



Plone

## Proposal to host Plone Conference 2005 in Paris



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# 1. Introduction

Xavier Fiquemo, former Solutions Linux (Paris, France) 2003 and 2004 event Director, and David Sapiro, Pilot Systems (Paris, France), are proud to present our Paris Plone Con 2005 proposal. It will be help at the CNIT, in Paris (France) La Défense.

This document, very quickly written, is – IOHO – a clear answer to Paul's 10 questions about "How to build a Plone Con proposal"

As our friends from Blue Dynamics make themselves a hosting proposal, we hope one of us will be proud to host he next Plone Con! Robert Boulanger gave us his support in case Vienna is not on the PF scope. So do we.

You can check too the Paris 2012 web site to get a glimpse about our will to host this Plone Con:  
<http://www.parisjo2012.fr/en/candidature/index.jsp> .



**Budget and price:** we have a budget for this event, based on the *exact same fees* from Vienna Plone Con. Our proposal is a balance between low cost to participants (1 package, no additional fees) and high quality service (CNIT location). Xavier's Fiquemo's long-term trusted relationship with Paris Expo (CNIT operator) is of great value here.

## 2. How to travel to the conference location

### *Paul's question*

Cheap/easy to travel by plane/train. Is your city and venue easily reachable by people from multiple continents? Are flights cheap during the time of year you propose? Are there travel restrictions or abusive customs agents for the country you propose? Specifically, are there visa/customs issues, hassles, or security concerns for people visiting from abroad?

### *Our answer*

#### *Getting to France*

European Union citizens do not need anything but a valid id card or passport. Amongst other, note that American citizens do not need any visa to stay less than 3 months. Other European citizens should not get any problem, too.

However, Chinese citizens, people coming from some countries in Africa and, more generally, people coming from countries which have a complex relationship with France might have some difficulties to get a visa. In these very specific case, we will obviously be able to provide help in dealing with "Foreign Affairs" services.

Information are available on <http://www.diplomatie.gouv.fr/venir/visas/index.asp?anglais>.

#### *By plane*

Paris and its two major airports (Orly and Roissy) are very well connected to a lot of airports. Some sample prices from cities over the world:

- New York: 1.200 € (1.600 \$)
- Chicago: 1.100 € (1.400 \$)
- San Francisco: 1.260 € (1.600 \$)
- Brasilia: 2.500 € (8.400 BRL)
- Berlin: 250 €
- Geneva: 150 €
- London: 300 € (200 £)
- Madrid: 350 €
- Tokyo: 1500 € (440.200 JPY)
- Canberra: 3200 € (5.300 AUD)

Note that these are average prices, and that we will have a special deal with Air France which will lower the cost. Also note that one-day visitor may be able to reach the CNIT (Plone Conference proposed location) in less than one hour by RER (subway) from the airport.

These two major airports are located outside of Paris, and there are several ways of getting to Paris:

- standard bus lines from Orly (1 hour): 1 €
- standard RER (subway) (30 minutes): 5 €
- Air France bus lines (30 minutes): 15 €
- taxis (30 minutes): 30 €

### ***By train***

European people may also be interested to come by train. Costs often are really lower than by plane, especially if you book early. For example, a trip London–Paris–London may not cost more than 100 €. Railroad stations are located in Paris, and are connected with all subways and bus lines.

## 3. Reasonable lodging capabilities

### *Paul's question*

Reasonable lodging. In big cities, lodging costs more than registration or travel. Sometimes lodging is hard to find, or is so far from the venue that people accumulate new costs getting to/from the conference.

### *Our answer*

#### *Regular hotels*



We will have a deal with Abotel Tradotel International (<http://www.ati-abotel.com/Anglais>), which is the one choosed for the last Solutions Linux conference (10.000 visitors, 160 exhibitors), amongst other events.

Ati proposes a selection of hotels located near the event venue and downtown Paris. The volume of businesses treated enables them to offer negotiated rates going up to 40% discount. The categories of hotels proposed are accessible to all budgets: from the student residence to 4 stars luxe hotels, Ati will be able to find the lodging which is appropriate to all visitors.

Some facts:

- a dynamic team (11 people) that speaks 4 languages will always be available to listen to your needs
- a proved efficiency and a unique experience: 100 to 150 international events a year
- a fifteen-year experience in the hotel business.

#### *Renting an apartment*

Paris is full of various sizes appartments. We will provide all the resources to explore prices / benefits from this way of lodging.

#### *Getting here and there*

Transport is cheap in Paris :

- standard bus / subway: 1 €
- standard RER (local train): 2/5 €
- taxis: 5/10 €

## 4. Legitimate staffing

### *Paul's question*

Have you ever organized an event before? Do you have enough personnel to do the myriad of crummy tasks, before and during the conference?

### *Our answer*

#### *Past events*

Pilot Systems organized in 2001 a full day of paid conferences at the Méridien hotel in Paris. It was a great success, the web site is still up from this time: <http://www.internet-sante.com>. Here is the direct link to the talks: [http://www.internet-sante.com/prog/head\\_contenus](http://www.internet-sante.com/prog/head_contenus). We took care of the logistics, the subscription, the printed documentation, etc. Our medical advisor was Denis de Valmont (ClinicalLand now – <http://www.clinicalland.com>). And yes, it is a Zope site



Xavier Fiquemo (see below), has more than 10 middle size to huge events where is was the head of the dedicated team. Paul Everitt knows Xavier from previous Solutions Linux Zope Europe booth in 2003.

Of course, Pilot Systems participates in cross-partners booth like the Zope Village one, in Solutions Linux 2004 and 2005 (more than 150 contacts). Doing such exhibitions shows the skills of the people involved. Check Paul's weblog link to have an idea about this: <http://radio.weblogs.com/0116506/2003/02/11.html>



### *Pilot Systems team*

David Sapiro will lead the project, in association with Karine Deblangey. The rest of Pilot Systems crew will help too on various subjects. We are 8 people now: not a transnational company, but enough to invest in such an event.

The team includes:

- David Sapiro – manager
- Karine Deblangey – administrative / content management
- Damien Baty – developer
- Raphaël Poss – developer / training / system admin
- Jérôme Sandarnaud – developer / integrator
- Encolpe Degoute – developer / training
- Sylvain Viollon – system admin
- Gaël le Mignot – developer (President, Hurd France)

### ***Specialized project manager – Xavier Fiquemo***

One of the head of a major event organizer, Xavier Fiquemo, will take the lead for the following tasks, under David Sapiro's supervision :

- logistics of the event location
- press and buzz
- additional sponsors (beyond Plone companies)

Please check in the Apendix Xavier's resume.

## 5. Conference location description

### *Paul's question*

7) Venue. Can you describe the location for the conference? Does it have more than one room available, for multiple tracks / Target size is 250–350 people

### *Our answer*

#### *Location*

The Plone Con will be hosted in the CNIT, where Solutions Linux is organized every year.  
<http://www.parisexpo.fr/pexpo/controleur/liens/sites/home?LinkId=sites.CNITa> . CNIT in a central and convenient Business Center, in La Défense (Paris IT business district).

It's one the major business centers in Paris (second one). It's a 43.000 square meters (29.000 are modulars) center. But still sort of human Here is a direct link to the different rooms:

<http://www.parisexpo.fr/pexpo/controleur/liens/sites/CNIT/espaces?LinkId=sites.CNIT.espacesCNIT>.



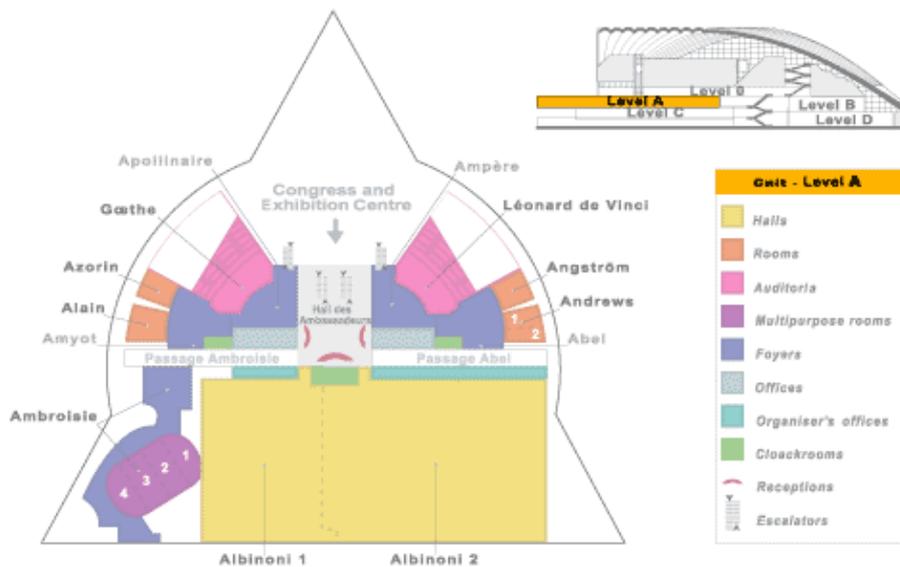
#### *Specific questions*

Having two rooms, maybe a keynote bigger third room too, mobile separations that allows last minutes changes, etc. These are the features CNIT provides, though their Paris Expo organization. Here is a link to the multi-criteria search for multi-purposes rooms:

<http://www.parisexpo.fr/pexpo/controleur/liens/organiser/home>

#### *Options*

Unconfirmed options have been put on various rooms at the CNIT for the third week of September. In Paris, September and October are very popular for exhibitions and such events. So we need to choose a date ASAP and then confirm these dates.



### *A major strategic Center*

From

<http://www.parisexpo.fr/pexpo/controleur/liens/sites/CNIT/geostrategique?LinkId=sites.CNIT.geostrategiqueCNIT>.

- With a daily influx of 160,000 office staff and visited annually by 2 million tourists, La Défense stands on Paris's historic east–west axis.
- Its 3 million m2 of office space is home to over 1,500 company headquarters including 29 of the top 50 national and international companies.
- It also houses Europe's biggest shopping centre, and boasts nearly 3,000 hotel rooms, 600 shops and services and over 100 restaurants.
- CNIT la Défense, Cœur Défense and Espace Grande Arche... Paris Expo's three complementary venues offer state-of-the-art facilities in the heart of Europe's number one business district.

A communications and transport hub:

- Metro, RER, train, 20 bus routes and the Val de Seine tram service ... All forms of public transport converge beneath the pedestrian mall of La Défense, a stone's throw from CNIT and Cœur Défense.
- For those coming by car, there are 25,000 parking spaces, including 4,000 in the immediate vicinity. Two motorways have direct exits to La Défense. And there are taxi ranks and shuttles running from some of the hotels.
- Centrally located, La Défense is just 10 min from the Champs–Elysées, 30 min from Roissy airport and 40 min from Orly airport.

## 6. Legitimate logistics

### *Paul's question*

Can you gain access to all the equipment needed, including reliable internet connectivity, display projectors, coffee/catering service, etc.?

### *Our answer*

#### *Internet connection*

Paris Expo provides high bandwidth, on a daily basis, to tens of events. They know how to do it, for sure. CNIT is almost all *wifi*, as well as a lot of places in La Défense.

#### *Display projectors*

In each room in the CNIT, a projector is available, as part of the regular accommodation services.

#### *Coffee/catering*

Paris Expo (CNIT Operator) serves light breakfast in the morning as well as coffee breaks. We can provide lunch inside the regular price, inside the 1 price package.

For a list of basic and fine restaurants:

<http://www.parisexpo.fr/pexpo/controleur/liens/sites/CNIT/restauration?LinkId=sites.CNIT.infospratiquesCNIT.restau>

## 7. Cost of living

### *Paul's question*

Cost of living. In big cities, everything is more expensive: meals, taxis, etc. How does your city fare on this?

### *Our answer*

These are price examples of various things in Paris:

- complete meal (entrée, plat, dessert, sans boisson): 10–20 €
- pizza: 7–10 €
- sandwich: 3–5 €.
- museum ticket: 7–10 €
- coffee: 1 € at the bar, 2 € at your table
- bread: 0.70 €
- pint of beer: 5–8 €
- movie theater ticket: 7–9 €

### *Transportation*

Subway is one of the cheaper in the world. A bunch of 10 tickets is sold 10€. A *carte orange* is available and can give you unlimited access to every Paris subway stations (15.40 € for a week). Paris subway (called *metro*) provides 15 lines which cover the whole capital and the inner suburbs from 05:30 to 0:30. Outer suburbs and to cross Paris (15 minutes) are provided by the 4 lines of *RER*, running from 05:30 to 0:30.

The average price of a taxi lift is about 10 €: 0.62–1.24 €/km, depending on the time and the location (inside or outside Paris).

## 8. Known sponsors

### *Paul's question*

9) Sponsors. Both previous conferences leveraged sponsorship to make the money work out ok. Getting sponsors is the job of the proposing host, not the Plone Foundation.

### *Our answer*

Sponsorship is good because it brings money to the organizers, visibility to the sponsors and information / value to the participants.

We of course rely on the very active Python, Zope and Plone world to help financing the event, but our goal is to have other sponsors, from different worlds. Xavier Fiquemo, who was in charge of raising sponsor money for Infopromotions events, will help us a lot on this task.

Silicon Sentier might be the first external sponsor of the event in Paris, as well as software editor, interested by selling third-party products to the big structures using Plone (yes, they are here, waiting !).



Many small to medium Python, Zope, Plone and Open Source companies already gave us strong signs of participation. Details available upon request of course.

## 9. Marketing connections

### *Paul's question*

10) Marketing. Do you have any connections with local or national media, to advertise the conference and help spread the good word about Plone?

### *Our answer*

#### *Xavier Fiquemo*

After all these years organizing events such as Solutions Linux (used to be Solutions Unix...), Xavier, as a senior operations officer, has a strong network in the press and marketing worlds. He can really help us getting lot of echo out there.

#### *David Sapiro*

We had today, at a board meeting, the not-yet-officially-confirmed support form the Silicon Sentier, the Paris IT Cluster of 80 IT small to medium companies living inside Paris. Silicon is, offering, together with Pilot Systems, one free one day Plone training per month in Paris.

I'm the co-founder and Board Member of the ASS2L organization, a group of 100% Open Source dedicated software houses. This group is led by Linagora (Alexandre Zapolsky), that is one of the charismatic leader of the Open Source and Free Software French world. Alexandre (sacha) 's voice is widely spread in the IT and business press, he will give us a hand for the buzz, for sure.

#### *Generic Press Partners*

List of publications that we can adress directly :



hakin9



magazine européen de la sécurité informatique



### *Specific Partners*

We propose to select one dedicated Press Partner that will cover the preparation of the event and the event itself in a more precise way.

### *Other information*

Linux Magazine et Aurox have many languages editions in Europe and can therefore relay the information in various countries, directly (UK, Germany, Poland, Spain, France, etc.).



## 10. Staff description appendix

[ResumeXavierFiquemo](#)

[ResumeDavidSapiro](#)

[ResumeKarineDeblangey](#)

[ResumeDamienBaty](#)

[ResumeRaphaelPoss](#)

### 10.1. Resume xavier fiquemo



Xavier Fiquemo is a 42 years father of 2 children (14 and 11 years).

He begun his collaboration with Infopromotions in 1988 as freelance sales person.

In 1989, he created "Unix Solutions" which, in 3 years, reached approximately 350 exhibitors and 15.000 professional visitors. Obviously he was directing the show and the main commercial executive with more than 50% of the 2 M\$ incomes) of a 8 people team.

In 1992 he was Sales Director of Infopromotions, managing a team of 15/20 people, while reporting directly to the CEO.

He launched many new shows during 7 years. Moreover Infopromotions were the first in France to organize shows dedicated to Internet with "Online" and " Internet Solutions", thus to Linux, within IT Comdex, and this the same year than Comdex Fall.

In 1997, he decided to create his own company, Hexagone, whose aim was small industrial IT shows in regions. He was Chairman and managing Director of Hexagone during 2 years.

In 1999, he decided to stop this activity in order to collaborate to IT Comdex France.

Since this date he was VP Business Development of Groupe Solutions and Director of numerous shows : "Fiht", "Netsec" and "Linux Solutions".

In this job, he has been used to develop strong relationships with media and professional organisations, in order to help in sales, promotion and show contents.

Moreover, he brought to Groupe Solutions new ideas of events thanks to a technological and competing survey, he also generally managed these new exhibitions launching.

Then in May 2005, he resigned Groupe Solutions to join Medialive International as Vice President France and N+I Show Director. His mission was to re-launch the show after 2 years of dramatic results in fall...

Nevertheless the tin little N+I 04 (1500 sqm sold) was successfull with a huge conference program, as well as near to 10.000 visitors, strongly qualified as business makers.

Nowadays he is working as independant advisor and trade shows + conference organizer.

## **10.2. David Sapiro**

Having a legal background (Paris Law School), David Sapiro has more than 10 years of experience in project management in the application server, RAD, Client/Server and internet worlds.

Here is the resume from [plone.org/foundation/board\\_nominations](http://plone.org/foundation/board_nominations):

### ***Seconder***

Robert Boulanger

### ***Biography***

I have a legal background in Law School (Paris, France). After various projects in an IT department of an industrial group, I was part of the team that created the French subsidiary of Magic Software. Magic was a good laboratory for Zope and Plone, as it is an application server oriented towards end users and not only a development environment.

I created Pilot Systems in 1999, being one of the first companies in France using 100% Python and Zope based technologies in projects. The first significant projects started in the year 2000, and we switched to Plone as the standard technology deployed on projects at the beginning of 2003.

Member of various clusters and professional organizations like :

- Silicon Sentier (VP): cluster of 80 IT companies in the heart of Paris
- ASS2L (Founder, VP): open source companies professional organization
- DSDM (VP): Dynamic Systems Development Method that we introduced in France in the 90's

### ***Contributions***

Pilot Systems launched in November 2003, together with Blue Dynamics, a Zope and Plone free hosting service called Objectis. This service to the community has now 8.400 sites, including almost 5.000 Plone sites. The infrastructure and resources behind Objectis are composed of two dedicated servers and one project leader, with the continuous contribution of the rest of the Pilot Systems' team.

With Adesium (France) and Blue Dynamics, we launched for the 2004 Solutions Linux exhibition the Zope Village, a group of companies putting resources together in order to mutualize marketing and communication towards corporate customers and the other competing CMS technologies.

The Zope Village is now the repository of Pilot Systems' contributions, like:

- PloneGazette, a complete newsletter system
- !Plone Extended Navigation, an efficient solution for having content managers taking care of the navigation
- PloneExtendedTypes, an organized and documented collection of AT content types like press release, press review, job / resume, rich document, rich news item, rich event, rich link, FAQ and FAQ topics
- PloneMultiSync, a Plone synchronisation algorithm and back-office for managing content once for multiple target sites / systems

Pilot Systems is now a managing partner of Zope Europe Association and takes an active part in the structure from administrative tasks to sales actions, under Xavier's supervision. I am one of Paul's active supporters, as I think we need charismatic leaders to promote Plone and market it.

### ***Motivations and proposals***

Plone needed a centralized and neutral authority for quite a long time. Thanks to the Plone team, Zope Europe and CA involvement, the various discussions became a tangible reality. Now, we need to continue the work already started. As a board member, I would see the Foundation focus on :

Protecting : Plone trademark is at risk in various countries in Europe and the rest of the world. My legal background makes me quickly operational on this topic. When your business relies on the protection of a trademark (like for us at Pilot Systems), you are very concerned about such actions.

Enforcing : protection is very good, but people like to trespass rules, so they need to be enforced. The Foundation may need at one point to "raise its voice". This part of the job is less positive and fun, but it has to be done.

Promoting : as we all know, CMS market is crowded, but at the same time we know Plone is the CMS killer app. So let's convince the rest of the world about that fact! Plone needs now professional press releases, effective and up-to-date marketing material, rich content web site, etc.

On a more personal point of view, I have special interests in linking business communities (chairman of the Silicon Sentier cluster in Paris), introducing Plone in Middle-East and North Africa and having effective web marketing tools, especially web sites.

My good relationships with the existing board members will lead, I assume, to concrete actions and effective results. I look forward to spend time on this "sexy" project!

Contact: davewave on irc, <mailto:david@pilotsystems.net> .





### **10.3. Karine Deblangey**

Karine Deblangey spent 7 years in Terre Neuve Communication Agency. She's was an assistant there, then "Chef de Pub" (account executive). Working with Pilot Systems since 2004, she's the office manager and content manager on various customer projects.

Detailed resume to be translated ASAP

### **10.4. Resume damien baty**

Damien Baty (ptivelo) is graduated from EPITA (School of Computer Science and Advanced Technologies). He is a Python, Zope and Plone developer since 2003 with Pilot Systems.

Member of the Plone Foundation.

Detailed resume to be translated ASAP .

### **10.5. Resume raphael poss**

Raphaël Poss (kena) is graduated from EPITA (School of Computer Science and Advanced Technologies). He is a Python, Zope and Plone developer since 2004 with Pilot Systems. He's an experienced trainer in both academic and business environments. He was a trainer at EPITA school for 5 months and worked in Stockholm for 7 months.

Member of the Plone Foundation.

Detailed resume to be translated.