00 AM to 6:00 PM (PDT)

Who's Going
Connect to see which of your Facebook friends are going.

Event Details
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Does your storage subsystem’s performance vary with the phase of the moon? We will cover how to measure and tune ZFS performance, and how to get the most out of new hardware technologies like 4k drives and SSDs.
CPOSC returns to Central PA this fall...

Saturday, October 27th

The Central PA Open Source Conference (CPOSC) is a one-day, multi-track conference about all things Open Source. It was started in 2006 by a few of the members of the Central PA Linux User Group and the Central PA Ruby Meetup.

Register now!

Build Your Social Network

Whether it's for business, recruiting, or just for fun, there's no better way to meet people and build your social network. Check out the wiki for pre/post conference meetups and ride sharing.

Enhance Your Skills and Knowledge

With three conference tracks, you can choose from a wide variety of topics to develop your open source knowledge and skills.

Grow Your Business

Want to get your business' name out to some of the most enthusiastic open source users in the region? Looking to hire the best talent? We have sponsorship options to fit any size company, big or small.

Have One Awesome Day

We prove that it's possible to pack a lot of conference goodness into just a single Saturday in October. Check out the...
Traps for young players

- non-core activities
- letters of invitation
- payables - what do you owe?
- receivables - who owes you?
- taxes
- laws
Timetable to conference

- -7 months - announce conference, book venue
- -5 months - call for papers
- -3 months - talks & speakers announced, registration opens
- -3 months - book speaker travel & accommodation
- -2 months - book t-shirts & catering
- -1 month - you're busy with registration
- -3 weeks - final number for t-shirts etc
Timetable to conference, part II

- 3 days - people start arriving
- 2 days - tutorials start
- 1 day - registration pack assembly
- 1 day - registration opens
- day 1 - opening session
- day 2 - closing session - announce dates for next year
- day 3 - packing up gear and storing it away
- day 4 - thank you notes
+ 1 month - update website for next year
Catering tip for buffets

- plates
- food
- drinks
- cutlery
- napkins

- in that order
Repeat conferences

- whaaat?
Questions?
Thank you

Just do it. Ignore the naysayers. Don't listen to negative. If you think it's a good idea, do it.