

# Organizing, Managing, and Surviving the CFP Process

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star<sup>+</sup>tree



davidgsIoT

# What We'll Cover

- 01 StarTree Developer Advocacy Team**  
Services we provide
- 02 CFP Process**  
The Problem
- 03 StarTree's CFP Process**  
A Solution, not *The* Solution
- 04 How We Built It**  
How it works (so far)



# StarTree Developer Advocacy

- Currently a team of 3 advocates (including me)
  - I am hiring!!
  - 1 Senior Developer Advocate (US-Based)
  - 1 Developer Advocate (any level, based in India)
- Content Creation
  - Blog posts
  - 'Recipes' for solving user questions
  - Conference speakers
- Cross-functional collaboration
  - Cross-company stakeholder meetings (Engineering, Marketing, Product Management, Customer Service, Developer Advocacy)



# Conference & CFP Services

- Curated list of conferences and open CFPs
  - Notifications for new conferences
  - Notifications of soon-to-close CFPs
- Curated list of internal speakers
- Library of talk abstracts\*\*
- Library of talks/slides\*\*
- Booth duty at sponsored events\*

\*\* Currently under development

\* On a limited basis, contingent on availability



# Speaker Services

- Speaker training
  - Assistance with crafting and submitting CFPs
  - Help with producing slides
  - Tips for speakers
  - Rehearsal 'audience' and feedback



# Let's get to the CFP stuff already!



**“To manage CFPs, create a system for organizing and tracking information, set priorities, delegate tasks, and regularly communicate with team members and stakeholders.”**

— ChatGPT “Tell me how to manage CFPs in 50 words or less.”



# Let's level-set a bit

- We need to handle conferences and CFPs for the whole company
  - See previous slides
- There are an almost infinite number of conferences
- There are a large number of data points for each conference
- Managing all of that is a nightmare





# Does this look at all familiar?

	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	<a href="https://conf.lytech/">https://conf.lytech/</a> <a href="https://devconf.com/">https://devconf.com/</a> <a href="https://sessionize.com">Sessionize.com</a>																		
2	Conference Name	Interest Area	Type	Conference Type	Month	Conference Day	Start Date	Conference Geography	Location	Conference Closing Date	CFP Open	Priority	CFP Submitted	Submitter's Name	Status	Suggested	Post event notes	Recordings	
3	Trip Summit	Pinot	Conference	Virtual	September	15	09/15/2022	Other		November 11	Open			Elon Azuley	Accepted	External Speaker			
4	RLM 2022	ThirdEye	Conference	Virtual	September	7	09/07/22	Other	Virtual					Madhu	Accepted				
5	Open Source Summit Japan	Pinot and ThirdEye	Conference	Virtual	December	5-6	12/5/22	Other Asia	Japan	September 18	Open			Mark, Karli		Madhumita, Suvoodeep, Karli submitted			
6	We are developers 2022- Python Java/Go	Pinot	Conference	Virtual	September	21	9/21/22	EU		August 24	Open					Mark/Karli			
7			Conference	In Person	October	17-20	10/17/22	US/Canada	Las Vegas, NV	Close	Close								
8	We are developers 2022- Java	Pinot	Conference	In Person	October	5	10/5/22	EU		August 25	Open					Mark/Karli			
9	Atility	Pinot	Conference	Virtual	November	15	11/15/22	Other		September 15	Open					Mark			
10	Git commit show	Pinot	Conference	Virtual	November	27-28	11/27/22	Other		August 31	Open					Mark			
11	Data science global summit 2022	Pinot	Conference	Virtual	November	22-24	11/22/22	Other	Virtual					Mark, Karli	Accepted				
12	We are developers 2022- ML	ThirdEye	Conference	Virtual	December	14	12/14/22	EU		August 26	Open			Madhu, Suvoodeep		Cyrl	To submit: Madhu, Mark, Dunith		
13																	Can not find link to submit		
14	Dev.Terily	Pinot and ThirdEye	Conference	Virtual	December	8-9	12/8/22	Other		Open				Madhu, Mark, Dunith					
15	Data Natives Berlin	Pinot	Conference	In Person	August	31	2022	EU	Berlin, Germany					Karli	Accepted				
16	Data-Southwest 2022	Pinot	Conference	In Person	September	1-4	2022	UK	Scotland					Karli and Mark	Accepted				
17	Voxoed Days Milan	Pinot	Conference	In Person	September	10	2022	EU	Milan, Italy					Karli and Mary (DataStax)	Accepted				
18	Open Source Summit Latin America	Pinot	Conference	In Person	September		2022	Latin America						Karli and Mark	Accepted				
19	JavaOne	Pinot	Conference	In Person	September		2022	US/Canada	Las Vegas, NV					Tim	Accepted				
20	BigDataLON	Pinot	Conference	In Person	September	21-22	2022	UK	London					Karli and Mark	Accepted				
21	ApacheCon North America	Pinot	Conference	In Person	October	3-6	2022	US/Canada	New Orleans					Karli and Xiaoman	Accepted				
22	Current (Kafka Summit)	Pinot	Conference	In Person	October	4-5	2022	US/Canada	Austin, TX					Dunith and Tim	Accepted				
23	PSI Conf	Pinot	Conference	In Person	October		2022	US/Canada	Virtual					Tim	Accepted				
24	Devxox Belgium	Pinot	Conference	In Person	November		2022	EU	Belgium					Karli and Mary (DataStax)	Accepted				
25	Data Science Salon	Pinot	Conference	In Person	November		2022	EU						Madhu (needs sponsorship)	Cancelled				
26	Devxox Krakow	Pinot	Conference	In Person			2023	EU	Poland					Tim	Accepted		Requested to speak		
27	Data Six Texas 2022	Pinot	Conference	In Person	January	28	2023	US/Canada	Austin, TX								Mark, Nadine		
28	DeveloperWeek 2022 San Francisco	Pinot and ThirdEye	Conference	Virtual	February	15-23	2023	US/Canada	SF	September 16									
29	Voxoed Days Zurich	Pinot	Conference	In Person	March	16	2023	EU	Zurich								Mark		
30	Data Science Salon	Pinot and ThirdEye	Conference	In Person	April	4	2023	US/Canada	New York		Open				Madhumita				
31	OORS East Update Conference	Pinot and ThirdEye	Conference	In Person	May	9-11	2023	US/Canada	Boston, MA	Dec 5	October 3			Madhumita		Wii, Suvoodeep			
32	Devxox London	Pinot and ThirdEye	Conference	In Person	May	10-12	2023	UK	London		November						Mark		
33	Women In Analytics - DataConnect	Pinot	Conference	In Person	July		2023	US/Canada	Columbus, OH	10/10/2022	Open					Karli, Vel, Yarden (7)			
34	Esriopen Summit on show Global AI	ThirdEye	Conference	In Person	October	25	2023	EU	Germany, Ludwig	September 5	Open			Madhu		Suvoodeep submitted			
35	Little Rock tech fest	Pinot and ThirdEye	Conference	Virtual	October	26-27	2023	Other Asia	Online	August 28	Open			Madhu and Suvoodeep	Accepted				
36	Open Source Summit Europe	Pinot and ThirdEye	Conference	Virtual	October	13-14	2023	US/Canada	Little Rock	September 1	Open			Madhu		Wii, Suvoodeep			
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# That was awful



# So I made it worse

	Conference Name	Submitter Name	Email Address	Interest Area	Conference Website	Type	Conference Type	CFP Link	Conference Start Date	Conference End Date	Conference Geogr...	Conference Locat...	CFP Closing Date	Propos
1	Open Source summit Jap...			General Real Time Analytics		Conference	Virtual	https://events.linuxfound...	12/5/2022		Other Asia	Japan	9/18/2022	Madhumi
2	DevRelCon	David Simmons	davids@startree.ai	Thought Leadership	https://developerrelat...	Conference	In Person	https://developerrelat...	12/8/2022	12/7/2022	EU	Prague	9/30/2022	David Sim
3	DevFest Stockholm	Valarie Regas	valarie@startree.ai	Pinot Thought Leadership	https://devfest.odgicloud...	Conference	In Person	https://sessionize.com/d...	12/7/2022	12/8/2022	EU	Stockholm, Sweden	10/31/2022	
4	Dev Ternity			General Real Time Analytics		Conference	Virtual	https://devternity.com/	12/8/2022		Other			To submit:
5	We are developers 2022...			ThirdEye		Conference	Virtual	https://sessionize.com/w...	12/14/2022		EU		8/26/2022	Cyril
6	Data Day Texas 2023			Pinot		Conference	In Person	https://www.eventbrite.c...	1/28/2023	1/28/2023	US/Canada	Austin, TX		Requested
7	FOSDEM	Gonzalo Ortiz	gonzalo@startree.ai	Pinot	https://fosdem.org/2023/	Conference	In Person	https://fosdem.org/2023/...	2/4/2023	2/5/2023		Brussels/Belgium	12/15/2022	
8	JFokus	Tim Berglund	tb@startree.ai	Pinot ThirdEye General Real Time Analytics	https://fok.us/se/	Conference	In Person	https://www.fok.us/se/fa...	2/6/2023	2/8/2023	EU	Stockholm, Sweden	9/30/2022	
9	Sweetg Stockholm 2023	Valarie Regas	valarie@startree.ai	Pinot Thought Leadership Other	http://www.sweetg.se/	Conference	In Person	https://sessionize.com/s...	2/8/2023	2/8/2023		Stockholm, Swedeb	10/10/2022	Valarie Reg
10	JSWORLD Conference	Valarie Regas	valarie@startree.ai	Pinot Thought Leadership	https://jsworldconferenc...	Conference	In Person	https://jsworldconferenc...	2/8/2023	2/10/2023		Amsterdam	12/1/2022	
11	DeveloperWeek 2022 Sa...			General Real Time Analytics		Conference	Virtual	https://www.developew...	2/15/2023	2/23/2022	US/Canada	SF	9/16/2022	Mark, Nad
12	DeveloperWeek 2023	Valarie Regas	valarie@startree.ai	Pinot	https://www.developew...	Conference	Hybrid	https://sessionize.com/d...	2/15/2023	2/17/2023	US/Canada	San Francisco, CA	10/21/2022	Valarie Reg
13	LeadDev New York	Valarie Regas	valarie@startree.ai	Thought Leadership	https://leaddev.submitta...	Conference	In Person	https://leaddev.submitta...	3/14/2023	3/16/2023		New York, NY	10/31/2022	Valarie Reg
14	Voxxed Days Zurich			Pinot		Conference	In Person	https://100imes.com/voxx...	3/16/2023	3/16/2023	EU	Zurich		Mark
15	Selenium Conference	Valarie Regas	valarie@startree.ai	Thought Leadership	https://seconf2023.wpen...	Conference	In Person	https://seconf2023.wpen...	3/28/2023	3/30/2023		Chicago, IL	10/23/2022	Valarie Reg
16	CityJS London	Valarie Regas	valarie@startree.ai	General Real Time Analytics Thought Leade	https://london.cityjscon...	Conference	In Person	https://docs.google.com/...	3/28/2023	3/31/2023		London, United Kingdom	12/30/2022	
17	Big Data Tech Warsaw	Mark	mark@startree.ai		https://bldatatechwarso...	Conference	In Person	https://www.surveymonk...	3/29/2023	3/30/2023		Poland	11/30/2022	
18	Scrum Australia conferen...	Valarie Regas	valarie@startree.ai	Thought Leadership	https://www.scrum.com...	Conference	In Person	https://confonline.com/c...	3/30/2023	3/31/2023		Sydney, Australia	10/31/2022	
19	Data Science Salon			General Real Time Analytics		Conference	In Person	https://www.datascience...	4/4/2023	4/4/2023	US/Canada	New York		
20	DevNexus	Valarie Regas	valarie@startree.ai	Pinot	https://devnexus.com/	Conference	In Person	https://sessionize.com/d...	4/4/2023	4/6/2023		Atlanta, GA	11/15/2022	Valarie Reg
21	React Miami	David Simmons	davids@startree.ai	Other	https://www.reactmiami...	Conference	In Person	https://docs.google.com/...	4/21/2023	4/21/2023		Miami, FL	12/16/2022	
22	ODSC East			General Real Time Analytics		Conference	In Person	https://odsc.com/boston/	5/9/2023	5/11/2023	US/Canada	Boston, MA	12/2/2022	Val, Suvo
23	Devxxx London			General Real Time Analytics		Conference	In Person	https://www.devxxx.co.uk/	5/10/2023	5/12/2023	UK	London		Mark
24	JonTheBeach	David G. Simmons	davids@startree.ai	General Real Time Analytics Thought Leade	https://www.jonthebeach...	Conference	In Person	https://www.papercall.io/...	5/10/2023	5/12/2023		Malaga, Spain	1/15/2023	
25	App.js	David Simmons	davids@startree.ai	General Real Time Analytics Thought Leade	https://appis.co	Conference	In Person	https://appis.co	5/10/2023	5/12/2023		Krakow, Poland	2/28/2023	
26	DevSum	Valarie Regas	valarie@startree.ai	Pinot	https://www.devsum.se/	Conference	In Person	https://sessionize.com/d...	5/26/2023	5/26/2023	EU	Stockholm, Sweden	12/11/2022	Valarie Reg
27	Data Saturdays	Valarie Regas	valarie@startree.ai	Pinot General Real Time Analytics	https://datasaturdays.co...	Conference	In Person	https://sessionize.com/d...	6/3/2023	6/4/2023		Zagreb, Croatia	1/31/2023	
28	JSdayE	David Simmons	davids@startree.ai	General Real Time Analytics Thought Leade	https://www.jsday.ie	Conference	In Person	https://www.jsday.ie/call...	9/26/2023	9/27/2023		Dublin, Ireland	2/28/2023	
29	Little Rock tech fest			General Real Time Analytics		Conference	Virtual	https://sessionize.com/vli...	10/13/2023	10/14/2023	US/Canada	Little Rock	9/1/2022	Val, Suvo
30	MagnoliaJS	Valarie Regas	valarie@startree.ai	Pinot Other	https://magnoliajs.com/	Conference	In Person	https://sessionize.com/m...	10/17/2023	10/18/2023		Jackson, Mississippi, USA	3/1/2023	
31	Eclipse SAAM on cloud			ThirdEye		Conference	In Person	https://events.eclipse.or...	10/25/2023		EU	Germany, Ludwigsbu	9/5/2022	Suvedeep
32	Global AI			ThirdEye		Conference	Virtual	https://sessionize.com/ga...	10/26/2023	10/27/2023	Other Asia	Online	8/28/2022	Suvedeep
33	Conf42: Internet of Thin...	David Simmons	davids@startree.ai	General Real Time Analytics Thought Leade	https://www.conf42.com/...	Conference	Virtual	https://www.papercall.io/...	12/14/2023	12/15/2023		On-line	11/14/2023	





# Google Sheets vs. AirTable

- ✓ • Forms front end
- ✓ • Powerful sorting options
- ✓ • Linking between different sheets

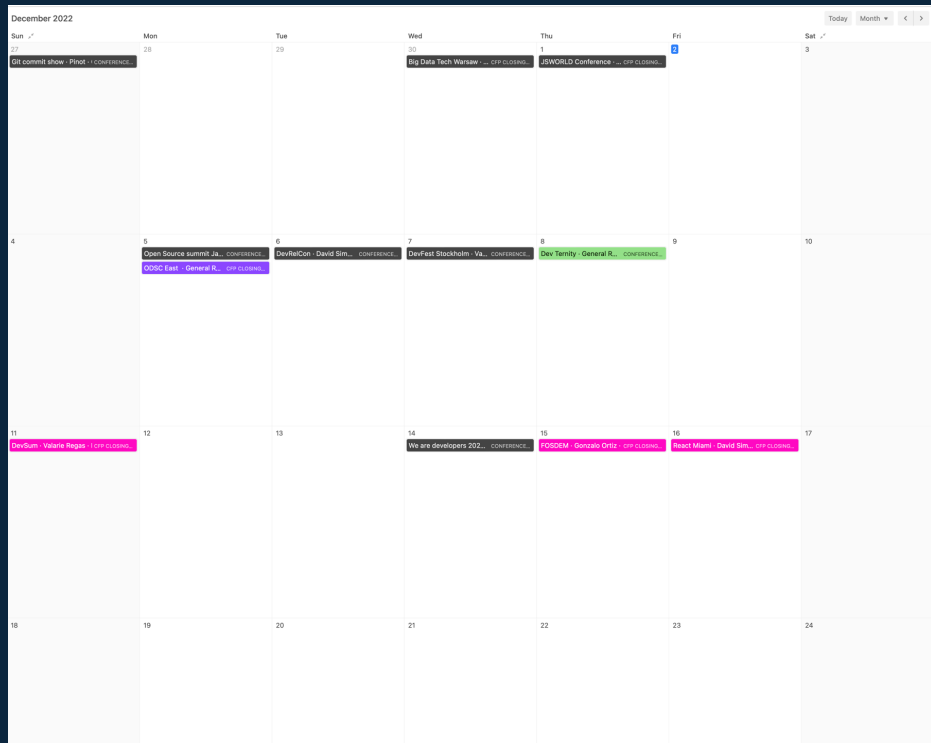
?

?

- ✓ • Forms front end
- ✓ • Powerful sorting options
- ✓ • Linking between different bases
- ✓ • Ability to present a variety of 'Views'
- ✓ • Powerful integrations for notifications, etc.



# This is much more manageable!



# And the detail is still there

The image shows a calendar view for December 2022 on the left and a conference form titled "React Miami" in the center. The calendar has several events: "Git commit show · Pinot · CONFERENCE ..." on Dec 27, "Open Source summit Ja... CONFERENCE" on Dec 28, "ODSC East - General R... CFP CLOSING" on Dec 28, "DevSum - Valerie Regas · CFP CLOSING" on Dec 11, and "React Miami · David Sim... CFP CLOSING" on Dec 17. The form fields are as follows:

Conference Name	
React Miami	
Submitter Name	David Simmons
Interest Area	Other
Conference Website	<a href="https://www.reactmiami.com">https://www.reactmiami.com</a>
Type	Conference
Conference Type	In Person
CFP Link	<a href="https://docs.google.com/forms/d/e/1FAIpQLSe9eVYUULzmGn7Jnt3shELrQ9eHt8tBlykoK4yacUEVcPoP4w/viewform">https://docs.google.com/forms/d/e/1FAIpQLSe9eVYUULzmGn7Jnt3shELrQ9eHt8tBlykoK4yacUEVcPoP4w/viewform</a>
Conference Start Date	4/20/2023
Conference Location (City/State)	Miami, FL
CFP Closing Date	12/16/2022
Proposed Speaker(s)	
CFP Submitted	No
Submitter's Name	
CFP Accepted	
Conference End Date	4/21/2023
Abstract (from Abstract)	



# Easy to read and understand

Color-coded for easy identification

- CFP is already closed
- CFP is still open
- CFP is closing within a week



Wed	Thu
30 Big Data Tech Warsaw • ... CFP CLOSING...	1 JSWORLD Conference • ... CFP CLOSING...
7 DevFest Stockholm - Va... CONFERENCE...	8 Dev Ternity • General R... CONFERENCE...
14 We are developers 202... CONFERENCE...	15 FOSDEM • Gonzalo Ortiz • CFP CLOSING...





# Easy to Enter Conferences

Simple form to fill out

- Require fields for data consistency
- Format fields to avoid errors
- **Anyone** can submit a conference

Submitted Conferences are vetted and then added to the Calendar


The screenshot shows a web form titled "star.tree Conferences" with the subtitle "Enter any upcoming conference". The form contains several input fields with red asterisks indicating required fields: "Your Name", "Email Address", "Conference Name" (with a hint "What's the name of the conference?"), "Conference Website", "Conference Start Date" (with a date format hint "mm/dd/yyyy"), "Conference End Date" (with a date format hint "mm/dd/yyyy"), "Conference Category" (a dropdown menu), "Conference Type" (a dropdown menu), "Conference Location (City/State)", "CFP Link", and "CFP Closing Date" (with a date format hint "mm/dd/yyyy"). Below these fields are radio buttons for "Yes" and "No" to the question "Have you already submitted to this Conference?". There is a "Suggested" section with a link to "Add someone from our Speakers List" and an "Add" button. An "Interest Area" section asks the user to select all that apply from a list: "Idea", "Hack", "General Real Time Analytics", "Thought Leadership", and "Other". At the bottom, there is an "Additional Notes" text area and a checkbox for "Email me a copy of my responses."



# Register Speakers

Simple form to fill out

- Speakers can identify interest areas
- Speakers can choose if/how they want to be notified
- **Anyone** can sign up to be a speaker



## Speakers

Potential StarTree Speakers - internal only

Your Name \*

Enter your full name (with capitalization, please)

Interest Areas \*

Select all that apply. If "Other" please describe in the Notes field

☐ Pilot

☐ ThirdEye

☐ General Real Time Analytics

☐ Thought Leadership

☐ Other

Notify Me

Select all methods by which you'd like to be notified

☐ Slack

☐ Email

Notes

Status

☐ Email me a copy of my responses.

Never submit passwords through this form. Report malicious form

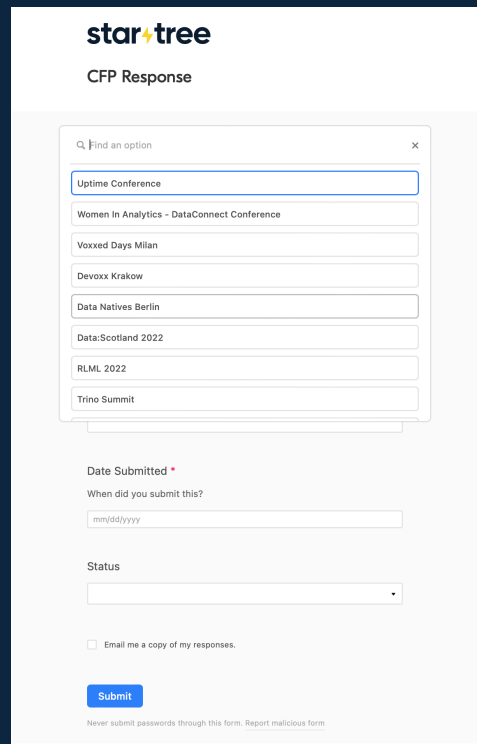


# Tell us when you submit

Simple form to fill out

- Choose from existing conferences
- Enter the abstract
- **Anyone** can submit their abstract
- Submission shows up in the details on the calendar page.

Remember the “Library of CFP Abstracts” from earlier?



The screenshot shows a web form titled "star+tree CFP Response". At the top, there is a search bar with the placeholder text "Find an option" and a close button (x). Below the search bar is a list of conference options, each in a separate input field. The first option, "Uptime Conference", is highlighted with a blue border. The other options are "Women In Analytics - DataConnect Conference", "Voxxed Days Milan", "Devovx Krakow", "Data Natives Berlin", "Data:Scotland 2022", "RLML 2022", and "Trino Summit". Below the list is a "Date Submitted \*" field with a placeholder "mm/dd/yyyy". Underneath is a "Status" dropdown menu. At the bottom, there is a checkbox labeled "Email me a copy of my responses." and a blue "Submit" button. A small footer note reads "Never submit passwords through this form. Report malicious form".



# We are not there yet

- Better system for vetting submitted conferences
- Easier mechanism to update data for submitted conferences
- Make the submitted abstracts (the “Library”) available to all
- Overall streamlining of the process



**“Okay, imagine you have a big jar of money and you want to use it to do something fun or helpful. That's like the CFP process. First, you have to decide what you want to do with the money, like buy a new toy or donate to a charity. Then, you have to make a plan and figure out how much money you need and how you're going to get it. After that, you have to tell other people about your plan and ask them if they want to help. Finally, if enough people say yes, you can use the money to do what you want..”**

**— ChatGPT “explain the CFP Process to me like I’m a 5 year old**



# Thank you and may your CFP management be easier

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Feel free to contact me about how to  
implement a system like this

[davidgs@startree.ai](mailto:davidgs@startree.ai)

[Linkedin.com/in/davidgsimmons](https://www.linkedin.com/in/davidgsimmons)

