



Organization of KDE Events



KDE

aKademy 2006

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- **Introduction**
- **Six Steps to Success**
- **Examples**
- **Q&A**





Three Event Types

- Community Meetings
- Trade Shows
- Developer Meetings





Six Steps to Success



- 1. “I Have a Dream!”**
- 2. Kick-Off**
- 3. Go/No Go**
- 4. Work, Work, Work**
- 5. Party Time!**
- 6. Wrap-Up**





1. “I Have a Dream!” (1/2)

- **Define Goals**
- **Inquire For Interest**
- **Gather Organization Team**
- **Rough Budget Calculation**
- **Identify Show Stoppers**
- **Potential Sponsors**





1. “I Have a Dream!” (2/2)



COMMITMENT!

1. “I Have a Dream!”
2. Kick-Off
3. Go/No Go
4. Work, Work, Work
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2. Kick-Off



- **Create Schedule**
- **Find a Location**
- **Sponsor Packages**
- **Sponsor Letter**
- **Call For Papers**
- **Attendee Registration**
- **Create Drop Box for Notes**



3. Go/No Go



“Go” Determined By:

- **Location/Equipment**
- **Staff/Organisation**
- **Funding**
- **Speakers**
- **Participants**





4. Work, Work, Work (1/2)



KDE

- **Create Detailed Scenario**
- **Use the Drop Box**
- **Sign Sponsor Contracts**
- **Send Visa Letters**
- **Confirm Location**
- **Lodging, Catering, Equipment, ...**



4. Work, Work, Work (2/2)



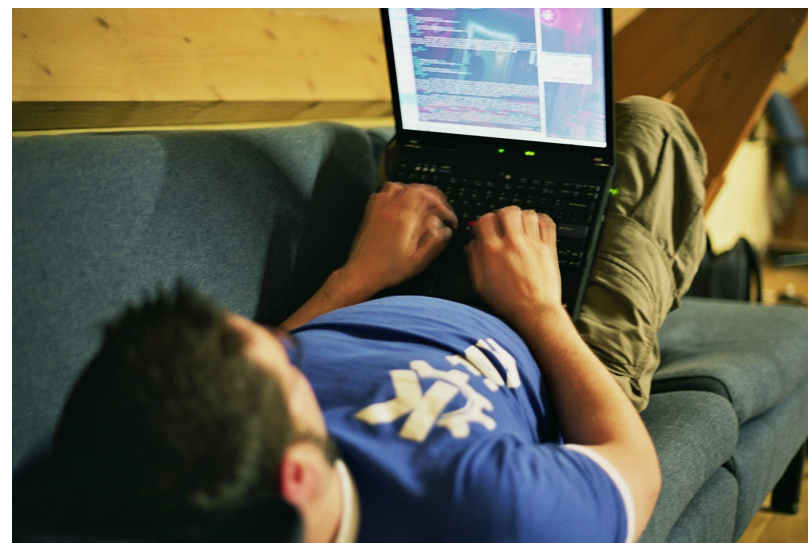
- **Advertising and Promotion**
- **Event Program**
- **Scenario**
- **Participants' Program**
- **Final Report**



5. Party Time!



- **Infrastructure Ready**
- **Use the Drop Box**
- **Be a Good Host**
- **Coverage**
- **Have Fun!**





6. Wrap-Up



- **Advertising & Promotion**
- **Finalize Budget**
- **Report Back**
- **Evaluation**
- **Documentation**



- **Developer Meeting**
- **Community Meetings**
- **Trade Show**





- **International Participants**
- **Requires Organizing Experience**
- **Minimize Travel Time**
- **Bandwidth, IceCream, ...**
- **Multi-Day Event**
- **Relatively Costly**





Community Meeting



- **Local Group Event**
- **Gain Organizing Experience**
- **BBQ, New Year's Meeting, Hackfest@Home**
- **Informal or Cheap Location**

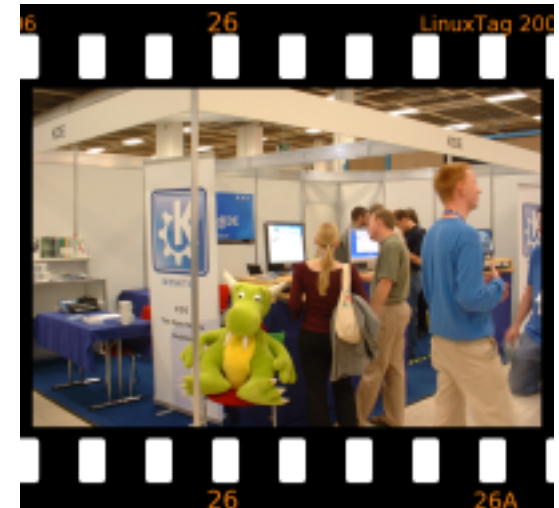




Trade Show (1/2)



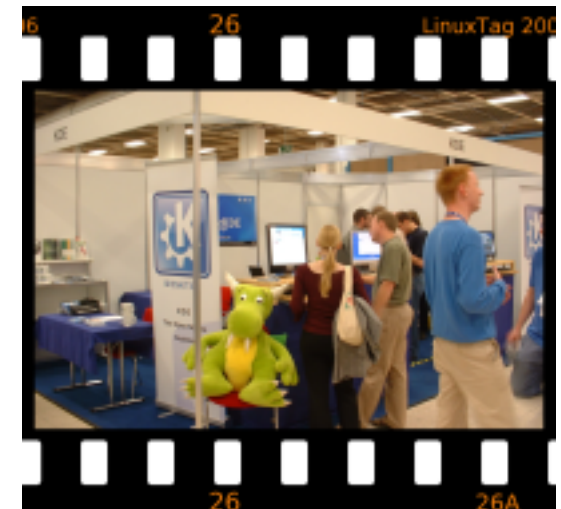
- **Local Group, International Speakers**
- **Reserve/Negotiate Booth Early**
- **Adjust Dress Code to Audience**
- **Consider Partnering**





Advertising & Promotion

- **Booth Box**
- **Success Stories**
- **Demo Points**
- **“Try KDE”**
- **Merchandise**
- **Business Cards**





That's All Folks!

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“Questions?”





aKademy 2006

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aKademy 2006 / September 23th 2006

Goal: help people with pointers and guidelines for organizing a KDE event. Not a complete cookbook, that would be too detailed

House keeping: questions are planned at the end

This talk is also vision: eventually we want to have its content and much much more available on SpreadKDE. SpreadKDE aims to become a portal with ready-made documentation, templates, papers, ready-made stuff, etc. for people who want to promote or talk about KDE. In order to make this work it needs YOU. Be sure to feedback results, examples, ... on SKO after an event.



- **Introduction**
- **Six Steps to Success**
- **Examples**
- **Q&A**





Three Event Types

- Community Meetings
- Trade Shows
- Developer Meetings



Explain the three types briefly.

Community Event: e.g. BBQ, New Year's Meeting, but also hackfest@home, like last year's Krita meeting at Boudewijn Rempt's place (mixture between developer and community meeting); goal: team building, meeting, planning

Trade Show or conference: LinuxWorld, LinuxTag, Free Software Bazaar, SANE, ...; goal: represent and promote KDE

Developer Meeting: KDE Four Core, K3M, aKademy; main goal: boost development

HOWEVER, we won't really cover aKademy because of its enormously different scale and scope



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Martijn takes over



- **Define Goals**
- **Inquire For Interest**
- **Gather Organization Team**
- **Rough Budget Calculation**
- **Identify Show Stoppers**
- **Potential Sponsors**



Goals: like "get people meet eachother" or "accelerate work on part Xyz", "promote kde to end users", "talk about FooBar"

Inquire: ask some people so you know there's basic interest

Gather: Team is needed early, especially for bigger undertakings

Budget: Needed early because it determines the sponsoring part

Show Stoppers: Have them ready and address them
Sponsors: See if you know any off-hand already



COMMITMENT!

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VERY important, without it you are facing a lot of stress, especially after attendees are making plans and things are reserved, because you can't back off anymore and have an obligation towards people

Also, related, responsibilities! Those shouldn't exclude Fun, however.

MEETINGS! Every step basically implies a meeting



- **Create Schedule**
- **Find a Location**
- **Sponsor Packages**
- **Sponsor Letter**
- **Call For Papers**
- **Attendee Registration**
- **Create Drop Box for Notes**

Schedule: have soft and hard deadlines, meet them!
Schedule gets augmented by scenario later on

Location: need to hire? need a call for location?

Sponsor Packages: Don't promise things you can't meet, make them match the budget calc. + margin

Sponsor letter: Ask for clear answers, call them after a few weeks!

Call for papers: for conferences. Kick-off, because acceptance influences go/no go

Registration: needed to know who's there and when, how to contact, bio for handbooks, emergency, ...



“Go” Determined By:

- **Location/Equipment**
- **Staff/Organisation**
- **Funding**
- **Speakers**
- **Participants**



Without meeting the goals – IN TIME – seriously consider cancelling, this is the last 'safe' time to bail out with little or no strings attached.

Bullet items speak for themselves, though staff should be stressed. Also, not 100% coverage needed for 'go' but the outlook must be positive



- **Create Detailed Scenario**
- **Use the Drop Box**
- **Sign Sponsor Contracts**
- **Send Visa Letters**
- **Confirm Location**
- **Lodging, Catering, Equipment, ...**

Scenario: See also kick-off

Sponsor contract: realize that they also require obligations from our part, so once you sign them you have to deliver

Visa: for foreign people, SEND THEM IN TIME!

Location: obvious

Lodging: Without body count hard to reserve with accurate numbers, but do prepare and approach them; feedback to SpreadKDE



- Advertising and Promotion
- Event Program
- Scenario
- Participants' Program
- Final Report

A&P: it's not an afterthought, it's a process! Inform press beforehand, advertise, source21, Dot articles, VideoLAN, blogging. First raise awareness and curiosity, and focus more on results and successes over time.

Program: Demos, activities, talks, key signing, ...

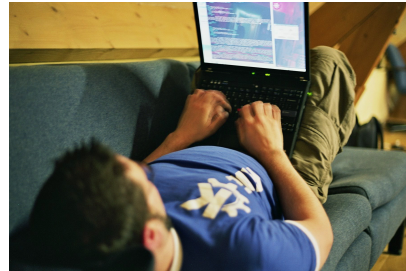
Scenario: iterative process, but have a first draft early and refine continuously. Internal, feedback to SKO!

Handbook: you got one in the aKademy bag this year, K3M attendees also had one, and it's very important for 1. attendees 2. sponsors and 3. promotion to have these for all larger events. Not for a BBQ perhaps, but definitely for something K3M-sized

Final Report: Prepare layout & ToC, instruct people, material is needed, so it must be created as well :)
Remind people during event.



- **Infrastructure Ready**
- **Use the Drop Box**
- **Be a Good Host**
- **Coverage**
- **Have Fun!**



Infrastructure: have it in place and tested beforehand, or have VERY good plans ready

Attention to visitors: don't chit-chat with each other on trade shows

Good host: Make sure attendees on e.g. K3M can do what they want to, leaving logistics to you

Coverage --> Tangible results needed (also for Final Report), also video, podcast, ... Have people collect and provide them.

Fun: Guess ;)

- Advertising & Promotion
- Finalize Budget
- Report Back
- Evaluation
- Documentation

A&P: Again :) Obvious Dot article, but also e.g. Podcasts, interviews, etc.

Budget: important for future reference, and some sponsors may demand it, as well as the e.V. board

Final Report: Especially for Sponsors, but don't underestimate long-term promo value for future events! + VideoLAN, Source21, ...

Evaluation: A&P, Finance, resources, tangible results

Docs: **SPREADKDE!** Fold drop box + survey/user feedback into SKO docs

- **Developer Meeting**
- **Community Meetings**
- **Trade Show**



Cover the main types shortly.

The Marketing Team wants to provide more detailed guidelines and ready-made examples on SpreadKDE.org, so if you want to help out, drop us a note!

- **International Participants**
- **Requires Organizing Experience**
- **Minimize Travel Time**
- **Bandwidth, IceCream, ...**
- **Multi-Day Event**
- **Relatively Costly**



Goal: Development Boost, secondary: team building
Preparation: Make sure to have a good team, and plan early. LOT OF WORK!

International: Think of visa, tickets, and the costs!

Per day travel: Venue close to sleeping is more productive, likewise with meals! Pick-up service?

Internet, ...: Make sure there is enough bandwidth and that IRC and Subversion are accessible, have an IceCream build cluster covered, ... Bandwidth also important for streaming

Multi-day: Higher costs, more planning and logistics

Costly: Sponsors are a must!

- **Local Group Event**
- **Gain Organizing Experience**
- **BBQ, New Year's Meeting, Hackfest@Home**
- **Informal or Cheap Location**



Would-be: The simplest event, so good for starters

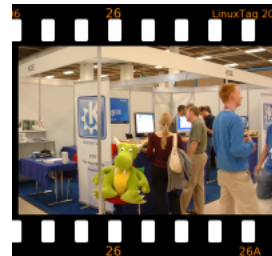
Team Building: very effective for attracting people in KDE and keeping existing people, also good for discussing things more efficient than by mail

Hackfest: Entirely different, mixture of developer meeting and community. Much of the simplicity and low costs of community meeting, but network requirements and multi-day scope of developer meeting

Location: probably at someone's home or university



- **Local Group, International Speakers**
- **Reserve/Negotiate Booth Early**
- **Adjust Dress Code to Audience**
- **Consider Partnering**



Goal: People who know little about KDE or certain parts

Reserve: Once you have it you can plan, and if you're early you can prepare better

Negotiate: We're free software, and don't usually pay for a booth. Only for VERY special occasions we can and should pay for a booth.

Dress code: mixed-dressed can help

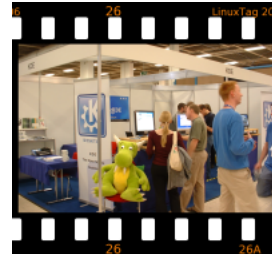
Partnering: other free software projects often can team up. Share a booth with Free Software organisations for example. KDE-NL has shared booth space with GNOME-NL multiple times, allowing a free booth to both projects rather than no both at all for both.

Speakers: If there are good speakers they can provide good publicity, and often speakers have travel cost and lodging paid for



Advertising & Promotion

- **Booth Box**
- **Success Stories**
- **Demo Points**
- **“Try KDE”**
- **Merchandise**
- **Business Cards**



booth stuff for give-away (flyers, cd's), but also for just showing off to e.g. potential sponsors. Have e.g. handbooks ready.

Success Stories: Show what KDE is doing in country XYZ or international. Important for potential contributors and sponsors

Demo: also background presentations/usage

Booth Box: contains promo material. it's there now, use it! And enhance!

Try KDE: It works. Point people to it. URL, live cd's, vmware, Kubuntu ship-it

Merchandise: konqi's, mugs, shirts, also: URLs for ordering online

BUSINESS CARDS!



That's All Folks!

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Point out SpreadKDE once again. Point out that the goal is to provide handbooks, documentation, templates and examples, so if people are missing something they are encouraged to add it.