

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

Camilo Bravo @cambraca

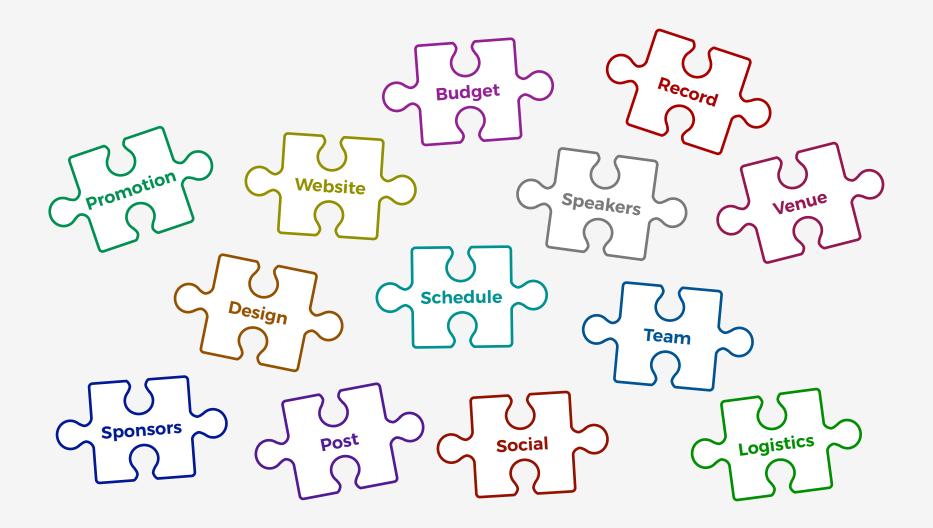
drupalcamp QUITO +phpday

12 - 14 OCt 2017

Anything that can go wrong, will go wrong

66

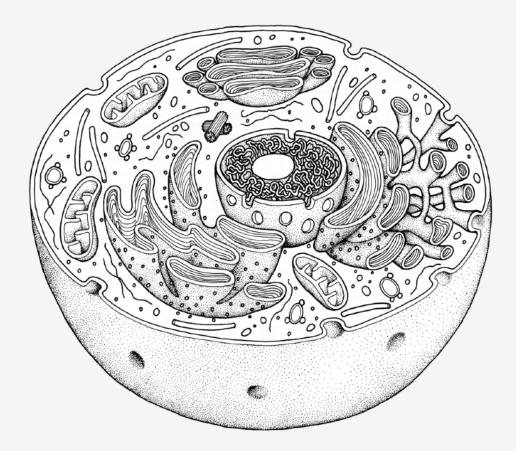
Murphy's law



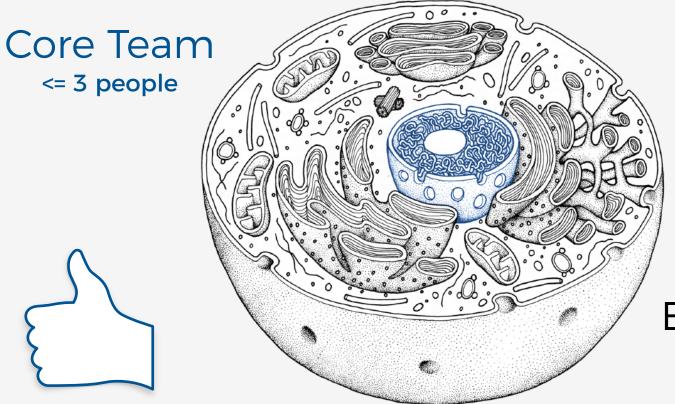
May 2017 22 weeks until the event











Extended Team



It's good to have **backup**

When should we have our DrupalCamp?

Academic calendar Midterms at university

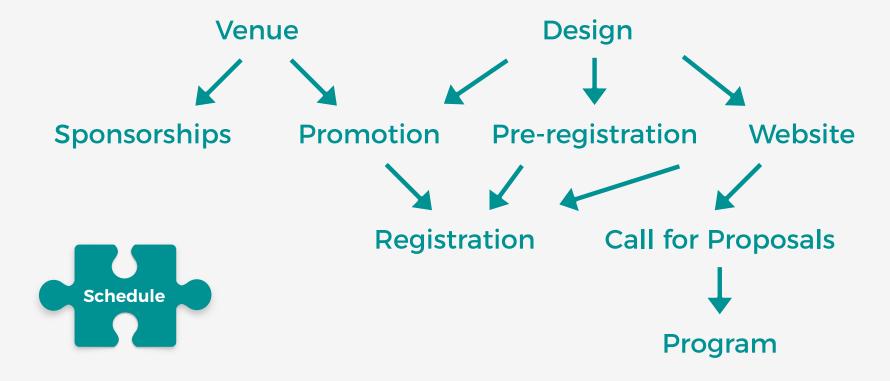
Other Drupal events DrupalCon Vienna

General interest 2018 World Cup qualification



Local holidays

In what order should things happen?



Prepare and **anticipate**





- 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 S PONR!



Venue







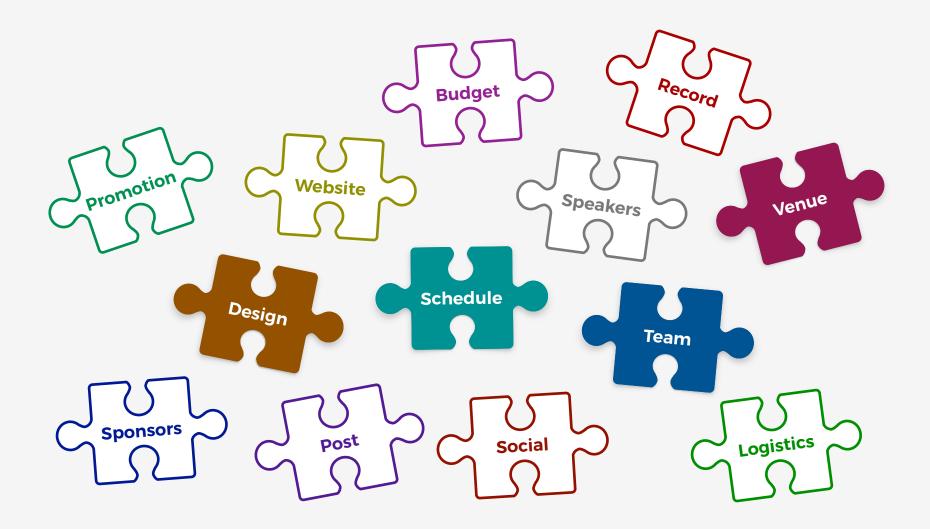


Heading 1 Heading 2 Heading 3 HEADING 4

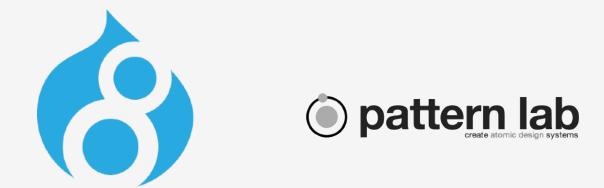


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June 2017 18 weeks until the event











12 - 14 octubre 2017



Stages

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



VER MÁS

"DrupalCamp Quito + PHP Day 2017" es un evento que





12-14 octubre 2017





VER MÁS

"DrupalCamp Quito + PHP Day 2017" es un evento que

drupalec.org

Org-level site

- "Event" content type
- ✦ "Session" group



Do not spend all your time working on the website





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





¡Regístrate al DrupalCamp Quito + PHP Day 2017!

+phpday

el evento será gratuito

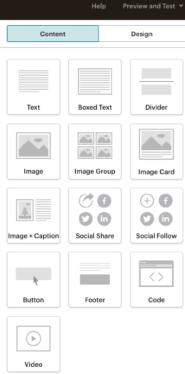


Ya tenemos fecha -del 12 al 14 de octubre- y lugar: las instalaciones de la Universidad San Francisco de Quito.

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



Call to action Rename



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



Following

DrupalCamp Quito + PHPDay 2017 happens October 12-14. Join @drupalec for this free #Drupal event! drupalec.org

1:45 PM - 24 Aug 2017



Following

 \sim

In South America from Oct 12–14? Go to #DrupalCamp Quito–Ecuador! Register for free: drupalec.org @drupalec

8:35 AM - 9 Oct 2017

groups.drupal.org Latin America group

buildamodule.com

druplical.com

GUAIFAI



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 cato presentaciones que Cigern capara la altención del público asistente. Folo: Facebock / Idea Dignidad

O 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

Valentín Díaz Redactor (I)

ð

¿Te gustó?

9

SI (5) 8

NO (0)

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, inceniero 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 | | | | |
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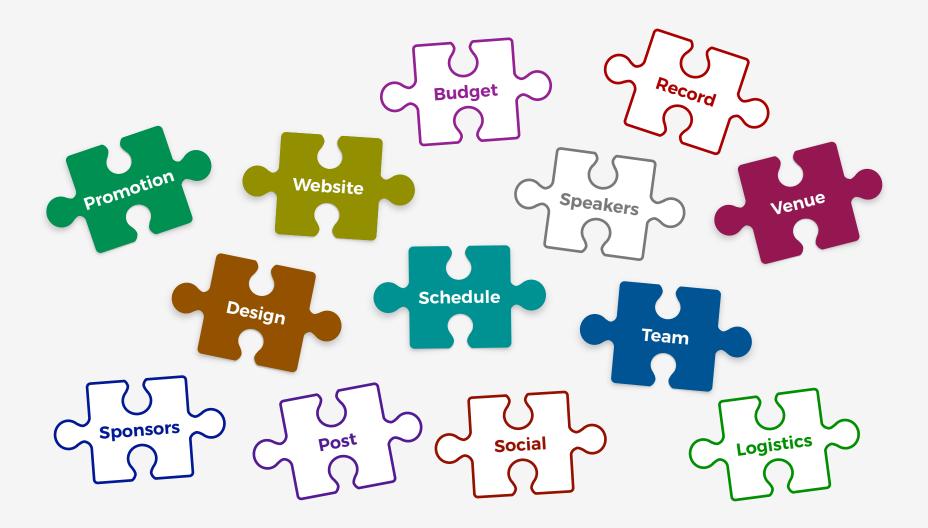
BLOGS





Google presentó dos nuevos modelos de teléfonos celulares





July 2017 13 weeks until the event



Just **two** sponsor tiers

Placement

- website
- event roll-up
- credentials

Silver

- FB banner
- Social media mentions
- Closing act mention



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



Sponsors

AFA

DrupalCamp Quito + PHP Day 2017 Propuesta de Auspicio Introducción 'Estudiar no és un acto de consumir idea a sino de conartas y recreatas ". Plauto Freire Las comunidades son herramientas muy poderosas para hacer crecer y mejorar a las empresas pues traen beneficios en costos, en ganancias y en posicionamiento de una sociedad, producto o servicio, Pero, sobre todo, la importanca de las comunidades es que ayudas a crear relaciones de conscieniento comparáde entre sus miembros y fomentan la producción de nuevos servicios. Drupal es una plataforma de gessión de contenido de código abierto, con licencia Churges, escrito en PHP, desanotado y martenido por una comunidad activa de usuarios, información delataria acerca de la herannienía así como información para desarroladores y público en general se puede encontrar en su portal prencipal

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El mantenimiento de la plataforma, esi como la orquestación del trabajo de la comunidad, se encuerora a cargo de la <u>Druga/Association</u>, que año reas año realiza eventos a nivel mundial (DrupatCoe) y coordina con las distintas comunidades para la realización de eventos locales y regimales. Como parte de la comunidad de Drupal Ecuador y como miembros de la Drupal Association, tenemos la ungan cousan y como memora a la origina de la herramienta a tavés de responsabilidad de promover el crecimiento y uso de la herramienta a tavés de eventos que convoquen la participación activa de la conunidad. DrupalCamp Quito + PHP Day 2017 es una oportunidad para comparte

conocimiento, esperiencias y persitr que la comusidad crezca. También es un espacio para que las empresas e instituciones aprovechen las ventajas de una herramienta como Drupal les ofrece. https://www.drupplics.org - comunidad@drupplics.org



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

Total **spent**: USD **2853**.39



Printing
Catering
T-shirts
Workshop
Social media



Total **spent**: **USD 2853**.39



Loss per **organizer**: USD **184**.46



Total **spent**: USD **2853**.39

Not pictured:

- ✦ Venue
- ✦ Recording ^ペ
- Design
- ✦ Head of logistics
- Organizers' salaries



Total **spent**: **USD 2853**.39



Also not pictured:

Ticket sales

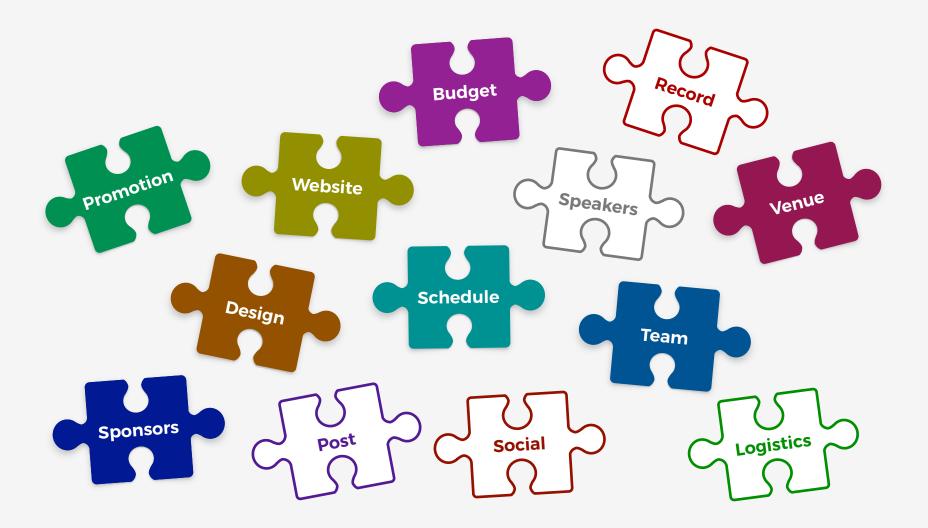




Well, it's free!
Boost to our community Unreliable
 45%
 attendance

✦ Budget





September 2017 4 weeks until the event



1. Session proposalsuntil 31 Augthe "add group" page23 Sep2. Workshop23 Sepimproving presentation skills4 Oct

spreadsheet magic

4. Event starts

12 Oct

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

Inicio

A 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 *

O Principiante

🔘 Intermedio

Avanzado

Descripción *

B I 👄 🙊 I 🗄 1≣ | 🤧 🖬 | Formato 🕞 💀 Fuente HTML



Title

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

Track Difficulty

Description

Files



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







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3.

Speakers

Selection process

Session proposals 38 in total



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Core team

3 people

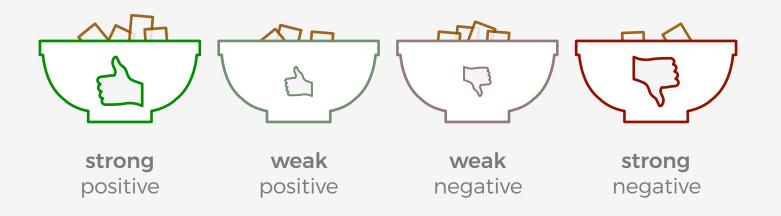
One opinion / session / team member "strong" vs. "weak"



 $\left\{ \right\}$



For each session, one opinion 4 possible buckets



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

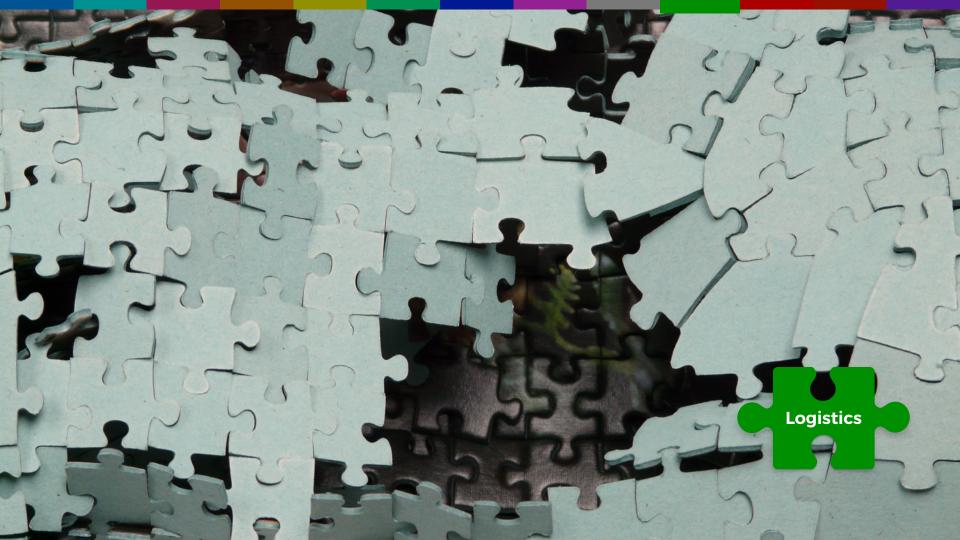
- Excellent description
- ✦ Clear session objective
- ✤ Topic is unique
- ✤ Topic is relevant
- Topic is current





October 2017





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





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



*which we did!





Later...

Immediately after

Social gathering

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





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**

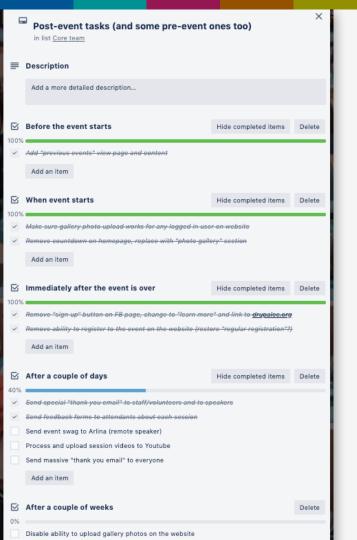
- "Thank you" emails
- Data entry: attendants to each session
- Send feedback forms to attendants
- Upload session recordings



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



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



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

