



# Plone Conference Boston 2016

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# Introduction

Dear Plone Community members,

We are pleased to bring you this proposal for the 2016 Plone conference in Boston! It's been five years since the conference has been held in the United States, and our aim is to bring Plone roaring back with an event to remember.

Our proposal team members have participated in Plone conferences and events for years and we have organized past events, including trainings, sprints, meetups and symposia. We believe this experience will allow us to ensure an experience you will enjoy to the fullest.

We plan to provide an all-inclusive event, with training, conference and sprints included in a solid week of Plone activity.

## Vision and Goals

Plone has reached its 15th birthday with a renewed vigor and sense of excitement. Now is the perfect time to re-establish the strengths of Plone for the North American audience. To that end we propose a conference aimed at bringing renewed strength to the Plone community in North America by

- Demonstrating core Plone values such as inclusivity, community and collaboration
- Emphasizing the power, flexibility and usability of Plone's technology
- Reaching out to increase participation by new Plone users

We aim to provide an exciting and informative conference, infused with Plone spirit and the flavor of New England.



## About Boston

Boston, on the east coast of North America, is one of the oldest American cities. It is the capital of Massachusetts, one of the 6 New England states. Here you can find narrow, cobblestoned streets on Beacon Hill and modern skyscrapers in the Financial district. The city is relatively small in size and it is easy to get to know it on foot. Climb the Bunker Hill Monument, commemorating one of the early battles of the American Revolution. Grab an espresso and a pastry in the historic and very Italian North End. Tour Fenway Park, America's oldest baseball stadium. Ride the Swan Boats in the Public Garden, unchanged since the children's book *Make Way for Ducklings* was written in the 1940's. Visit one of the many museums - the Museum of Fine Arts, the Gardner Museum, the Institute of Contemporary Art, the Museum of Science - Boston has dozens and there is something for everyone. Stroll along the harbor, visit Old Ironsides, the Charlestown Navy Yard, and of course the site of the Boston Tea Party. [This video](#) (especially the first few minutes) will give you a sense of what Boston is like.



Boston is famous for higher education. There are 35 colleges and universities in the greater Boston area, including Tufts, Northeastern, Boston University, Boston College, and Harvard University. Just down the Charles River from Harvard is the Massachusetts Institute of Technology, one of the engines of US technical know how. Our conference will be held adjacent to and on the MIT campus.



## Conference Venue

Our conference will be held at Microsoft's New England Research and Development Center (NERD Center), a modern building with spectacular views of the Charles River and Boston. The NERD Center is located in Kendall Square, Cambridge (across the river from Boston proper). Kendall Square is a vibrant center for the biotech and technology industries on the northeast side of the MIT campus. It has a subway stop, dozens of eateries, and is a short walk across the Longfellow Bridge from Beacon Hill.



We will have the entire NERD Center conference facilities for the full week of the conference. There are conference rooms for trainings, talks and sprints, shared spaces for food, registration and the hallway track, and a lovely space for the Conference party. Microsoft has been extremely generous and is donating the use of this beautiful space for the entire week - trainings, conference, and sprints.

In addition to the NERD Center, keynote and plenary sessions will be held on the MIT campus in Wong Auditorium. Wong Auditorium is in the Tang Center, part of the prestigious Sloan School of Management, and a short walk from the NERD Center. It is a beautiful modern facility and will provide a great showcase for Plone.



# Conference Schedule and Format

## **Training** - Monday October 17 and Tuesday October 18, 2016

We propose to arrange a combination of 1 and 2 day Plone 5 trainings (focused on developers and designers) and shorter workshops on topics of interest to integrators, such as configuring LDAP/Active Directory authentication, setting up Solr search, TTW theming and content types, deployments, etc.

## **Conference** - Wednesday October 19, Thursday October 20, and Friday October 21, 2016

The conference days will consist of

- Morning keynote sessions where all attendees are together
- Followed by 3 parallel tracks of talks
- Ending the day with lightning talks where again all attendees are together

A portion of the conference will be set aside for impromptu open space discussions.

## **Sprints** - Saturday October 22 and Sunday October 23, 2016

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

## Audiovisuals

The Plone conference is always rich in outstanding talks. One downside to this is that you can't possibly see every talk you'd like to. We've made arrangements with [Giro Studio](#) to create high-quality, visually distinct recordings of every talk at the conference. Giro Studio is the provider of video services for MIT OpenCourseWare and has the experience, equipment and know-how to deliver. Their service will allow you to catch up on all the talks you missed and will help to spread the word of Plone 5 to the masses!

## Accommodations

There are many hotels in Boston, and prices tend toward the expensive. Several hotels are in Kendall Square, and many others are a short subway ride away. We will make every effort to secure bulk-rate discounts at several different local hotels at a variety of price ranges, and we will post a list of recommended places to stay well in advance of the conference.

In addition to hotels, there are hostels and plenty of AirBnB possibilities. The latter may be an attractive option for many conference attendees.

## Meals

In order to accommodate the widest possible range of tastes and to keep conference fees down, we propose to give participants sufficient time in the schedule to explore Kendall Square's many and varied eateries. There are over 25 restaurants within easy walking distance, ranging from the highbrow to the lowbrow. The conference website will provide a map and annotated list of places to eat.

Drinks and light local snacks will be provided in the conference center throughout the day.

## Plone Community Party

The Plone Conference would not be complete without a good party. Happily the NERD Center includes an terrific space, and they have told us that we can make as much noise as we want. The party will be on Friday night. It will feature a jazz quartet and catered snacks and drinks. After the party, the bars of Kendall Square lie only a short walk away.

## Things to do in Boston

October is the perfect time to visit Boston. It hasn't gotten seriously cold yet, but there's enough of a nip in the air that the autumn foliage is at its peak. Here are some recommended activities, all of them family-friendly.

- Join the leaf peepers by car or bus <http://www.yankeefoliage.com/>
- Visit Concord and Lexington, site of the shot heard round the world and a nice place to peep at leaves <http://www.nps.gov/mima/index.htm> [https://en.wikipedia.org/wiki/Battles\\_of\\_Lexington\\_and\\_Concord](https://en.wikipedia.org/wiki/Battles_of_Lexington_and_Concord)
- Walk the Freedom Trail [https://en.wikipedia.org/wiki/Freedom\\_Trail](https://en.wikipedia.org/wiki/Freedom_Trail)
- Visit Harvard University and its many museums (the Glass Flowers at the Museum of Comparative Zoology are a high point) <http://www.harvard.edu/on-campus/museums>
- The Museum of Science is within walking distance of Kendall Square <http://mos.org/>
- The Museum of Fine Arts has a splendid collection of Impressionist paintings, Egyptian and Greek artifacts, musical instruments, Asian art, and more <http://www.mfa.org/>
- Tour Fenway Park <http://boston.redsox.mlb.com/bos/ballpark/tour.jsp> (highly recommended even if you are not a huge baseball fan)
- The Boston Symphony Orchestra will be in its fall season and Symphony Hall is considered one of the [great concert halls in the world](http://www.bso.org/). <http://www.bso.org/>
- Ride the Swan Boats <http://swanboats.com/>
- Visit the Children's Museum <http://www.bostonchildrensmuseum.org/>



## Restaurants and Entertainment

Boston has many restaurants, everything from the the most upscale venues to Mr. Bartley's Burger Cottage <http://www.mrbartley.com/>. Local specialties include seafood, clam chowder, and of course lobster. Brew pubs are popular and the number of local beers seems to increase daily. And there is one thing that New Englanders will reliably wait in long lines for, particularly in the middle of the winter: handmade ice cream. Be sure to try some from one of the great local places like Toscanini's in Central Square or Herrell's in Harvard Square.

Boston is a cultural center where you will find an abundance of entertainment of all types. There is a very strong Irish traditional music scene with numerous sessions in pubs throughout the city. There are venues for live music, theater, dance, comedy clubs, and more. And of course with all those universities, there are lectures galore.

## Traveling to Boston

Logan Airport (BOS) is a major international airport located across the harbor from Boston proper. It is serviced by 38 airlines, with direct flights from many European and American cities.

Logan is well connected to the city by public transit. MBTA Silver Line buses make frequent stops at all terminals, and carry passengers to South Station where they can transfer to the subway system. There is no charge to go from the Airport into Boston.

Boston can also be reached by Amtrak trains and various bus lines (Greyhound, Chinatown, BoltBus, etc.).

It is unnecessary to rent a car while visiting Boston; in fact we recommend against it unless you are planning an excursion to the New England countryside. The public transportation system is good and the parking is atrocious.

# Estimated Budget

## Revenue

	%	Price	150 Attendees	175 Attendees	200 Attendees	225 Attendees
Early-Bird Tickets	50	\$350	\$ 26,250.00	\$ 30,635.00	\$ 35,000.00	\$ 39,375.00
Speaker Tickets	25	\$350	\$ 13,125.00	\$ 15,312.00	\$ 17,500.00	\$ 19,687.50
Full-Rate Tickets	25	\$450	\$ 16,875.00	\$ 19,688.00	\$ 22,500.00	\$ 25,312.50
Community Sponsorships	-		\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00
Corporate Sponsorships	-		\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00
<b>Total</b>			\$ 71,250.00	\$ 80,625.00	\$ 90,000.00	\$ 99,375.00

## Expenses

Fixed Costs	
Category	Cost
Conference Venue	\$ 1,768.00
Venue Contingency Fund	\$10,000.00
WiFi Expenses	\$ 5,000.00
Video Recording and Upload	\$ 7,900.00
Equipment	\$ 3,000.00
Printing and Signage	\$ 6,500.00
Conference Website	\$ 2,000.00
Conference Party	\$ 5,000.00
Trainer Lodging	\$ 4,000.00
Keynote Speaker	\$ 1,000.00
<b>Total</b>	\$46,168.00

Per-Person Costs	
Category	Cost
Catering	\$ 75.00
T-Shirt	\$ 10.00
Gift Bag	\$ 10.00
Party	\$ 30.00
<b>Total</b>	\$125.00

## Projections

Attendees	Income	Expenses	Foundation Fees	Gross Profit
150	\$ 71,250.00	\$ 64,918.00	\$ 8,437.50	\$ (2,105.50)
175	\$ 80,625.00	\$ 68,043.00	\$ 9,843.75	\$ 2,738.25
200	\$ 90,000.00	\$ 71,168.00	\$ 11,250.00	\$ 7,582.00
225	\$ 99,375.00	\$ 74,293.00	\$ 12,656.25	\$ 12,425.75

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