

Plone Conference Proposal

Barcelona 2017



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September, 2016



Dear fellow Plone Community Members

We are pleased and honored to present to you this proposal for organizing the 2017 Plone Conference in Barcelona. Our team members have participated in previous Plone Conferences and organized other events for years, including sprints, meetups and other community meetings. We are also deeply involved in the Plone community and served on community organisational teams. We will be delighted to be your hosts in Barcelona from October 16th-22th, 2017.

Vision and goals

Plone is showcasing the maturity of its latest version, Plone 5, and the community is invigorated by it. It's time to celebrate, communicate and spread the word of Plone even more. Also it's time to move on and realize the planned roadmap to ensure the bright future of Plone. So we propose a conference aimed at:

- Show the world Plone's core values such as community, collaboration, inclusivity, teamwork and fellowship
- Emphasize the power, flexibility and usability of Plone's technology
- Reach out to increase participation by new Plone users
- Prepare and set the foundation of the future of a modern and appealing web content management software

We want to make this conference memorable infused by Catalonia's warming sun and Mediterranean shores.

About Barcelona

Barcelona is the capital city of Catalonia, the fifth most populous urban area in the European Union (after Paris, Madrid, the Ruhr area and Milan) and the largest metropolis on the Mediterranean sea.

Barcelona is one of the world's leading tourist, economic, trade fair and cultural centers, and its influence on commerce, education, entertainment, media, fashion, science, and the arts all contribute to its status as one of the world's major cities.

The history of Barcelona is very rich, having its origins in the Roman, Carthaginian, Visigoth, Arab and several other cultures that formed the city through the ages and now are part of its heritage.

Barcelona has emerged as one of the most popular tourist destinations in Europe of the last 15 years. The city has a wealth of unique historic world-renowned modernist architecture, many of them declared World Heritage Sites by UNESCO, [Sagrada Familia](#), [Casa Milà](#), [Casa Batlló](#), [Park Güell](#), [Palau de la música Catalana](#), [Hospital de Sant Pau](#) to name a few. Romanesque and gothic art and architecture is also found in the city, [Santa Maria del Mar](#) being one of the most beautiful.



Barcelona has a great number of museums, which cover different areas and eras. The [National Museum of Art of Catalonia](#) possesses a well-known collection of Romanesque art while the [Barcelona Museum of Contemporary Art](#) focuses on post-1945 Catalan and

Spanish art. The [Fundació Joan Miró](#), [Picasso Museum](#) and [Fundació Antoni Tàpies](#) hold important collections of these world-renowned artists.

Barcelona is great off-season and it is a lovely city. Given the high humidity, 19-23 degrees Celsius is considered comfortable weather, which is the normal temperature from late September through November.

Travelling to Barcelona

Barcelona is a transport hub with an international airport, Barcelona–El Prat Airport, about 17 km from the center of the city. Taking a cab from/to the airport is not expensive (30€) but Barcelona airport also has metro and train connections. Barcelona also has an extensive motorway network and a high-speed rail line with a link to France and the rest of Europe.



The local public transport is also outstanding, including metro, bus and tram facilities. An integrated ticket can be purchased to travel within the network with no restrictions at a very affordable price (90 cents per ride) using a 10-ride ticket (T-10). Further useful information links:

<https://en.wikipedia.org/wiki/Barcelona>

<https://www.lonelyplanet.com/spain/barcelona>

<http://wikitravel.org/en/Barcelona>

Visas

The requirements for entering any European Union state apply, however here you can find useful information regarding visas:

<http://www.exteriores.gob.es/Consulados/LONDRES/en/Consulado/Pages/CheckPassport.aspx>



Conference Venue

The conference will be held at [Universitat Politècnica de Catalunya - Barcelona Tech](#) (commonly named as UPC), the largest engineering university in Catalonia — also encompassing other disciplines such as mathematics and architecture — with more than 35000 students and 5000 staff members. The connection of the UPC with Plone is huge: using Plone since 2006, it has more than 500 Plone-based websites and intranets (schools, institutes, departments and research groups) and the main institutional website since 2009. The UPC also developed a Plone-based multipurpose web generator (Genweb) and put it at the disposal of the university community that allows to any member to easily create a website with an institutional common look and feel.

The UPC has several locations thorough Catalonia (Barcelona, Manresa, Terrassa, Castelldefels, Sant Cugat del Vallés, Igualada, Mataró and Vilanova i la Geltrú). We will celebrate the conference at the main Barcelona campus, the Campus Nord.

The university will sponsor us by allowing us to use, at a fraction of the real cost, its auditoria, rooms and public spaces.

Location

The UPC Campus Nord is located in a residential area of Barcelona, the upscale Pedralbes neighborhood. There are all kinds of services and infrastructure available, as can be expected from a lively university environment, so you'll find a good choice of bars, restaurants and shops within walking distance.

The majority of the rooms will be located at the Vertex Building:

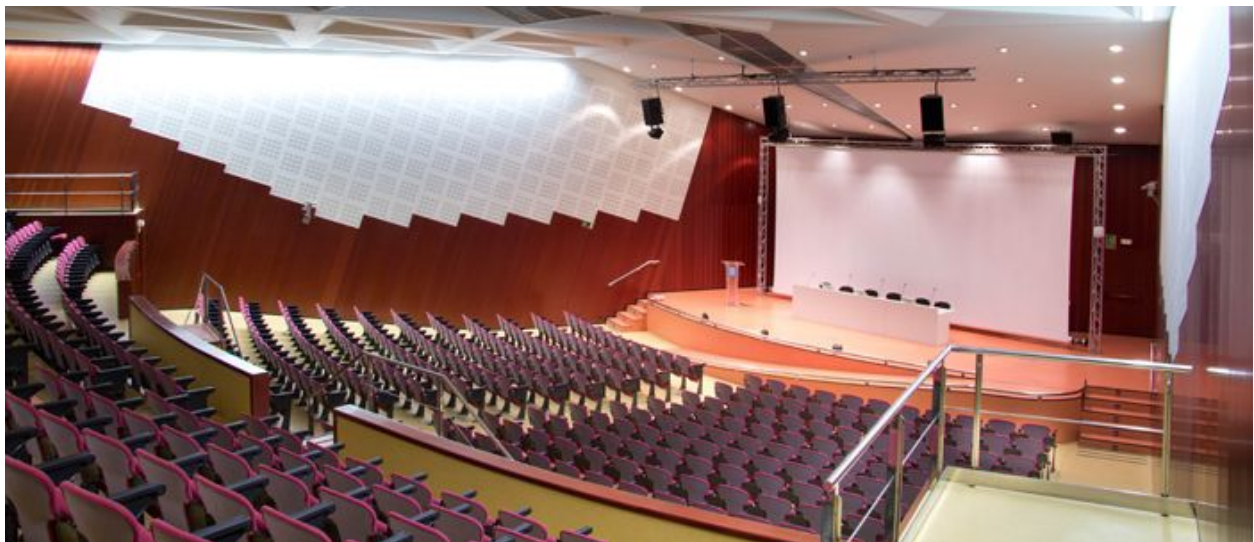
<https://www.google.com/maps/place/UPC:+Edifici+Vertex/@41.3888828,2.1129057,18.35z/data=!4m5!3m4!1s0x0:0xe27e5c874c9078b3!8m2!3d41.3907151!4d2.1139327>

This building is located at the upper west corner of the campus and easily reachable by metro (L3, Palau Reial), Tram (T1, T2, T3) and bus (7, 33, H6 and others).

Rooms

The rooms we will be using at the university are beautiful and modern, with plenty of space.

Auditorium (Vertex building)



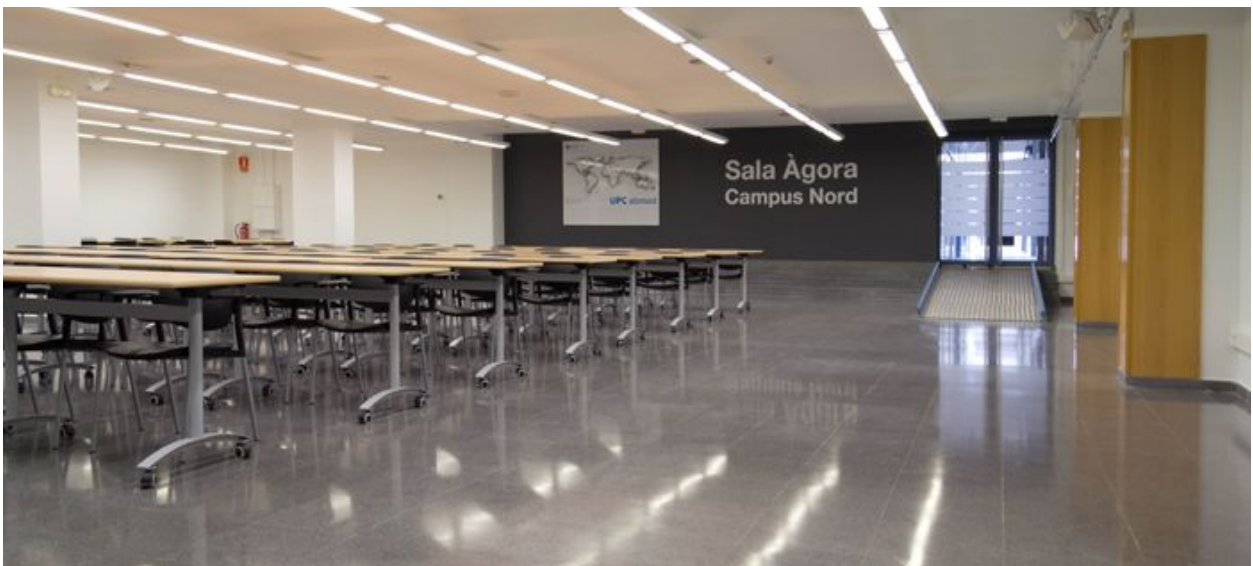
This room has capacity for 477 people, in two levels. As one of the largest public rooms in the university, it is the perfect place for keynotes and lightning talks.

Sala d'actes (Vertex building)



This room has capacity for 160 persons, ideal for the main track of the conference.

Sala Agora



This multi-purpose room is perfect for the sprints.

S2 Vertex classrooms

These multipurpose classrooms are ideal to hold the other tracks of the conference and the training classes.

Vertex gardens



If the weather allows it (and it should), we can enjoy coffee breaks and lunch at the Vertex Building gardens, perfectly suited for the purpose and with direct access from the Sala d'Actes and Auditorium.

Conference dates and schedule

Training - Monday October 16 and Tuesday October 17, 2017

We will follow the already successful formula started in Bucharest and have the Training Team arrange a number of training classes for the first two days of the conference. The classes will be focused on Plone, but also on frontend technologies and topics related to our favorite CMS. Hands on demos and workshops will also be a good fit for these days.

Conference - Wednesday October 18, Thursday October 19, and Friday October 20, 2017

Each day will consist of

- Morning keynote sessions when all attendees are together
- Three parallel tracks of talks
- One mini-track in Catalan for engaging the local community
- Lightning talks at the end the day when all attendees are together again

Some portion of the conference will be devoted to the successful “Open Space” discussions with topics proposed by the attendees.



Sprints - Saturday October 21, Sunday October 22, 2017

Post-conference Plone sprints are an amazing tradition that we intend to continue. We hope to include Pyramid and Plone frontend development or related sprint topics to build engagement with members of the Barcelona Python community.

Registration Fees

The proposed registration fees ensure a fair quality-price ratio for the Conference. Discounts will be applied for speakers, students and early birds (registered before August 31st).

The registration fees will be as follows:

Ticket type	Price
Early bird / Speaker	290 € (+VAT)
Regular	400 € (+VAT)
Students	150 € (+VAT)

We want to introduce the new students tier because we want to encourage students and youth to approach and learn Plone. Given the educational setting that we will enjoy during the conference, we look forward to attracting as many students as possible. UPC University staff, professors and researchers will also benefit of this tier price.

Internet Access

We are aware that a reliable wireless network is paramount for all conference attendees. The university network itself is connected to the Internet using the Catalanian Universities Network and has an existing institutional corporate wireless (802.11n) network through the UPC Campus, both implemented by UPCnet S.L.U., the university IT company.

Videography and live streaming

All the talks will be recorded and published the day after to make sure that you don't miss any of them.

Meals

During the conference, food and beverage services will be available. During the trainings and sprints, snacks and beverages will be served through the day. Vegetarian and vegan food will be provided as well during the conference days.



Accommodation

You can find all kinds of housing prices in Barcelona, from cheap youth hostels to cool boutique hotels, with plenty of AirBnB possibilities as well. Distances in Barcelona are not great, and you can stay virtually anywhere in Barcelona, yet your maximum travel time will be no longer than 1 hour to the conference venue. Stay at Barri Gotic Quartier, 22@ district, Eixample, Barceloneta, Gracia or at Les Corts beside the Camp Nou (F.C. Barcelona stadium). There is a lot of choice!

Plone Community Party

A Plone conference is not complete without a memorable party. We are well aware of that and we plan to provide an unforgettable experience for all attendees. The party will be included in the registration fee to make sure that nobody misses it. The location is yet to be determined, however it should fulfill all your party expectations of wonderful Mediterranean flavours along with local folklore rhythms, extraordinary food and good company.

Environmental and recycling

We will take special care to ensure that the environment is affected as little as possible by this conference. We will strive to recycle any waste if possible and promote environmentally healthy ways of commuting in and around the city.

Estimated Budget

Fixed expenses	Cost (€)
Video recording	3000
Equipment	700
Branding/Printing/Signage	1500
Website	2000
Trainers lodging (15)	3600
Keynote Speakers (2)	2000
Free tickets for students (4)	600
Sponsoring of GSOC students	1000
Other expenses (contingency)	1000
Total	15400

Per person	Cost (€)
Catering	75
Party dinner	40
T-shirt	10
Gift bag	10
Merchandising	10
Total	145

Rated expenses				
	%	150	200	250
Venue	10%	6200	7767	9334
Event management	13%	8060	10097	12134

Tickets processing		1175	1567	1958
Total		15436	19431	23426

Revenue					
	%	Price	150 attendees	200 attendees	250 attendees
Early bird tickets	50%	295	22125	29500	36875
Full-rate tickets	23%	400	13800	18400	23000
Speaker tickets	23%	295	10178	13570	16963
Students tickets	4%	150	900	1200	1500
Sponsors - Community			3000	3000	3000
Sponsors - Corporate			12000	12000	12000
Total			62003	77670	93338

Projection				
Attendees	Income	Expenses	Foundation fee	Profit
150	62003	52586	9300	116
200	77670	63831	11651	2189
250	93338	75076	14001	4261

All the profit and any money unspent or left from the fixed or rated expenses will be donated to the Plone Foundation.

The Organizers

Víctor Fernández de Alba

Freelancer - Web developer, consultant and IT architect. Member of the Plone Community since 2006, author of a Plone book, co-author of plone.app.multilingual and the Plone 5 default theme Barceloneta. Organizer of sprints and other Plone events in Barcelona he is deeply involved in several Plone Community Teams, including the successful relaunch of Plone.org.

Ramon Navarro Bosch

CTO at Iskra SCCL / Intranetum SL - Member of the Plone Community since 2006, involved in core development since 2011 with plone.app.multilingual, Plone Resource Registry,... and member of the Framework Team. Organizer of multiple Plone Sprints (Girona Sprint, Testing Barcelona Sprint, Mosaic Barcelona Sprint, Barcelona Sprint 2016).

Iskra, SCCL

A software consultancy company focused on Python and JavaScript development for custom third party solutions and product development. Plone is one of its core product technologies. Iskra has contributed much code to Plone core and has been involved in multiple Sprints/Conferences.

Iskra will be the legal/financial/logistic services supplier to Plone Conference 2017.

Credits

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Tapas in Barcelona by José Porrás (CC BY 3.0)

