How to run a conference for 250 people

all by yourself

Dan Langille

EuroBSDCon 2012

slides will be available (see dlangille on twitter)

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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]

1 - http://en.wikipedia.org/wiki/Conference

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

zfsday.com/zfsday/

illumos

HOME   SCHEDULE   ILLUMOS DAY   ZFS DAY   SPEAKERS   SPONSORS   HACKATHON   CONTACT US   FOOD & DRINK

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 — DEIRDRÉ STRAUGHAN

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Joyent

SPONSORS

DEY STORAGE SYSTEMS

DELPHIX

nexenta
Enterprise class storage for everyone

DDRdrive
The drive for speed.

OmniTI

HIGH-AVAILABILITY

engjoy

sprezzatech

www.eventbrite.com/event/4260025852?ref=ebtnebregn

Eventbrite   Create an event   Find events   Email | Share | Tweet | Like | 0   Questions? Contact the organizer

ZFS Day

Joyent
Tuesday, October 2, 2012 from 9:00 AM to 5:00 PM (PDT)
San Francisco, CA

Ticket Information

TYPE	END		QUANTITY
ZFS Day In Person Attendance	1h 46m	Free	0
ZFS Day Live Video Stream Attendance	23h 46m	Free	0

Register

Who's Going

Connect to see which of your Facebook friends are going.

Connect with Facebook

SHARE THIS EVENT   Email | Share | Tweet | Like   7 people like this. Sign Up to see what your friends like.
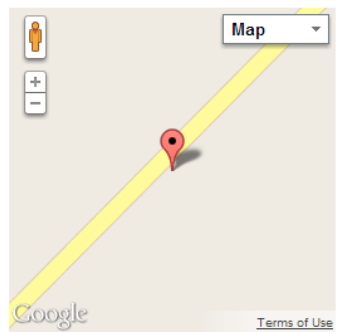
Event Details

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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

When & Where

Children's Creativity Museum (Theater)
221 Fourth St. (behind the carousel)
San Francisco, CA 94103

Tuesday, October 2, 2012 from 9:00 AM to 5:00 PM (PDT)

Add to my calendar

Organizer

Joyent

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CPOSC
CENTRAL PA OPEN SOURCE CONFERENCE

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 2008 by a few of the members of the Central PA Linux User Group and the Central PA Ruby Meetup.

Register now!

Save the date! CPOSC 2012 will be held on Saturday, October 27th.

Build Your Social Network

Whether it's for business, recruiting, or just for fun, there's no better way 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
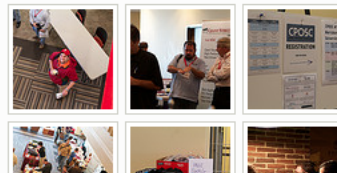
NEWS

Looking for a few good people

Talk submission deadline extended

Save the date!

🐦 FOLLOW @CPOSC ON TWITTER!

Follow us on Twitter

PHOTOS ON FLICKR

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 & accomodation
- -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.