



Plone Conference 2011 in São Paulo, Brazil



Dear Community Members,

Simple Consultoria (www.simplesconsultoria.com.br) and Menttes (www.menttes.com) with support of Associação Python Brasil (www.python.org.br) and Plone Cono Sur (plone.org/countries/conosur) would like to present a proposal to organise the 2011 Plone Conference in São Paulo, Brazil.

One of the largest cities in the world, São Paulo has 10.5 million inhabitants and is the largest business center of Brazil and South America. Forged from a melting pot of nationalities, cultures, beliefs, philosophies and ideals, this huge and pioneering metropolis is truly cosmopolitan by vocation and choice.

Each year about ten million visitors come to do business, go shopping or simply enjoy the city's world class culture. Here, they experience an around-the-clock metropolis and a lifestyle that mixes work and pleasure like they were two sides of the same coin.

Capital city of a state the size of the United Kingdom, with a population similar to Spain's, and generating almost half of Brazil's economic output, São Paulo has become Brazil's foremost tourism destination.

CONFERENCE VENUE



The venue is located in an important business neighborhood of São Paulo which has a great infrastructure and where the most of IT companies has their offices.

Amcham Business Center Sao Paulo is one of the prime locations for conferences and business meetings in São Paulo and performs more than 2,000 events a year.

Located within the American Business Chamber, it has 1,000 m² of modular space dedicated exclusive to the event, with flexibility of integration between the sites, totaling 30 options layout of rooms and capacity of up to 1,700 people.

CONFERENCE DATE

The planned conference dates will be from the October 4th to October 6th 2011.

This schedule allows us to piggy-back PloneConf with PythonBrasil[7], the Brazilian PyCon, which is also organized by the same team, at the same venue, in the previous week, thus reducing costs and leveraging on the local community attendance.

We will be arranging for a training day before and sprints after the event.

- October 3rd – Training
- October 4th – Conference
- October 5th – Conference
- October 6th – Conference
- October 7th – Sprint
- October 8th – Sprint

For early arrivers we plan a social event – a dinner -- on the previousSunday, October 2nd.

REGISTRATION FEES

We aim to have a registration fee of no more than USD450 (less than 2010 edition). There will be a reduction on the registration fee for early birds that register before August 1st. We will be paying the cost for the venue and other expenses up front ourselves.

We will ensure that payment for registration is made as simple as possible and available for all currencies, using payment gateways as PayPal, Google Checkout and PagSeguro (Brazilian payment gateway).

SPONSORING

Our team has been in charge of PythonBrasil conference for the past 3 years and we plan to use a similar approach to sell sponsorship for Plone Conference.

To lower the entry level for sponsoring the Conference we plan to offer smaller packages (on the attached budget all under Bronze sponsorship) to Plone companies. These packages would allow a company to sponsor just the badge, or the t-shirt or the signage.

MEALS

Lunch and coffee breaks will be provided on each of the days of the conference. We will also provide a list of recommended restaurants, cafe's and food courts in the vicinity of the venue.

POTENTIAL CONFERENCE CONFLICTS

The dates proposed for the conference does not conflict with any religious holiday.

CONFERENCE VISION AND GOALS

Brazil has been an early adopter of Plone with success cases in government and private initiatives and even though there were Brazilians in every Plone Conference, most of our community never had an opportunity to meet, talk and learn with the guys that really make Plone happen.

Communities from near countries would also benefit from the conference taking place in Brazil as travel costs are lower than an event in Europe or North America.

Our goal is to host the Plone Conference in order to bridge this gap and bring the Brazilian and South American communities closer to the core of Plone and bring closer to community big institutions already using Plone, like Brazilian Federal Government, Banks and Universities.

CONFERENCE FORMAT

In order to bring the communities together we will be providing translation services from and to Portuguese.

Also we want to try new formats for sessions in order to give new community members a glimpse of how core-developers solve problems.

One format could be similar to “Teach Me <something>”, where the speaker asks the audience how to do a specific task about development.

Other approach should be thematic “Questions-based session” where audience ask questions about how to solve problems with a product or a area of Plone to the core developers of it.

NETWORK ACCESS

The wifi access is a key component in every IT conference, and it isn't different at the Plone Conference.

The venue we booked is used to host IT conferences for companies like Apple, Oracle and Microsoft with over 1.000 attendees so we are pretty confident Internet access would not be an issue.

VIDEOGRAPHY

We plan to hire a local film post-production and equipment hire company to provide video recording equipment and staff to record all of the talks during the event.

ORGANISERS

The following people will be involved in the organisation of the conference:

- Érico Andrei from Simples Consultoria. Member of the Plone Foundation and has attended the last Plone Conference
- André Nogueira from Simples Consultoria. The actual World Plone Day Champion.
- Roberto Allende from Menttes. Former Plone Foundation Board Member. Member of Plone Foundation.
- Karyn Nassif from Diaspar. Organizer of World Usability Day in São Paulo for two years, operational head for the first Plone Symposium South America and responsible for the sponsorship of the Conference PythonBrasil for the last two years and operational head and sponsorship responsible of this year's edition.
- Dorneles Tremea from Enfold Systems. Member of Plone Foundation and President of Associação Python Brasil.

PRE-CONFERENCE COURSE AND POST-CONFERENCE SPRINT

We will be providing a venue for the pre-conference training and also post-conference sprints.

Both Simples Consultoria and Menttes intend to open their offices in Sao Paulo and Cordoba to attendees who wish to arrive earlier or stay a bit longer.

TRAVEL COSTS

Sao Paulo is a major hub for flights coming to Brazil and as the conference will occur prior to summer the airline fares are considerably lower.

Even for flights inside Brazil, for attendees who will extend their staying, these is the perfect timing to get great deals.

Estimates based on early booking

- Roundtrip Madrid-Sao Paulo flight: ~USD1,100
- Roundtrip Miami-Sao Paulo flight: ~USD700
- Roundtrip Buenos Aires-Sao Paulo flight - ~USD120
- Roundtrip Santiago-Sao Paulo flight - ~USD250
- Roundtrip Mexico City-Sao Paulo flight - ~USD1200
- Hotel Accomodations (1 person): From USD80 to USD200 per day

BRAZIL

Brazil is the largest country in South America and it is the world's fifth largest country, both by geographical area and by population.

To visit Brazil is like having visited several different countries, because Brazil is a continent by itself, with different cultures, languages, history, architecture, gastronomy, etc., but unified by a common thread: the beauty of its beaches.

Bounded by the Atlantic Ocean on the east, Brazil has a coastline of over 7,491 kilometers (4,655 mi). In Brazil it's possible to go to the beach all year long, and its coast, from Rio Grande to Sul to Amapa, has more than 2,800 kilometers with every type of beach with oceanic waters.

The climate of Brazil comprises a wide range of weather conditions across a large area and varied topography, but most of the country is tropical. In the time of the year that the event will occurred will be spring season, with most sunny days and temperature around 24°C (73,4°F) in São Paulo.

Brazilian cuisine varies greatly by region, reflecting the country's mix of native and immigrant populations. This has created a national cuisine marked by the preservation of regional differences. You could have amazing gastronomic experiences and eat very well served dishes.

The most popular sport in Brazil is soccer and whatever city you will probably find a soccer match to watch. Here in São Paulo you can also visit de Museu do Futebol (Soccer Museum), with a very complete experience when it comes to Brazilian soccer and culture.

Beauty also runs wild in the 44 national parks created to preserve the ecosystem. In the long rows of coconut palms which line the coast of Alagoas. Throughout the Chapada Diamantina, in Bahia, and from the top of the Pico de Itatiaia, in Rio de Janeiro. In the archaeological sites of Piauí. In Brasilia's beautiful sunsets and throughout the pampas of Rio Grande do Sul. Amidst the impressive mountains of Minas Gerais and the amazing pororoca, the strange and noisy meeting of waters in the States of Amapa and Para. Everywhere you look, there are plenty of reasons to become enchanted, to become emotional, and why not say, to fall in love with Brazil.



SÃO PAULO

Beautiful, wealthy, intellectual, inclusive, vibrant, sports-loving, cultural, sentimental, romantic, modern, sophisticated, self-confident and professional, São Paulo is all of these and more: no single adjective can accurately describe this world-renowned megacity.



Forged from a melting pot of nationalities, cultures, beliefs, philosophies and ideals, this huge and pioneering metropolis is truly cosmopolitan by vocation and choice. It's Italian, German, Jewish, Portuguese, Japanese, Chinese, French, African, Arab, Spanish, Latino, Brazilian and Paulistano. These and so many other facets are reflected in the architecture of the buildings, the streets, the refined tastes of the city's culinary delights and in the styles and mannerisms of a people who never stop as they boldly create the city's history, day after day.

The grandeur of São Paulo is demonstrated in many ways. The city houses Latin America's largest number of hotel and health care facilities, and is also Brazil's cultural centre. It is considered one of the world's dining capitals, is recognized worldwide as a leading destination for major events, trade fairs and expositions, and is home to the country's finest academic centres and research institutes.

São Paulo is one of few places where the past and present are seamlessly interwoven. The city has witnessed events from Brazilian Independence to political and cultural revolutions and pro-democracy protests. It is also home to hundreds of cinemas, museums, theatres, cultural heritage sites, parks, performance halls, amusement and theme parks, restaurants, bars, hotels, event spaces, street fairs, shopping centres and specialized retail districts.



Each year about ten million visitors come to do business, go shopping or simply enjoy the city's world class culture. Here, they experience an around-the-clock metropolis and a lifestyle that mixes work and pleasure like they were two sides of the same coin. Capital city of a state the size of the United Kingdom, with a population similar to Spain's, and generating almost half of Brazil's economic output, São Paulo has become Brazil's foremost tourism destination.

CURRENCY

The currency in Brazil is the Real. Credit Cards are accepted everywhere and ATMs can be used to withdraw money.

Exchange rates:

- 1 Euro = R\$2,20
- 1 Dolar = R\$1,75

VISA

For the countries listed below the Brazilian Government do not require a Visa.

ANDORRA, ARGENTINA, AUSTRIA, BAHAMAS, BARBADOS, BELGIUM, BERMUDA, BOLIVIA, BULGARIA, CHILE, COLOMBIA, COSTA RICA, CROATIA, CZECK REPUBLIK, DENMARK, ECUADOR, EL SALVADOR, FINLAND, FRANCE, GERMANY , GREAT BRITAIN, GREECE, GUATEMALA, GUIANA , HONG KONG , HUNGARY, ICELAND, IRELAND, ISRAEL, ITALY, LITHUANIA , LIECHTENSTEIN, LUXEMBOURG, MACAU , MALAYSIA, MONACO, MOROCCO, NAMIBIA, NETHERLANDS, NEW ZEALAND, NORWAY, OSM MALTA, PANAMA, PARAGUAY, PERU, PHILIPPINES, POLAND, PORTUGAL, ROMANIA, RUSSIA, SAN MARINO, SLOVAKIA, SLOVENIA, SOUTH AFRICA, SOUTH KOREA, SPAIN, SURINAM, SWEDEN, SWITZERLAND, THAILAND, TRINIDAD AND TOBAGO, TURKEY, TUNISIA, UNITED KINGDOM, URUGUAY, VATICAN, VENEZUELA

For other countries you can obtain a Brazilian Visa at an Embassy or a Consulate:

- <http://www.brasil.gov.br/para/press/contacts/embassies-abroad>
- <http://www.brasil.gov.br/para/press/contacts/consulates-abroad>

WONDERFUL PLACES AND SHARING WITH FAMILY

As South America is a wonderful choice for vacations we will have a travel agency offering special packages for the atendees and their families during the conference and after it. During the conference, activities would gather all non attendees and would be half day or one day long. These activities would be planned in english and as many languages as possible and would include activities such as:

- Outdoor Sports & Nature
- Visit to Parks, gardens and natural wonders
- Visit to historical, cultural places and museums
- Sightseeing

After the conference there would be tour group or individual packages for packages to spend half or a week in small towns next to the sea. One example of these villages might by Paraty at 200km from Sao Paulo travelling by bus (see more <http://tinyurl.com/paraty-blog>) or Iguazu Falls at less than 2 hours by plain (see more <http://tinyurl.com/hbsx8>).



ENVIRONMENTAL AND RECYCLING

We plan to reduce our carbon footprint through two initiatives:

- Use of recycled paper on the event
- Donating 1 small tree for each 5 attendees registering for PloneConf (to be done through donation of stem cuts to SOS Mata Atlântica <http://www.sosmatatlantica.org.br/english.html>)

CONFERENCE PARTY

São Paulo is a city well known for it's night life and cuisine options. We intend to organize a conference party that will bring those two features of São Paulo together in order to please the conference attendees.

ESTIMATED COSTS

Expenses

Fixed Cost	
Conference Rooms	42.000
Internet	3.500
Office Suppliers	600
Nametags	400
A/V Rental	4.500
Videography	2.000
Translation	5.000
Banners/Printing	350
Total fixed costs	58.350,00

Per Person Costs

Delegate rate/lunch	95
Conf Dinner Rate	75
T-Shirt / Person	10

Total Per Person Costs 180,00

Income

Platinum Sponsors	1	6.000	6.000
Gold Sponsors	3	4.200	12.600
Silver Sponsors	5	2.000	10.000
Bronse Sponsors	5	1.000	5.000
Total Sponsorship		13.200	33.600

% of early birds	50%
early bird rate	350
regular rate	450
Average	400

People	Registration Income	Income	Expenses	PF Surplus Fee	Taxes	Profit
				15%	8%	
250	100.000	33.600	103.350	15.000	10.688	4.562
300	120.000	33.600	112.350	18.000	12.288	10.962
350	140.000	33.600	121.350	21.000	13.888	17.362
400	160.000	33.600	130.350	24.000	15.488	23.762
450	180.000	33.600	139.350	27.000	17.088	30.162