Proposal to host the Plone Conference Tokyo 2018

Proposal by Manabu Terada, Takeshi Yamamoto,

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1. Introduction

Dear Plone Community Members,

We are pleased to present you this proposal for the Plone Conference 2018 in Tokyo. Tokyo is a unique, exciting city of modern and traditional charms, and its infrastructure is rapidly evolving to welcome overseas guests for the Olympic and Paralympic Games in 2020. It will be a great pleasure for us to be the first Asian city to host the Plone Conference, and we will make effort to make every aspect of the Conference a success.

2. Visions and Goals

15 years have passed since the development of Plone. Not only Plone is an open source, but also has functions meeting various demands of enterprises, and now, Plone has a large number of users and developers in the world. Efforts to provide the best function has never stopped.

However, the number of users in Japan is small compared to other regions. We believe that holding the Plone Conference in Tokyo will raise awareness and lead to an increase of Asian Plone users. We also believe that networking among current Plone users, the Python community and other open source communities will increase the users of Plone in Japan. Through our experience of managing PyCon JP, we can collaborate with Japanese Python user community. Moreover, being deeply involved in Open Source Conference (which has been held in Japan for more than 10 years), we can collaborate with other OSS user communities.

Marketing Plan

To achieve our goals, we will take the following steps and strategies.

- Have good exposure on Asian/Japanese media for marketing
- Provide simultaneous interpretation for Keynote and other tracks
- Offer 1day tickets for the Conference to increase local participants

Plan for Plone Conference 2018

Training – November 5 (Mon) to 6 (Tue), 2018 (2 days)

Training will be held at the Ota City Industrial Plaza, which is also the venue for the Conference. Training will consist of 3 to 4 sessions, and professionals who are globally known for their achievement will lead the sessions. We will also provide a session in Japanese for local Japanese users. Wifi will be available for participants.

Conference – November 7 (Wed) to 9 (Fri), 2018 (3 days)

The Conference will consist of 3 tracks. Each day we will set a theme, and arrange a program based on it. For one of the keynotes, we plan to invite a Japanese speaker well known for the achievements. The keynote will have simultaneous interpretation in that case.

In order to increase the number of local participants, in addition to the 3 tracks, we plan to prepare a track in Japanese. Speakers well known in Japan will give a session in Japanese based on the theme of each day.

For the opening, we would like the Plone Foundation to give a speech about the latest Plone and its plans for the future.

Proposed Themes for the Conference by day
- Python Web (Django, Pyramid, WSGI and more)
- Frontend (JavaScript, Design)
- Database (ZODB, NEO, SQLAlchemy, MySQL, PostgreSQL and more)

We plan to provide 1 Day tickets to attract those who are only interested in a single topic and by doing so, we aim to increase new Asian participants.

Lightning Talks will be held every day.

Sprint – November 10 (Sat) to 11 (Sun), 2018 (2 days)
Sprint will be held at a different venue (TBD) that can accommodate 80 to 100 participants. Sprint will be open for anyone including those who have not registered for a ticket to the Conference. The theme of the Sprint will be announced on the last day of the Conference. We will hold briefing sessions for each theme in the morning and evening of the first day, and at noon of the second day.

3. The Organizers

We have a very strong local team willing to make Plone Conference in Tokyo a successful and meaningful experience. These members all have experience in holding international conferences. We follow the Code of Conduct of the Plone Foundation.

Manabu Terada

Manabu, also known as "Terapyon", is the founder and the CEO of CMS communications Inc., a Tokyo-based professional Plone and Python development company. He is a contributor of East Asian language functions in Plone and has been Chairman of PyCon Japan 2011 and 2012 and PyCon APAC 2013 in Japan. Manabu was a Guest Associate Professor at Hitotsubashi University in 2011 and has been a core member of the Plone Users Group Japan. He has attended every Plone Conference since 2008.

Takeshi Yamamoto

Takeshi, also known as "Retsu", is a System Consultant at iccm inc. Since 2003, he has joined the Plone global community and promoted Plone, Zope and Open Source through business and community activities in Japan. He has contributed to the Japanese translation to Plone code and has hosted Plone Seminars in Tokyo every month for nearly 15 years. He arranged Japan visits of several star software engineers and has hosted meetings with the Japanese community members. He has attended Plone Conference in 2003 and 2004.

Zenichiro Yasuda

Zenichiro is the Owner of Ciel Serein LLC. / Information Architect in Surface&Architecture Inc. He has experience of working for more than a dozen of Plone and Python projects as a Project Manager since 2008. He gave a lecture titled "Plone and Wordpress" at the Plone Symposium Tokyo 2015 in June 2015. He is usually in charge of Web / UI / UX design direction, development & project management. He is also a beginner triathlete, a father of a son and a bass/guitar player.
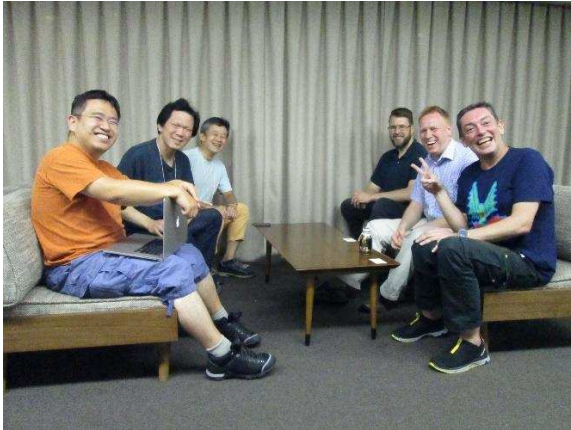
Takanori Suzuki

Takanori works at BeProud Inc., a professional Python development company. His community activities are Director of PyCon JP Committee, Founder of Python Bouldering Club, Organizer of Python mini Hack-a-thon etc. He is also the author of Plone Add-on (ATGoogleMaps, PloneSlimbox). He has attended the Plone Conference in 2009 and 2010.

Past Event Organizing Experience

We have organized the Plone Symposium 2015 in Tokyo at Ochanomizu University, which was the first Plone Symposium in Asia. Keynote was given by the current President of the Plone Foundation Board, Mr. Paul Roeland. The symposium gathered more than 100 users.

Other than the Plone Symposium, we have experience of managing PyCon APAC and PyCon JP. PyCon APAC is a conference for Asian Python users. The first PyCon APAC in Tokyo was held in 2013 and it attracted more than 500 participants. PyCon JP is an annual conference held in Tokyo since 2011 and the number of participants has been rapidly increasing. The latest 2017 Conference gathered more than 700 participants. We are confident that we are able to manage Plone Conference 2018 from these experiences.

CC by PyCon JP

4. Dates & Venue

Dates

Training: November 5 (Mon) to November 6 (Tue), 2018 (2 days)

Conference: November 7 (Wed) to November 9 (Fri), 2018 (3 days)

Sprint: November 10 (Sat) to November 11 (Sun), 2018 (2 days)

November is the end of autumn and the beginning of winter in Japan. It is one of the most beautiful seasons, as the leaves of Japanese maple or gingko turns red or yellow. The average temperature in November is 12.1°C (53.8 ºF), and although it is not too cold, it is better to wear a jacket or light coat. There is very little rainfall, so it is the best season to walk around Tokyo.

Venue

The Conference will be held at Ota City Industrial Plaza, a conference venue located in an industrial area called Kamata. Kamata is famous for being the center of manufacturing and high technology of Japan. The venue is only 3 minutes-walk from Keikyu Kamata station and there are numerous hotels in walking distance. There are many restaurants and bars (or "Izakaya", a Japanese pub) for local people to enjoy, so the participants can enjoy Tokyo's nightlife at a reasonable price while indulging themselves in the local atmosphere.

Meeting Room Plan

Two large halls can accommodate more than 300 in theater style each at the Ota City Industrial Plaza. Aside from these halls, there are 8 conference rooms which have the capacity for holding training, breakouts and tutorials. Microphone (wired and wireless), projector and screen are prepared for all halls and conference rooms.

Plenary room /Breakout 1: for more than 300 attendees in theatre style

Breakout room 2   Breakout room 3   Breakout room 4

*All phots of venue were provided by the Ota City Industrial Plaza.

Meeting Room Plan

Function	Required Capacity	Meeting Room	Capacity	
Training	T15〜75	6F Meeting Room D	T90	129 sqm
Training	T15〜75	3F Special Meeting Room	T80	208 sqm
Training	T15〜75	6F Meeting Room C	T65	128 sqm
Registration Desk		4F Lobby		
Snack & Coffee		4F Lobby		
Plenary room/ Breakout 1	T250〜500	4F Exhibition Hall	T500	480 sqm
Breakout 2	T100〜200	6F Meeting Room D	T90	129 sqm
Breakout 3	T50〜70	3F Special Meeting Room	T80	208 sqm
Breakout 4	T30〜50	6F Meeting Room C	T65	128 sqm
Open Space	T30〜50	biz BEACH CoWorking	T60	

Meals and drinks

Training

Lunch box and a bottled drink will be provided.

Conference

We will provide light breakfast. Lunch will be prepared, including vegetarian and Muslim friendly meals. We will also have coffee breaks during the Conference.

Plone Community Party

Plone Community Party for all registered Conference participants will be held on the second day of the Conference. The venue will be within 10 minutes by train from the venue.

Sprint

Meals and drinks will not be provided. Lunch is available at nearby cafes and convenience stores.

Internet Access

Ota City Industrial Plaza provides free Wi-fi access.

Audio Visual

During the Conference, all keynotes and sessions will be filmed and broadcasted live on Youtube. We have experience in live broadcasting and plan to use the same audio visual company that has handled PyCon JP. Professional cameraman and staffs will assure high quality.

Sample Video (PyCon JP Opening):

https://www.youtube.com/watch?v=1XE8hwICG6c

Access to the venue from the airport

From Haneda International Airport

Time to Keikyu Kamata Station	Method of Transportation	Cost
Approx. 12 min.	Train (Keikyu Line)	JPY 300 [Approx. USD2.7] *

*USD 1 = JPY 110

From Narita International Airport

Time to Keikyu Kamata Station	Method of Transportation	Cost
Approx. 90 min.	Train (Keikyu Line, JR, Keisei Skyliner)	JPY 3,000 [Approx. USD 27] *

*USD 1 = JPY 110

Social Program

For the social programs during the Conference, Tokyo offers various venues at reasonable prices.

5. Estimated Budget

Revenue

		%	Price	150 participants	200 participants	250 participants
Revenue						
Early bird tickets		50	$350	$26,250	$35,000	$43,750
Regular tickets		20	$450	$13,500	$18,000	$22,500
Speaker tickets		20	$350	$10,500	$14,000	$17,500
1 Day tickets		10	$80	$1,200	$1,600	$2,000
Sponsors-Corporate	Platinum		$5,000	$5,000	$5,000	$5,000
	Gold		$3,000	$9,000	$9,000	$9,000
	Silver		$1,000	$5,000	$5,000	$5,000
Sponsors-Community			$3,000	$3,000	$3,000	$3,000
Funding Support*	From Tokyo Metropolitan Government		$13,500	$13,500	$13,500	$13,500
Total				$86,950	$104,100	$121,250

*Available only when competing with other cities.

Expenses

Fixed Costs

Fixed expenses	Cost ($)
Venue	$18,879
Simultaneous Interpreter	$1,351
Audio Visual	$8,108
Setting up the venue	$1,802
Banner	$1,802
Equipment for Simultaneous Interpretation	$3,604
Keynote Speaker	$6,757
Website	$1,802
Accommodation for trainers	$1,622
Miscellaneous	$5,405
Total	$51,132

Per- Person Costs

Per person	Cost ($)	150	200	250
Conference Lunch (3 days)	$40.53	$6,080	$8,106	$10,133
Party	$45.05	$6,758	$9,010	$11,263
Coffee (3 times)	$10.80	$1,620	$2,160	$2,700
Conference Breakfast (3 days)	$18.93	$2,840	$3,786	$4,733
T-shirts	$18.02	$2,703	$3,604	$4,505
Subtotal	$133.33	$20,000	$26,666	$33,333
Per person	Cost ($)	30	40	50
Training Lunch*	$9.01	$270	$360	$450
Total		$20,270	$27,026	$33,783

*For lunch during the Training Program, we estimated that 20% of the Conference particpants will attend the Training.

Projections

Projection				
Participants	Revenue	Per-Person Costs	Fixed Costs	*Profit
150	$86,950	$20,270	$51,132	$15,548
200	$104,100	$27,026	$51,132	$25,942
250	$121,250	$33,783	$51,132	$36,335

*The profit indicated is based on the premises of receiving financial support from the Tokyo Metropolitan Government. In the case of achieving this profit, we plan to improve the Plone Conference 2018, for example, by inviting more keynote speakers, improving the level of conference communication, or selecting a more favorable receptioin venue.

Financial Requirements

We will ask the Plone Foundation to be the financial agent for the Plone Conference 2018. We agree with sending regular updates to the Foundation Board, the Board having final authority on all financial decisions related to the planning and running of the event, and sending the financial surplus to the Foundation once all costs are accounted for.

6. Supporting Organizations

Supporting Companies

The following companies will support the Plone Conference 2018.

Support from the Tokyo Metropolitan Government

This proposal to host the Plone Conference 2018 in Tokyo has the full support of the Tokyo Metropolitan Government and the Tokyo Convention and Visitors Bureau (TCVB). We have applied to the following funding and in-kind support. Please be informed that the support will be subject to the existence of a competing city in the Plone Conference 2018 destination decision process.

Funding Support

Tokyo Metropolitan Government and TCVB are delighted to provide a maximum amount of JPY 2,500,000* (approximately USD 22,700) for Plone Conference 2018, to be used to offset up to 50% of the total venue rental and Wifi installation cost, if Plone Conference is held in Tokyo. Please be informed that the final amount is dependent on the amount designated from us and will be subject to Plone Conference having participant registration of a minimum of 600 visitor nights (200 international participants X 3 meeting days) in Tokyo. This number is not the actual room nights at the hotels in Tokyo. As such, if the number of registered international participants does not reach 200, financial support will be refrained.

In-kind Support

In addition, Tokyo Metropolitan Government and TCVB will offer in-kind support, providing a Japanese Entertainment Program (i.e. Japanese Drum performance, Ninja performance, Japanese "Awaodori" Dance performance, to be decided later) at the social event.

Event Marketing Support

After successfully inviting Plone Conference to Tokyo, TCVB will assist in marketing, and promote the event to help maximize the number of participants. Comprehensive marketing support will be offered so that high levels of attendance - both from Japan and from international markets- can be achieved. The support can include brochures, show reels promoting Tokyo as the next destination, listing Plone Conference in the TCVB Events Calendar and Visitor Guide Books to further create awareness of Plone Conference in Tokyo.

7. About Tokyo

Air Accessibility

Tokyo provides great direct air accessibility for overseas travelers and is served by two international airports: Narita and Haneda. Narita International Airport offers over 1,610 international flights per week from 103 cities around the world, while Tokyo International Airport (Haneda) offers over 760 international flights per week from 31 major cities.

HANEDA INTERNATIONAL AIRPORT – Connecting 31 Cities

- Largest number of flight arrivals/departures in Japan, serving 80 million passengers a year
- Located in the city center, 25 minutes to Tokyo Station
- Over 760 international arrivals per week
- Connected with 31 cities around the world with plans for increase
- 39 international airlines serve the Airport
- 1 international terminal and 2 domestic terminals
- 7km from proposed venue and surrounding hotels

NARITA INTERNATIONAL AIRPORT – Connecting 103 Cities

- 2nd largest and busiest airport in Japan, serving 39 million passengers a year
- Connected with 103 cities worldwide
- 88 international airlines serve the Airport
- Three international passenger terminals
- 80km from the proposed venue and surrounding hotels

Entry Requirements

Japan has a visa waiver agreement with 68 countries and regions, where participants can enter the country for a short-term stay with a valid passport. The following is the list of countries which are included in the visa waiver programme with Japan (this information is correct as of August 2018).

The period of stay granted at the time of the landing is 90 days unless indicated otherwise. For participants who require a visa, we will provide an invitation letter to registered participants.

68 Countries and Regions Included in the Visa Waiver Programme

Asia	North America	Europe	
Brunei (15 days)	Canada	Andorra	Lithuania
Indonesia*	United States	Austria*	Luxembourg
Malaysia*	**Latin America and the Caribbean**	Belgium	Malta
Republic of Korea	Argentina	Bulgaria	Monaco
Singapore	Bahamas	Croatia	Netherlands
Thailand*(15 days)	Barbados*	Cyprus	Norway
Hong Kong*	Chile	Czech Republic	Poland
Macao*	Costa Rica	Denmark	Portugal
Taiwan*	Dominican Republic	Estonia	Romania
Oceania	El Salvador	Finland	San Marino
Australia	Guatemala	Former Yugoslav Republic of Macedonia	Serbia
New Zealand	Honduras	France	Slovakia
Middle East	Mexico*	Germany*	Slovenia
Israel	Surinam	Greece	Spain
Turkey*	Uruguay	Hungary	Sweden
United Arab Emirates*	-	Iceland	Switzerland*
Africa	-	Ireland*	United Kingdom*
Lesotho*	-	Italy	-
Mauritius	-	Latvia	-
Tunisia	-	Liechtenstein*	-

* For details, please refer to the website of the Ministry of Foreign Affairs of Japan.

http://www.mofa.go.jp/j_info/visit/visa/short/novisa.html

Overview of Tokyo

Tokyo, a traditional and modern city

Tokyo, Japan's bustling capital city, is a modern, vibrant megalopolis which combines business, knowledge, creativity, and innovation. The city is the epitome of fusion where over 400 years of history and Japanese tradition juxtapose, providing a unique experience for all visitors. There is always something for everyone - visitors can choose from over 100,000 restaurants, enjoy any one of its 80 plus parks, immerse in the aesthetics of the Japanese tea ceremony, or indulge in a night of unique Japanese culture at a Kabuki theatre. For the 2016 installment of its annual Quality of Life Survey, Monocle magazine has ranked the livability of some of the world's largest cities according to 22 metrics, with Tokyo coming out the top of the list.

Host City of the Olympic and Paralympic Games in 2020

Tokyo will be hosting the Olympic and Paralympic Games in 2020. The city is rapidly enhancing its infrastructure, and the number of flights of both Haneda International Airport & Narita International Airport is expanding towards 2020.

Safest city in the world

Japan has a notably low violent crime rate amongst the 192 U.N. countries, according to the survey of UNODC (United Nations Office on Drugs and Crime). Visitors can walk the streets and feel completely comfortable even at night time. Many international visitors have wonderful stories of returned lost wallets with everything intact. Police boxes are scattered around the city and at most train stations and major city intersections. The Safe Cities Index 2015, compiled by the Economist, ranks Tokyo at the top in terms of digital security, health security, infrastructure and personal safety. The country is hospitable, clean, prompt, polite, and efficient and the tap water is safe for drinking. Therefore, it has never been heard that attendees of conferences in Tokyo became a victim of any crime.

Accommodation

Tokyo offers more than 98,000 rooms ranging from budget accommodation to five-star luxury hotels, all assuring friendly and high-quality service to guests. There are 4,500 rooms within 15 minutes-walk or train ride from the venue.

There are also Airbnb possibilities, capsule hotels and guest houses. These budget accommodations cost approximately USD 30 at the lowest.

Map of hotels around the venue

Restaurants and bars

During the Conference, lunch will be prepared, but the attendees also have plenty of choices around the venue. There are many restaurants and bars in Kamata where local people gather. Kamata is also famous for its local shopping avenue, and you can feel the vivid atmosphere of Japan's downtown.

Living Cost

Tokyo offers quality goods and services suited for all budgets, and participants are sure to find good value for money. Although Tokyo used to be recognized as one of the most expensive cities in the world, prices are no longer high compared with other big cities. To satisfy the demanding taste buds of locals and international visitors, restaurants, cafes and bars strive to serve quality food and drinks at affordable prices.

▶ **Sample Meal Prices: Lunch/Snacks** (USD 1 = JPY 110)

Restaurant Type	Meal	Price
Fast-food restaurant	McDonald's cheeseburger Subway's BLT sandwich	USD 1.18 USD 3.72
Japanese fast food	Medium-size beef bowl in Yoshinoya Pork curry (rice 300g) in CoCoICHI	USD 3.45 USD 4.00
Bagel shop	Bagel sandwich (egg, ham and cheese)	USD 3.64
Ramen shop	Simple Ramen noodle Ramen noodle with slices of roasted pork	USD 4.55 USD 8.18
Pizza	Pizza lunch	USD 9.09

▶ **Sample Meal Prices: Dinner** (USD 1 = JPY 110)

Restaurant Type	Price (lowest and example)
Conveyor-belt sushi	USD 0.91 and up per piece
Japanese pub (izakaya)	USD 4.55 for 1/2 pint beer, USD 2.73–9.09 for each small dish
Casual Italian restaurant	USD 4.55 for glass wine, USD 3.64–9.09 for each medium-size meal
Traditional Japanese restaurant	USD 22.73 and up

Green and recycling

As a massive energy-consuming city, the Tokyo Metropolitan Government has taken pioneering measures for climate change mitigation and energy saving. In July 2016, the Government released Tokyo's Environmental Policy, setting concrete goals towards 2030, on areas including the expansion of renewable energy usage, creating a hydrogen-based society, waste management and use of sustainable materials, and conservation of biodiversity and creation of a green environment.

Ota city is also making continuous efforts on environmental conservation, such as the investigation of the ecosystem in the sea and forests, tree planting in the city, financial support for adopting solar power and recycling. From 2009 to 2014, Ota city succeeded to reduce 7% of its garbage and they have a recycling plan to reduce its garbage by 30% until 2026. According to the policy of Ota city, the venue, Ota City Industrial Plaza also has set rules of the waste segregation and all users of the venue are asked to follow the rule.

Furthermore, Japan has the tradition to eat fresh, seasonal food. The meals and drinks offered in most of the restaurants use local food and ingredients so that the attendees can enjoy healthy food and at the same time contribute to local consumption and sustainability.