

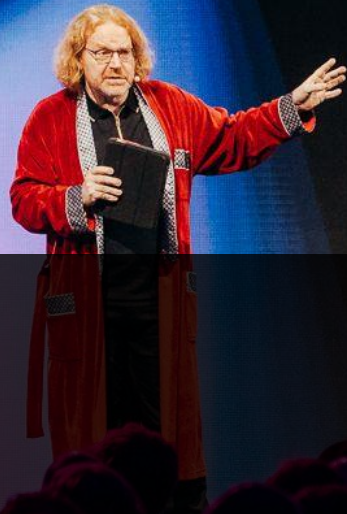
# Cat herding with lions and tigers

How we organise a 15,000  
attendee developer  
conference...



[clxi.org/wad25](http://clxi.org/wad25)

# WM> World Congress 2025



15,000 developers

10 Stages

600 presentations , 2400 hours of 4k footage

~40 people company

7 person DevRel/Events team

Nurture and  
build a  
community

# Find, nurture and build a community

Magazine



Newsletter



Live Show



Podcast



Find, nurture and build a community

That's how we find:

CfP reviewers

Speakers

Moderators

Workshop Trainers

Volunteers

Find, nurture and build a community

The good news:

This is accumulative, and  
people can have a “career”  
along this trajectory...

Find great  
partners

Find great partners

AV Crews of entertainment  
> conference folk

Exhibitors that work  
around stages, not against

Coach partners who to  
send as speakers

Use great  
tools

Use great tools

Sessionize works and  
allows for comparative  
filtering.

Ticket sales: Ti.to

Streaming: YouTube

Event App: in-house



Things to be  
adamant  
about...



Have one  
source of  
truth

Have one source of Truth

Every session and speaker  
need to have a unique ID

Everything else will  
change - all the time

Going by ID allows for post  
production automation

Record in the  
highest  
quality

Record in the highest quality

Good audio and video costs money and needs experts

Ensure to get slides and videos from speakers

Have lots of external hard drives



Avoiding Pain



Automate  
locally, use  
the cloud to  
host

Automate locally, use the cloud to host

## We have a ton of content:

Weekly newsletter

Weekly live show with guests

Magazine articles every few days

Podcast every few days

10 years World Congress:

~2500 – 3000 hours of talk and  
workshop footage x 10

This year it is 12 TB of data

Automate locally, use the cloud to host

## Exporting as CSV from sessionize enabled us:

To create title slides /  
thumbnails

To batch download and  
convert videos

# Automate locally, use the cloud to host

Software Development



August 13, 2024



7 min read

## Processing 175 WeAreDeveloper World Congress talk videos in 5 hours - with PHP?

By [Chris Heilmann](#)



<https://www.wearedevelopers.com/en/magazine/466/processing-175-wearedeveloper-world-congress-talk-videos-in-5-hours>

# Automate locally, use the cloud to host

Tips, Tricks, Tools



August 20, 2025



3 min read

## Efficiently Cut Huge 4K Videos Using FFMPEG and PHP

By [Chris Heilmann](#)

PHP

### Efficiently Cut Huge 4K Videos Using FFMPEG and PHP

```
ffmpeg -ss 1:22:00 -to 1:56:00 -i  
hugevideo.mp4 -c copy partvideo.mp4
```

```
$mp4s = array("file1.mp4", "file2.mp4");  
foreach ($mp4s as $mp4) {  
    $cmd = "ffmpeg -ss 1:22:00 -to  
1:56:00 -i '$mp4' -c copy  
$mp4-chunked.mp4";  
    exec ($cmd) ;  
}
```



<https://www.wearedevelopers.com/en/magazine/621/efficiently-cut-huge-4k-videos-using-ffmpeg-and-php-621>

Enable post-  
event impact

Enable post-event impact

Dirty secret:

Hardly anybody watches  
talk recordings.

The longer the talk, the  
harsher the drop-off.

# Enable post-event impact

Video Tap

Home

Integrations

Settings

+ Add Videos

WeAreDevelopers

CH

COMPRESSED 720 31 - Julia K...

59:27

Dashboard

Content

Clips3

Blog1580 words

Podcast

Email

Translations

Social

Twitter

LinkedIn

Text

Subtitles

Transcript

Admin

Settings

Dashboard

Mark Done

WM> LIVE

Legacy code to the cloud using AI

We have li

the senior

View Clip

Low-Res Preview

So when's out of

View Clip

Title

COMPRESS

Description

Join this fun and practice

WM>

Copy

Regenerate

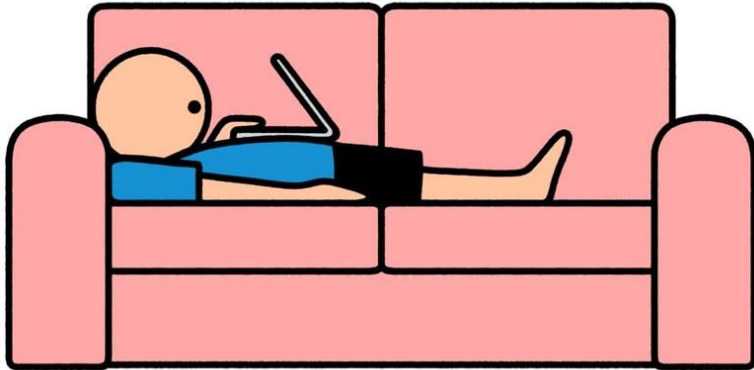
Developer struggles, fellow devs!

# Enable post-event impact

TWONKS

Search

why neck hurt



Enable post-event impact

# Grow, connect, and lead in the age of AI

The global platform for developers and AI  
professionals to build skills and share knowledge.

 Videos

 Moments

 Playlist

Enable post-event impact

# Grow, connect, and lead in the age of AI

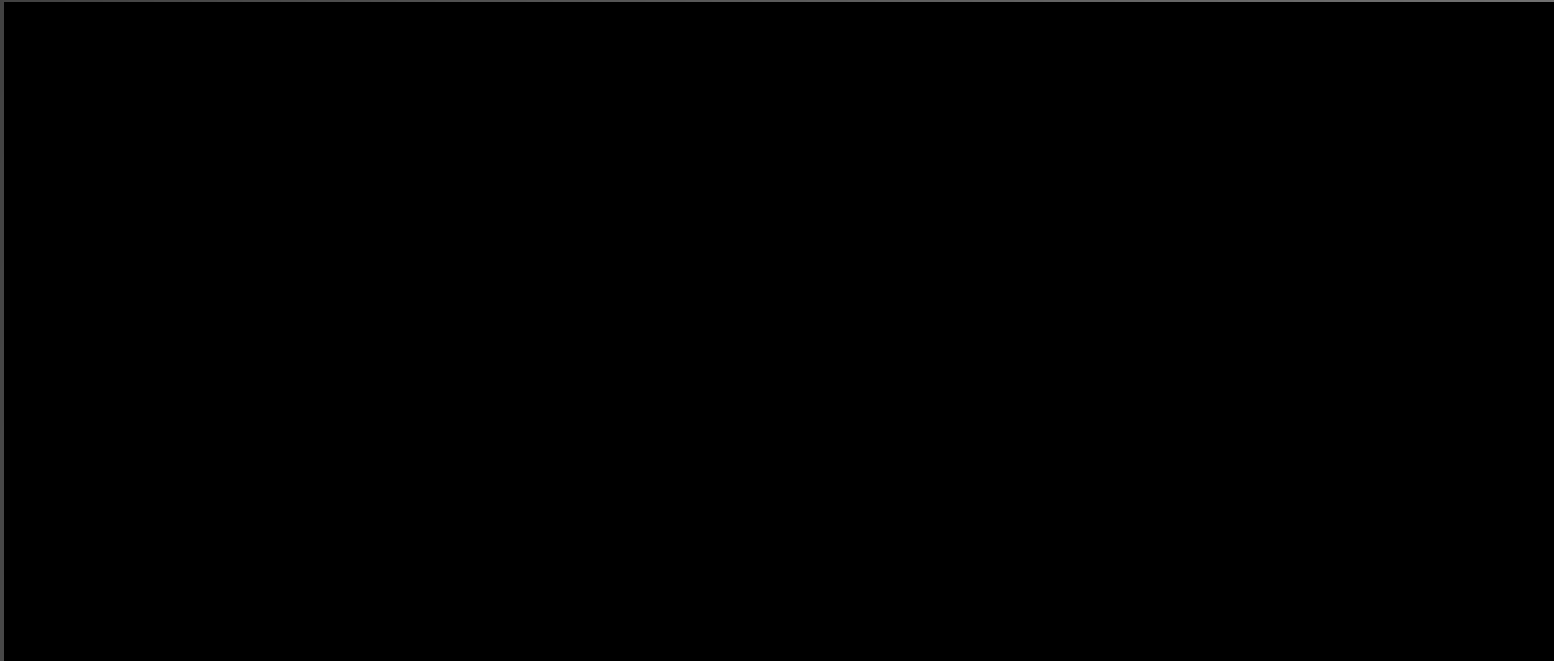
The global platform for developers and AI  
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 Videos

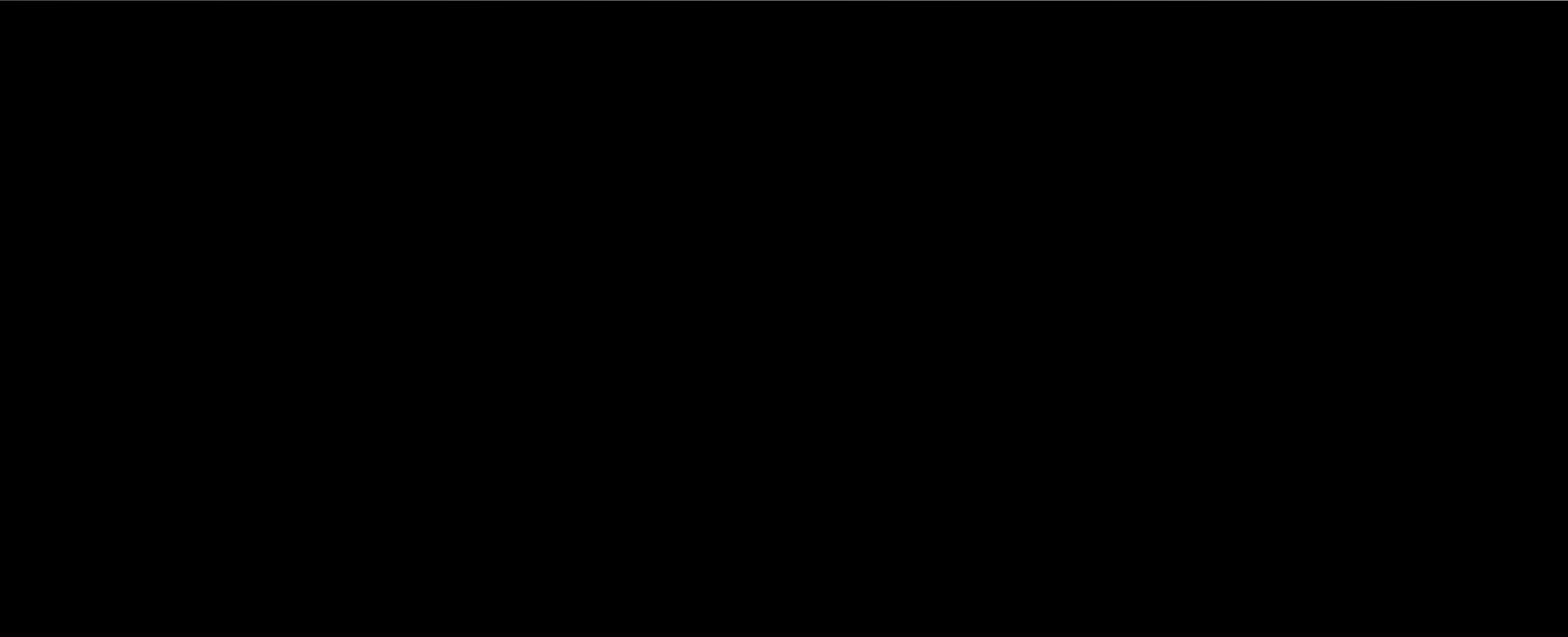
 Moments

 Playlist

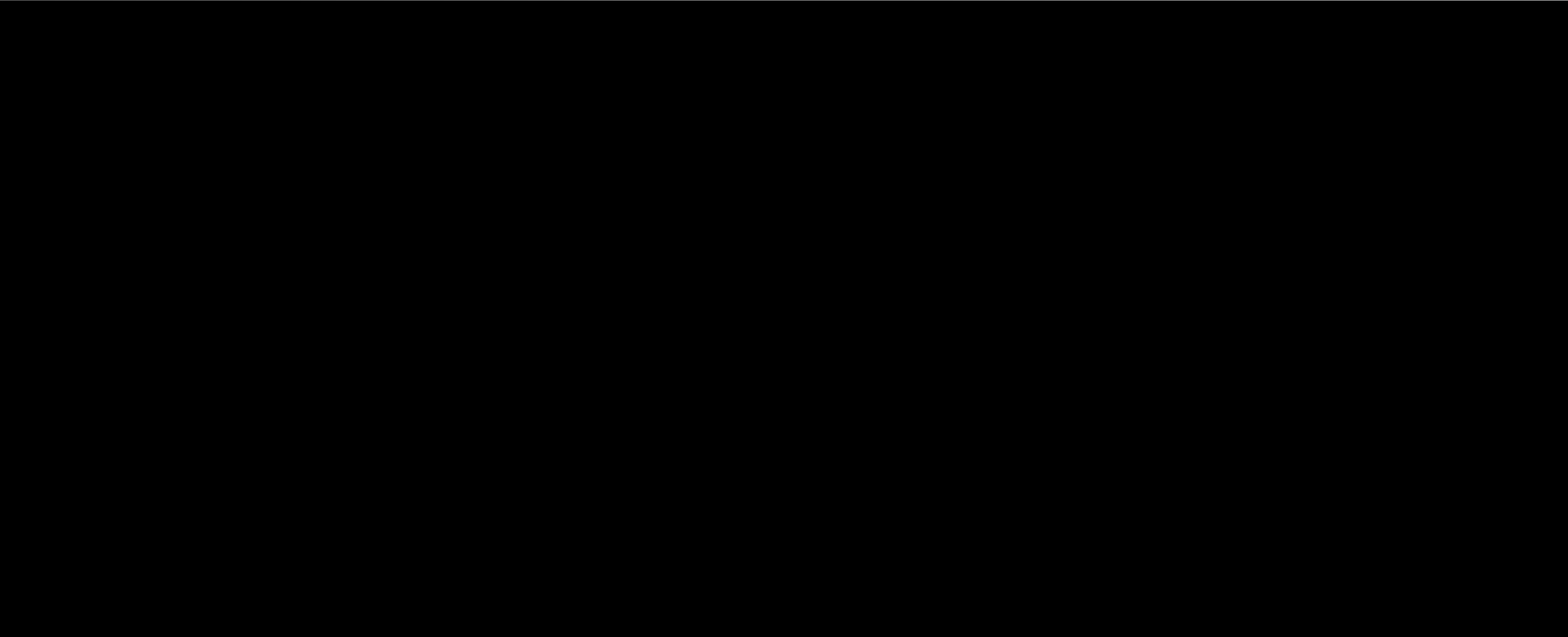
Enable post-event impact



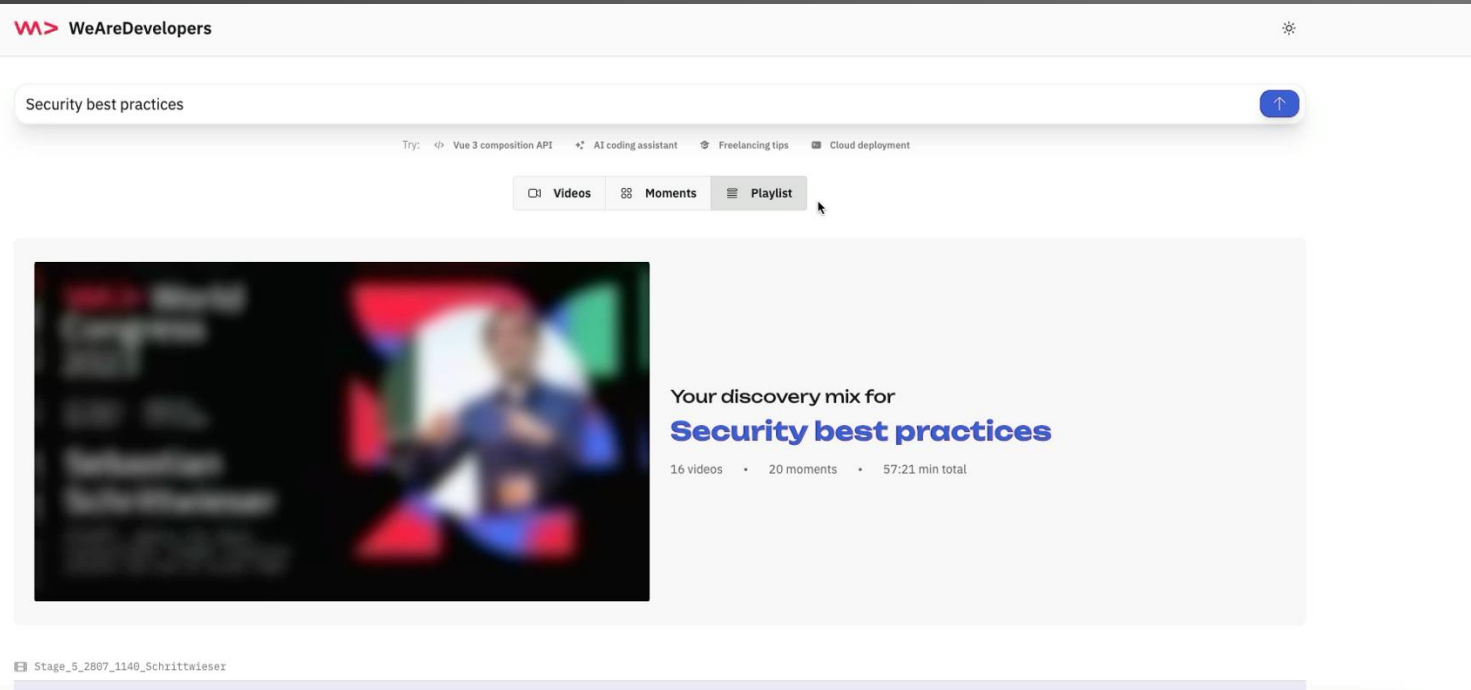
Enable post-event impact



Enable post-event impact



# Enable post-event impact



Come along  
for the ride!

# WM> World Congress 2025~~6~~



WeAreDevelopers World Congress  
Berlin, Germany 08-10/07/2026



# WM> World Congress 202~~5~~6



WeAreDevelopers World Congress  
North America  
San Jose, California 23-25/09/2026

# Thanks!

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