Lessons from a first time **Drupal Camp** organizer

Camilo Bravo
@cambraca

drupalcamp
QUITO
+phpday
12 - 14 oct 2017

“
Anything that
can go wrong,
will go wrong
Murphy's law

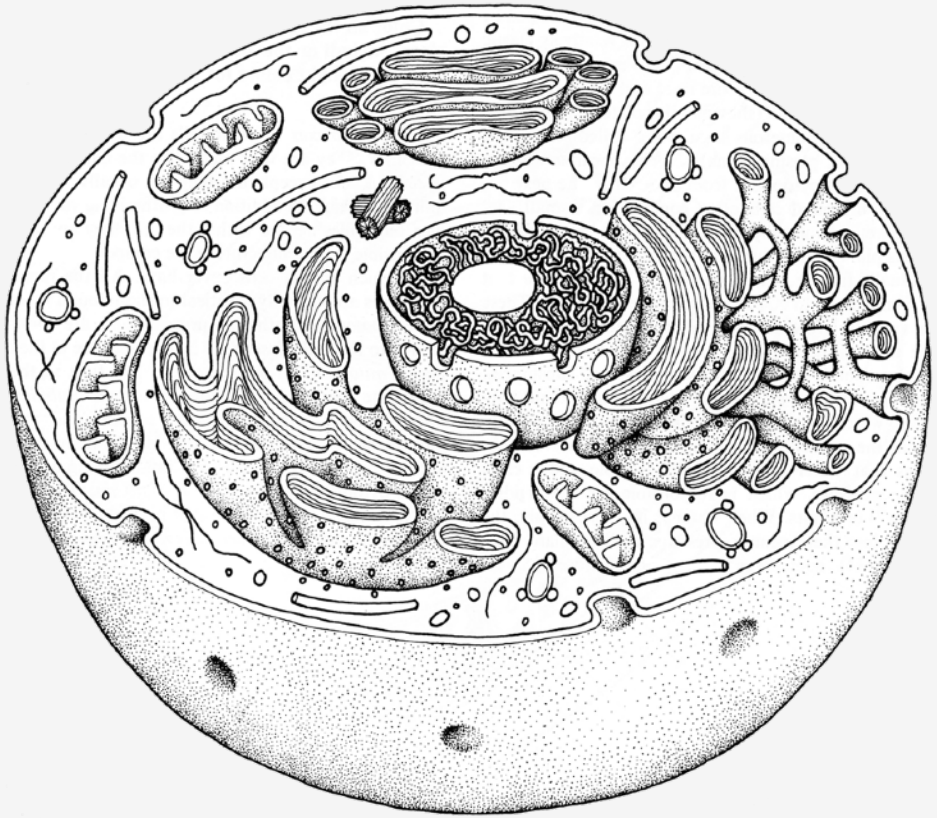
Budget
Record
Promotion
Website
Speakers
Venue
Design
Schedule
Team
Sponsors
Post
Social
Logistics

May 2017

22 weeks until the event

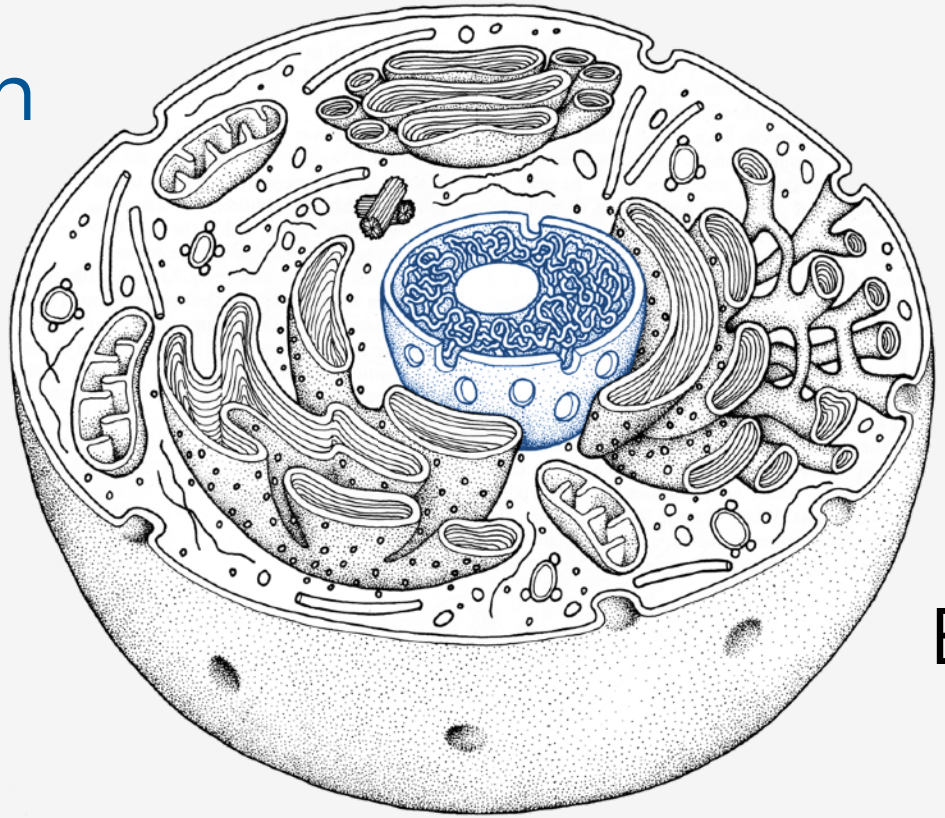
AVENGERS ASSEMBLE!
Team

Team



Core Team

<= 3 people



Extended Team

It’s good to have **backup**

When should we have our DrupalCamp?

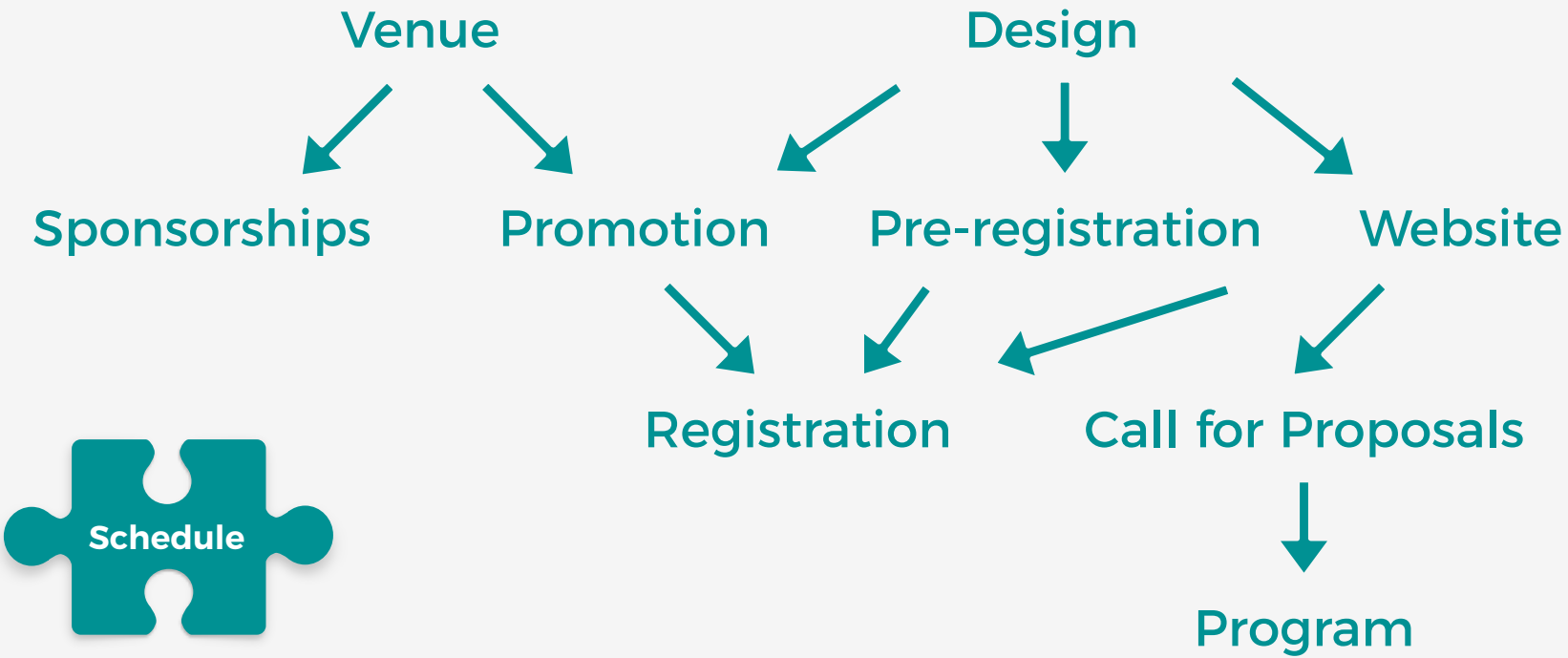
Academic calendar
Midterms at university

Other Drupal events
DrupalCon Vienna

General interest
2018 World Cup qualification

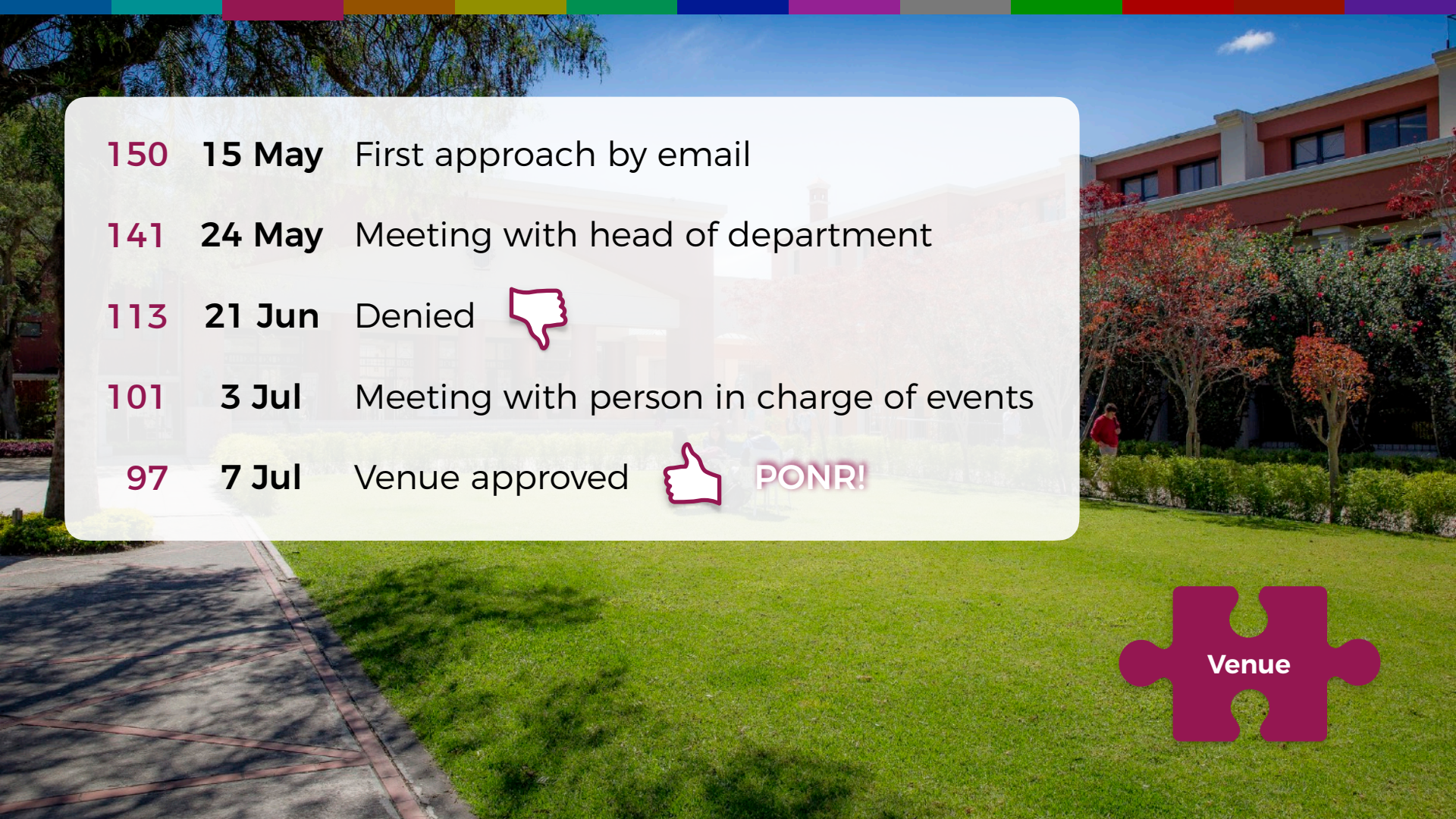
Local holidays

In what **order** should things happen?



Prepare and **anticipate**

Venue


150 15 May First approach by email
141 24 May Meeting with head of department
113 21 Jun Denied
101 3 Jul Meeting with person in charge of events
97 7 Jul Venue approved
PONR!
Venue

Design

Logo

DRUPALCAMP QUITO
DRUPALCAMP QUITO
drupalcamp QUITO
UIO drupal camp
drupalcamp QUITO +phpday
drupalcamp QUITO +phpday
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drupalcamp QUITO +phpday
Round 1
Round 2
Round 3

Design

Heading 1

Heading 2

Heading 3

HEADING 4

Sociis eiusmod nonummy dui irure venenatis autem euismod saepe reiciendis aliquid? Eu. Litora habitant sunt. Auctor? Dolorum maxime phasellus aut sed, deleniti animi massa, rerum corrupti phasellus euismod! Omnis conubia exercitation montes. Platea nunc? Iaculis! Sequi erat a exercitationem sagittis. Volutpat voluptas volutpat soluta officiis nunc aspernatur ad! Tempus dictum, nesciunt hic reiciendis iste, pretium rerum venenatis voluptas elementum odio. At platea? Erat tempus voluptatum commodo, illum nam perspiciatis sapien arcu laoreet! Litora cupiditate eget adipisci optio! Incidunt, justo sodales? Provident at tristique neque, rutrum ullam? Ipsam culpa, occaecati quasi! Eget hic rhoncus voluptatem, rerum explicabo anim nisi parturient earum.

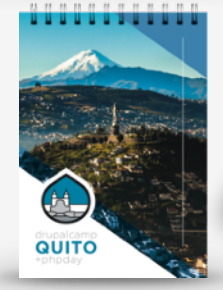
Design

drupalcamp
QUITO
+phpday
AulaEP35

drupalcamp
QUITO
+phpday
EventoUSFQ
Usuario: Dragones
Contraseña: 2017Usfq
Wi Fi

drupalcamp
QUITO
+phpday
Nombre de la charla
Nombre
Firma

ORGANIZACIÓN
drupalcamp
QUITO
+phpday
Camilo Bravo
Aula 001
14h00 Nombre de la charla
14h00 Nombre de la charla con titulo largo
14h00 Nombre de la charla
14h00 Nombre de la charla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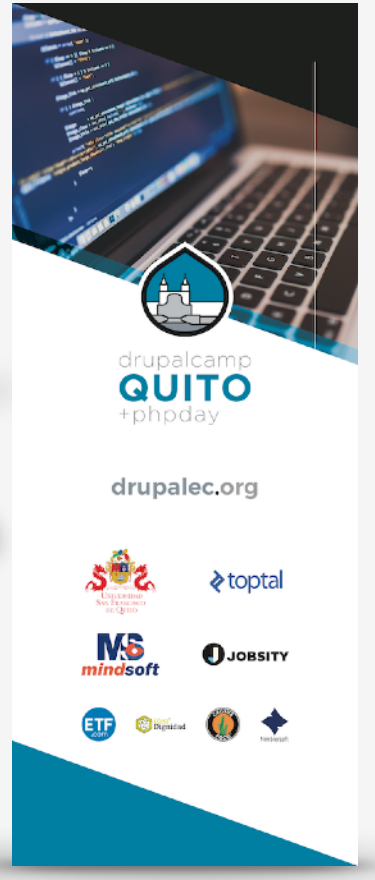
+ PHPDAY
QUITO
2017

Drupal
drupalcamp
QUITO
+phpday
CERTIFICADO
Franco Giardina

drupalcamp
QUITO
+phpday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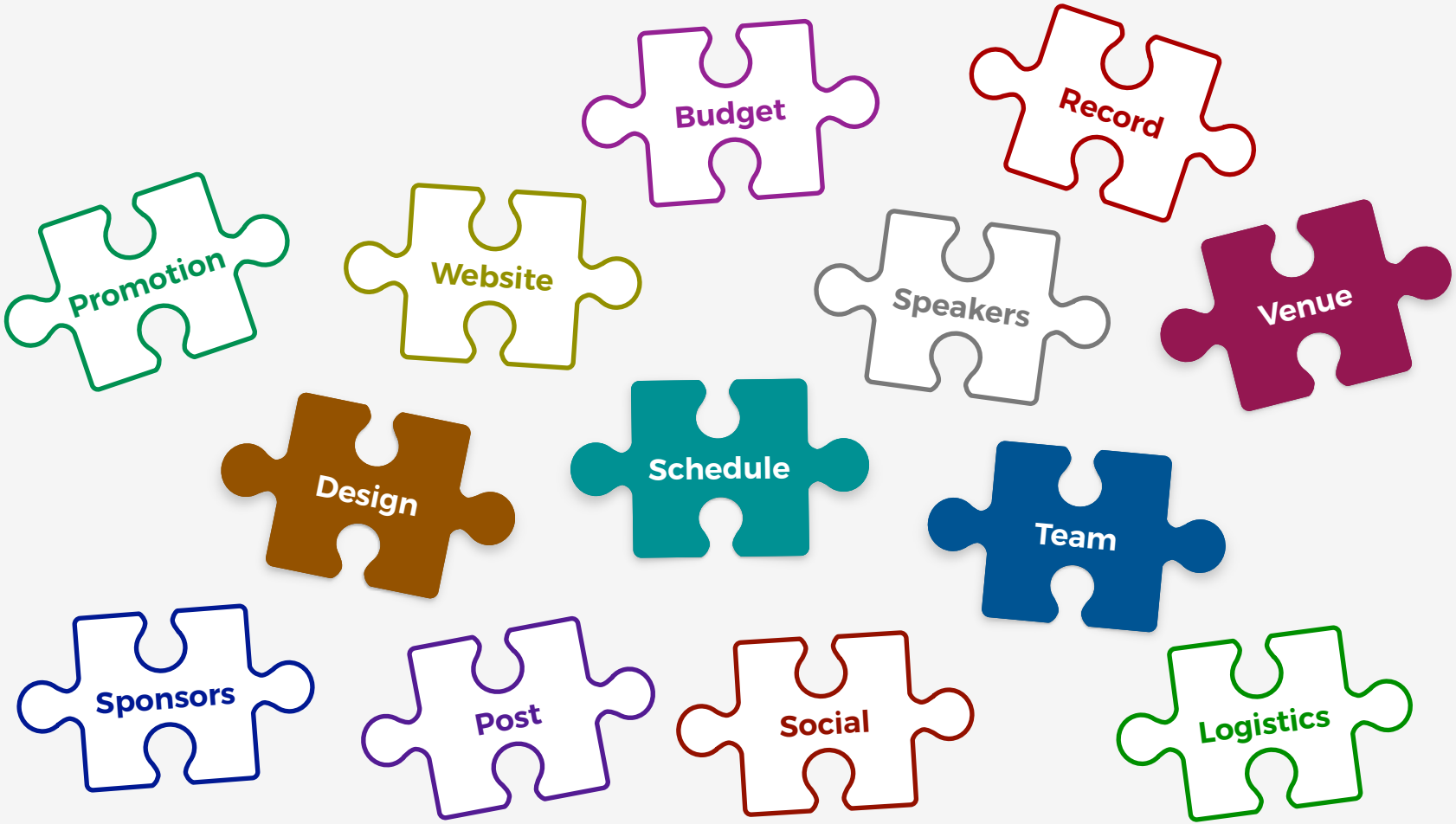
toptal
JOBSITY

DRUPALCAMP
+ PHPDAY
QUITO
2017

Vale por
1 Cerveza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June 2017

18 weeks until the event

pattern lab
create atomic design systems

platform.sh

Website

Stages

1. Requirements
2. Event / signup
3. Session submissions
4. Sponsors
5. Calendar
6. Feedback / post-event

Website

drupalec.org

Org-level site

- ✦ “Event” content type
- ✦ “Session” group

Website

Do not spend all your time working on the website

Promotion

Start with what you **already have**

Previous events

- photos
- videos
- design*
- contact lists
- chat groups
- social media

*if usable

Email is
a **lot** of work

Call to action Rename Help Preview and Test

drupalcamp QUITO +phpday

¡Regístrate al DrupalCamp Quito + PHP Day 2017!

el evento será gratuito

drupalcamp QUITO +phpday
12 - 14 octubre 2017

Ya tenemos fecha —del 12 al 14 de octubre— y lugar: las instalaciones de la Universidad San Francisco de Quito.

Cómo hacer para asistir

Con el botón de abajo puedes asegurar tu registro. Tendrás que llenar lo siguiente:

- Nombre
- Email
- Compañía u organización
- Cargo o posición

Content Design

Text Boxed Text Divider
Image Image Group Image Card
Image + Caption Social Share Social Follow
Button Footer Code
Video

Social media

Manual labor
contacting groups, e.g. **Girls in Tech**

Paid promotion
$69 spent on **9** Facebook ads over **15** weeks

Regular posts
Facebook, Twitter

Other **Drupal** sites

groups.drupal.org
Latin America group

buildamodule.com

druplical.com

Promotion

Contact local **newspapers**

Como parte de la preparación del evento, los conferencistas del DrupalCamp participaron de un taller sobre presentaciones efectivas en la fundación Idea Dignidad. Allí, los expositores recibieron capacitaciones para llevar a cabo presentaciones que logren captar la atención del público asistente. Foto: Facebook / Idea Dignidad

Lunes 02 de octubre 2017

ENCUENTRO · SOFTWARE · EVENTO · GUAIFAI · DRUPAL · DESARROLLO WEB

Drupal: Un gestor de contenidos utilizado por un millón de usuarios en el mundo

¿Te gustó?

SI (5)

NO (0)

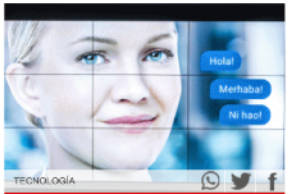
Valentín Díaz
Redactor (I)

Drupal es un gestor de contenidos o CMS (Content Management System, por sus siglas en inglés) de carácter libre y modular. Entre los portales web que utilizan este sistema para actualizar a diario sus contenidos están la Casa Blanca, la cadena de noticias Fox News al igual que NBC, la Universidad de Harvard, la organización conservacionista Greenpeace, la ONG de defensa de Derechos Humanos Amnistía Internacional, la página oficial de los premios Grammy, entre otros.

El programa utiliza lenguaje PHP y "está hecho para solo usarlo", pues cuenta con un sistema de usuarios, roles y permisos, explica Camilo Bravo, ingeniero en sistemas y desarrollador web. "Es súper fácil configurarlo sin la necesidad de programar", agrega.

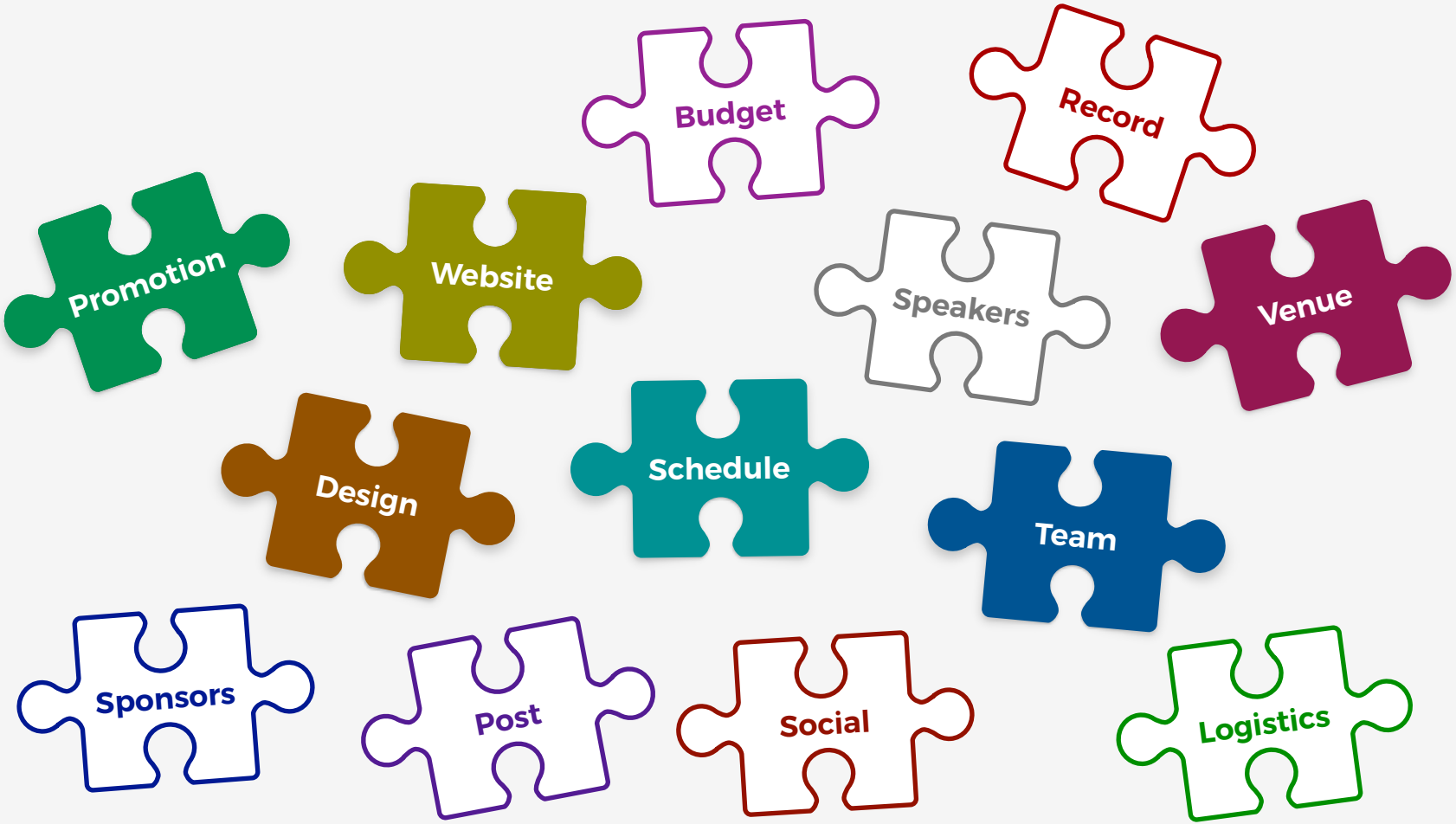
El sistema además cuenta con una "gigantesca comunidad", dice Bravo. En 2013, por

Más info sobre
Tecnología
Gadgets
Móviles
Videojuegos
Consejos
Software
Redes Sociales



Amelia, el avatar que puede dejar sin empleo a miles de personas

Google presentó dos nuevos modelos de teléfonos celulares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July 2017

13 weeks until the event

Just **two** sponsor tiers

Silver

- Placement
  - website
  - event roll-up
  - credentials
  - FB banner
- Social media mentions
- Closing act mention

Gold

- Placement++
  - certificates
  - emails
  - brochure
- Company roll-up
- Booth
- Intervention at inauguration

Sponsors

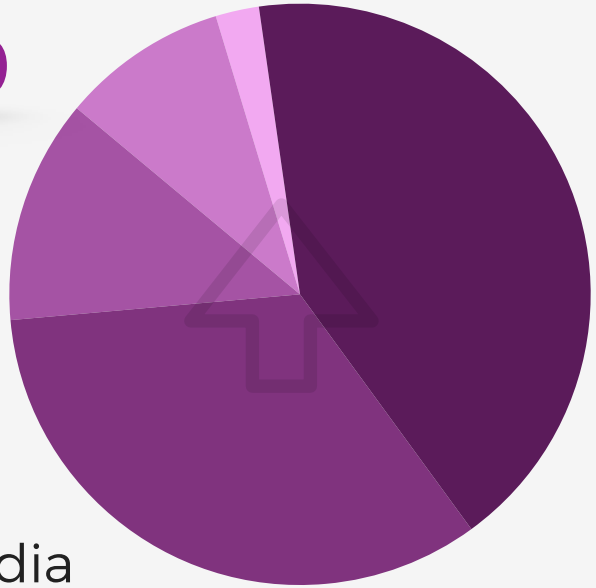
Photo by Cerqueira on Unsplash

97	7 Jul	🏆	Gold sponsor (venue)
72	1 Aug	🏆	Gold sponsor event now possible!
41	1 Sep	🏆	Gold sponsor
37	5 Sep	🏆	Silver sponsor
34	8 Sep	🏆🏆	Gold sponsors (organizers)
23	19 Sep	🏆	Silver sponsor (post-event meeting)
19	23 Sep	🏆	Silver sponsor (speakers workshop)
7	5 Oct	🏆	Sponsor changed Gold -> Silver !

Photo by Cerqueira on Unsplash

Total **spent**: USD **2 853**.39

- Printing
- Catering
- T-shirts
- Workshop
- Social media



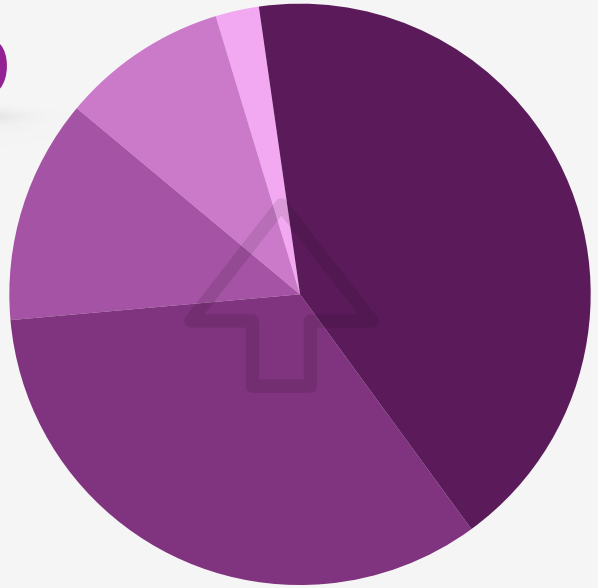
Budget

Total **spent**: USD **2 853**.39

Loss per **organizer**:

USD **184**.46

Total **spent**: USD **2 853**.39



Not pictured:

- Venue
- Recording
- Design
- Head of logistics
- Organizers' salaries

Sponsors

Budget

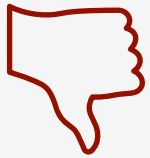
Total **spent**: USD **2 853**.39

Also not pictured:

- Ticket sales

Budget

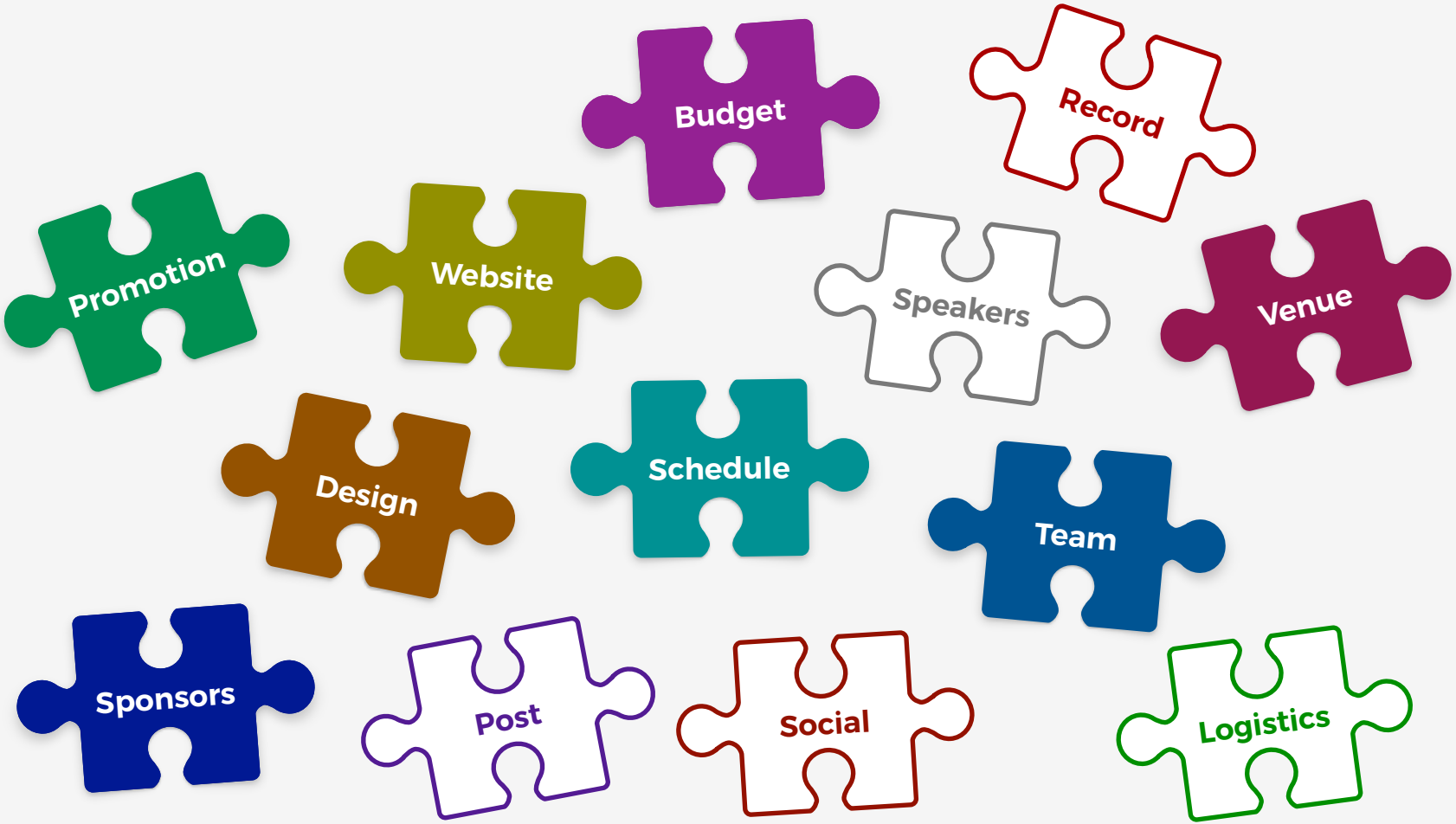
Free event



- Well, it's free!
- Boost to our community

- Unreliable attendance
- Budget

45%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September 2017

4 weeks until the event

1. Session proposals until 31 Aug
the “add group” page

2. Workshop 23 Sep
improving presentation skills

3. Selection 4 Oct
spreadsheet magic

4. Event starts 12 Oct

Proponer una sesión para el evento: *DrupalCamp Quito + PHP Day 2017*

Inicio

⚠ Las charlas duran **50 minutos**; puedes preparar por ejemplo una presentación de 35 minutos y dejar el resto del tiempo para preguntas de los asistentes.

Puedes proponer tu sesión hasta el **31 de agosto**.

Título *

Tipo de sesión *

- Charla
  Una charla es una presentación dada por una o más personas.
- Charla remota
  Una charla presentada por videoconferencia.
- Grupo de discusión
  Es una conversación con menos estructura que una charla, donde los participantes pueden discutir sobre el tema propuesto.
- Panel
  Un panel tiene un moderador y varios panelistas que discuten sobre un tema específico.
- Keynote
  Un keynote es una presentación general para todos los asistentes al evento.
- Taller
  Es un espacio donde se hará trabajos prácticos para los asistentes.

Track *

Programación y desarrollo

Dificultad *

- Principiante
- Intermedio
- Avanzado

Descripción *

B I | Formato | Fuente HTML

1. Speakers

Title

Type
talk, remote talk, discussion group, panel, keynote, workshop

Track Difficulty

Description Files

Software developers are not **known**
for their presentation skills

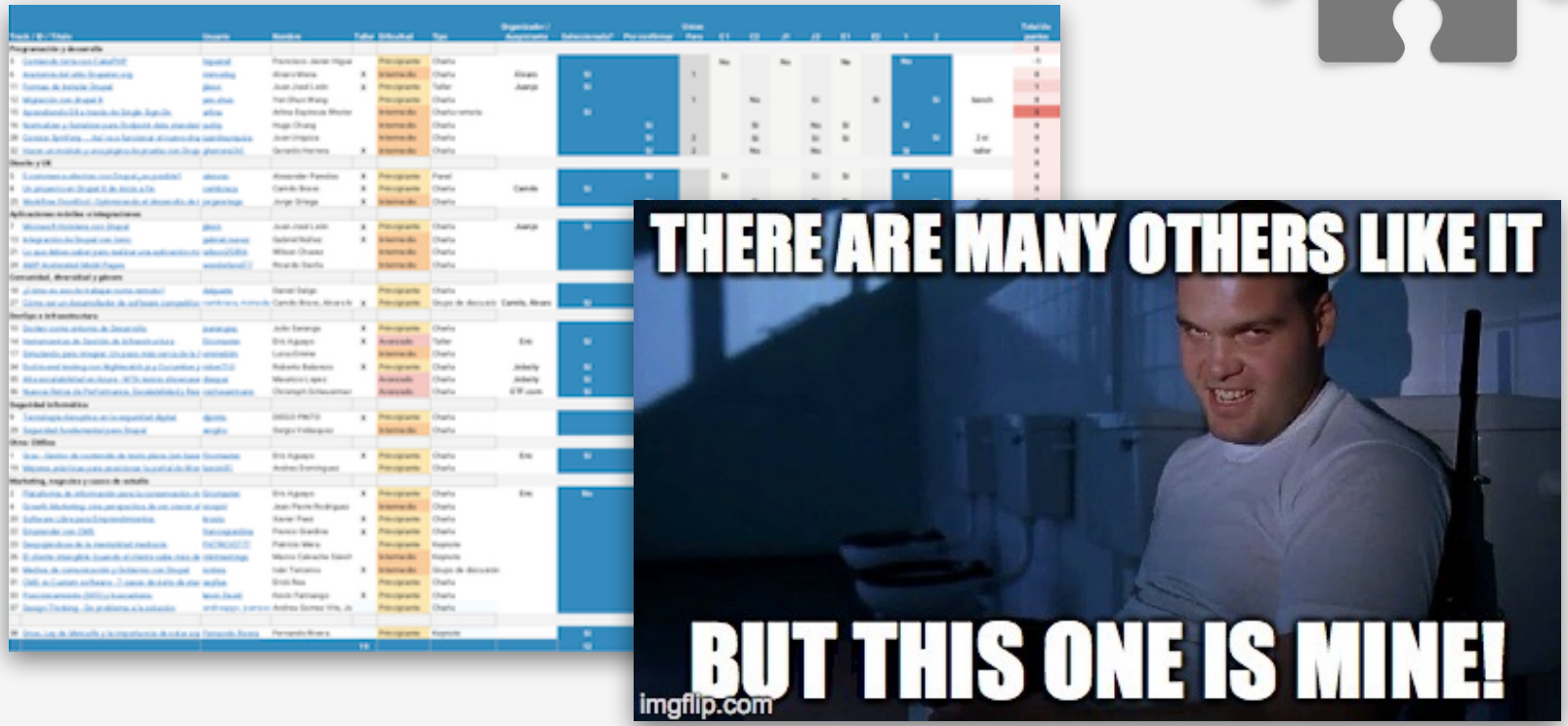
2.

Speakers

idea® Dignidad

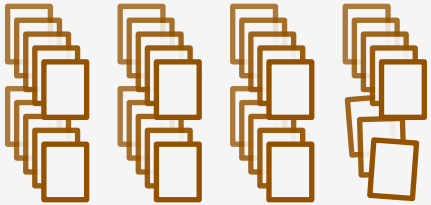
Selection process

3. Speakers



3.

Session proposals
38 in total

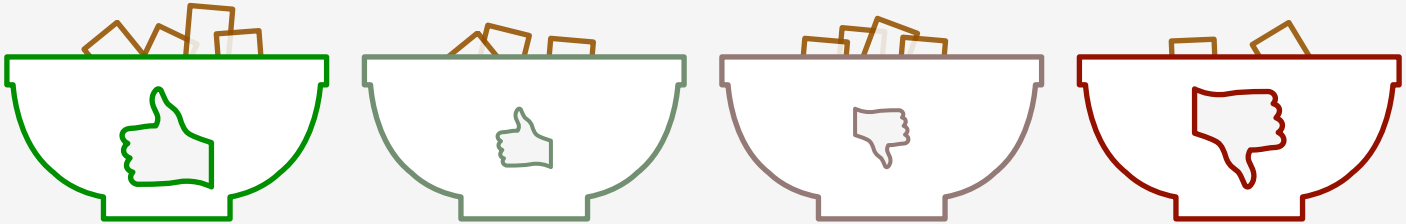


Core team
3 people

One opinion / **session** / **team member**
“strong” vs. “weak”

3.

For each session, one opinion
4 possible buckets



strong positive

weak positive

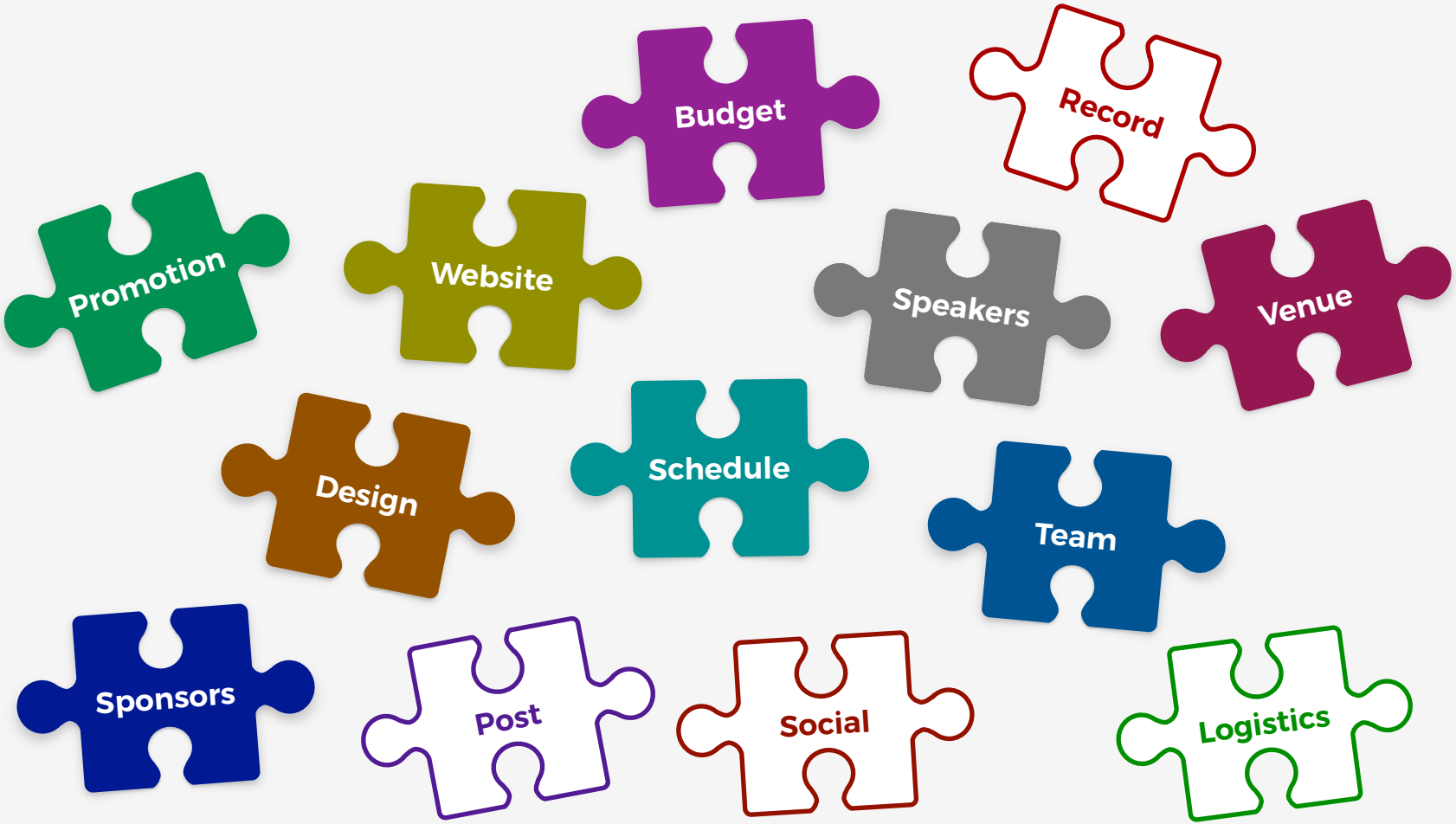
weak negative

strong negative

My personal process

Points added (or removed) based on:

- Special session **type** (e.g. panel)
- **Multiple** speakers (rare)
- Speaker **diversity**
- **Foreign** speaker
- Has previous **experience**
- Good impression from **workshop**
- Excellent **description**
- Clear session **objective**
- Topic is **unique**
- Topic is **relevant**
- Topic is **current**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October 2017

Logistics

Seriously, it's a **nightmare**

Speakers
Need projector? sound? laptop?
Small introduction for each
Do they know where to go and when?

Filming / photos
Dedicated team. Equipment. SD cards.
Do they know where to go and when?

Catering and coffee breaks
Special meal requirements
Do they know where to go and when?

Rooms
Sound check for keynotes
Testing streaming remote talk
Setting up the rooms before each session

Seriously, it's a **nightmare**

Registration table
Credentials, welcome package
Pointing people in the right direction

Volunteers
Specific tasks for each
Is someone late? missing?
Do they know where to go and when?

Inventory
Keeping track of roll-ups, cables, adapters, tables, signs, laptops, etc.

Venue
Wi-Fi setup
Rooms unlocked in time

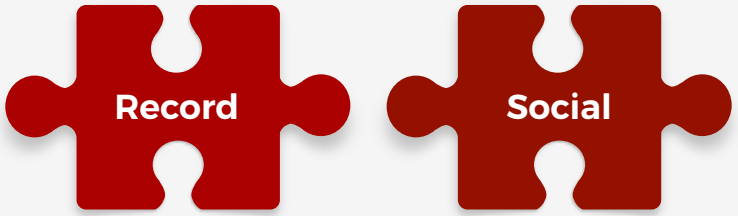
Group photo
Does **everyone** know **where** to **go** and **when**?

There should be someone **other than you** dedicated to all this

QUITO

Unless you have a separate team* for recording, editing, and social media, just **do your best**

*which we did!



mindsoft

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Later...

Immediately **after**

Social gathering

- Somewhere to wind down
- A Silver sponsor provided this space

Post

Immediately **after**

Updates on social media and website

- Cleaning up Facebook page
  “signup button” => “learn more”
- Remove event registration link on website

After **a few days**

- “Thank you” emails
- Data entry: attendants to each session
- Send feedback forms to attendants
- Upload session recordings

After **a few weeks**

- Disable “photo uploads”
- Post to social media
- Send feedback results to speakers
- Website adjustments

Prepare for all this **beforehand**

Other **lessons**

- No matter how much you prepare, the last few days before the event are always **crazy**
- Look for stronger **support** from companies / universities sooner
- Too many talks at the same time leads to some of them having a very small **audience**

One more thing...

What if **we had...**

- Repository of **resources** to help plan a Drupal event
- Community of organizers where **knowledge sharing** is encouraged
- Centralized place to market all of our **events** to the Drupal community
- Supported **tools** required to organize events
- Highlight the **individuals** who volunteer to produce these events

Event organizers working group

Formation Board members

drupal.org/community/event-organizers

Get **involved**

- ✦ Join Our Monthly Meetings (2nd Tuesday of the month)
- ✦ Join the Event Organizers Slack
- ✦ Join Our Email Newsletter
- ✦ Jump Into Our Issue Queue

drupal.org/community/event-organizers

DrupalCon
AMSTERDAM 2019
OCTOBER 28-31

Join us for contribution opportunities

Thursday, October 31, 2019

Mentored Contribution

9:00-18:00
Room: Europe Foyer 2

First Time Contributor Workshop

9:00-14:00
Room: Diamond Lounge

General Contribution

9:00-18:00
Room: Europe Foyer 2

#DrupalContributions

DrupalCon
AMSTERDAM2019
OCTOBER 28-31

What did you think?

Locate this session at the DrupalCon Amsterdam website:

https://drupal.kuoni-congress.info/2019/program/

Take the Survey!

https://www.surveymonkey.com/r/DrupalConAmsterdam