



Arnhem Plone Conference 2012 *Proposal*

Greetings fellow Plone Community members

Four Digits is proud to present our proposal for organizing the 2012 Plone Conference in Arnhem, the Netherlands. The conference will be held on October 10th, 11th and 12th, with pre-conference training days on October 8th and 9th and a post-conference sprint on October 13th and 14th.

Arnhem is located between nature reserve the Veluwe and the river Rhine. A city of art and culture, fashion and design, energy and environment, technology, shopping and Plone! Arnhem is the *'greenest city of Europe' 2008* and won the award *'best city centre' 2007-2009*. Arnhem has a very compact city centre and everything is within walking distance.

Four Digits focuses on two important values: quality and vision. We play an active part in the community: we organize the 'Living Statues Sprint', have members on the Plone Foundation board, UI team, framework team and marketing team and much more. We promote Plone in the Netherlands by joining the *'World Plone Day'* every year and by taking upon ourselves the task of organizing the *'Dutch Plone userday'* for the second time in four years.



Conference Venue

‘Muis Sacrum’ is located in the city centre of Arnhem and is within walking distance from the train station, bus station and a lot of hotels. Musis Sacrum has been a cultural center since 1847, for the past 100 years it’s been home to the Arnhem Philharmonic Orchestra. The building was completely renovated in 1995 and as of 1997 it serves as ‘The beating cultural heart’ in Arnhem.

Muis Sacrum has a large concert hall with 870 seats, a conference hall with 500 seats and various halls for events such as conferences, congresses, dinners, parties, presentations or meetings. It also houses it’s own grand café Mahler.

Venue

The available halls for the conference (note: this is not the max capacity, but setup for having the best conference):

Hall	Size	Details
Concertzaal (Concert hall)	500	The concert hall is a beautiful room with an authentic look and renowned for its superb acoustics. The room has a balcony with fixed seating and a large floor with removable seats. The room has a deep stage. This multifunctional room is ideal for the keynote.
Parkzaal (Park hall)	450 /250	The Park Hall is a spacious, modern room which offers many possibilities. Because of the neutral atmosphere, it can be easily adapted and used for any meeting. This room has a fixed stage and is suitable for the conference presentations, Lightning talks, dinner, the party and sprinting. The setup in this hall will change during the event based on the required use.
Balkonzaal (Balcony hall)	100	This grand hall with high ceilings has an adjacent terrace with panoramic views over the heart of Arnhem. The authentic look of the room balcony gives the conference an extra dimension.
Jubileumzaal (Anniversary hall)	75	The columns and ceiling with original ornaments give this room a dignified atmosphere. Through the sliding glass walls, the room directly connects to cafe-restaurant Mahler, but the room can also be completely darkened.
Hemelzaal (Heaven hall)	50	The Heaven hall is a modern looking, indoor hall and is ideal for the training and talks.
Raveleenzaal (Ravelin Room) (hang-out)	300	This hall was once a bowling alley and serves as a foyer for concerts in the Concert Hall. The Ravelin room is ideal as a catering facility for the conference and informal get-togethers. The Ravelin room will also be used for lunch.



The venue is big enough to hold 500 people without making it feel too crowded, but not too big to get lost. We have sole access to the entire venue for the seven days of the conference. This way we can setup what we want to make it the best conference possible. Musis Sacrum has proven to be a great location for having a conference and the helpful staff are willing to work with us to make the event a huge success.

Hang-out and Grand Café

Having four halls available for talks, we also have a separate hang-out room. It has a 300 person capacity and will be the ideal location to meet and mingle. In the hang-out we will serve coffee and tea during the entire day. We will also use this room for our information desk to get you information on whatever you need. Grand café Mahler is in the same building and available for everyone to sit and relax having a coffee, beer or dinner (not included in ticket price).

Wireless Internet

As of this proposal we have two options for internet. The first is beaming a connection to the conference similar to Bristol. This will be at least 100/100mbit, but likely more. All permits and technical arrangements for this have been done. The fallback is going over a fiber connection straight into the building. This would be 1Gb/1Gb. This is still being negotiated with the relevant parties. The service is provided by Breedband Arnhem an access provider that also provides the office internet connection for Four Digits. This way we have full control over the connection. WIFI will be provided by a specialized company who has setup WIFI for conferences before.

Multimedia Audio/Video

All sessions will be recorded and streamed live using a two camera setup, recording the speaker as well as the presentation. The feeds will be streamed using a streaming service and put on YouTube after the livestream. Available video's will be mentioned on the website and Twitter.

Travel

Arnhem is a great location to host the annual Plone Conference 2012. Both for those coming from Europe and also from further away such as the USA. Amsterdam Schiphol Airport is reachable from almost everywhere in the world. Bot KLM and Air France operate intercontinental flights directly from New York, Los Angeles, São Paulo and more. Weeze Airport is a hub for EasyJet and Ryanair, which means cheap flights from all over Europe. Traveling from both Schiphol or Weeze will take you little over an hour by train, bus or taxi to the Venue. From Schiphol a direct train leaves every 30 minutes. Within Arnhem we have the 'Arnhem trolleybus' system even though everything is within walking distance. It is unique in the Netherlands. as the only operating of the type in the country. It also falls neatly in line with other Plone Conference locations.

Conference vision and goals

We plan to invest heavily into marketing the Plone Conference. Within Arnhem the preparations for the event have already been picked up by the local media and contact is already made to get clearance from the local government to display Plone Conference flags all over Arnhem (normally done for cultural events only). One of the organizers will be responsible for marketing only; please refer to the organization team roles for more details. The main goals and objectives for hosting the conference in Arnhem will be:

- Promote Plone as a worldclass, enterprise level, best in class CMS
- Sharing knowledge
- Setup a Plone Conference blueprint
- Promote Plone and Open Source in the Netherlands
- Put Arnhem on the map for Plone
- Organize a great conference!

Food and Drinks

At the conference days, we will serve lunch throughout the conference building. This way we prevent long queues and annoying waiting time. The venue has proven this concept. We will start the day having a coffee and there will be two coffee breaks everyday. At the end of the day, the social activity manager will escort everyone who wants to join other Plone Conference visitors for dinner at a location in Arnhem where there are multiple restaurants to choose from. For example: Dinner at the river the Rhine, the next day at Jansplaats (next to the Four Digits office).

Accessibility

The venue is completely accessible for everyone! As per Dutch laws for public buildings.

Fee per person

As always a goal for the conference is to keep the costs to a minimum. Although prices are listed in Euros and Dollars, this is for comparison reasons only. Please note everything at the conference is in Euros only.

This year's prices will be:

	Euro	Dollar
Early Bird / Speaker	275	357.50
Student	200	260
Regular	325	422.50

Price includes:

- Conference entrance fee
- Lunch and breaks during conference days
- Party including drinks!
- Dinner before the party
- Sprint days
- Goodie-bag

Please refer to the budget section below for more details.

Conference Date and Schedule

The conference is planned for **October 10th, 11th and 12th of 2012**. We have secured an option for the proposed venue for the whole week.

Oct 8, Mon Training / Dutch User Day • Oct 9, Tue Training

→ **Oct 10, Wed + Oct 11, Thu + Oct 12, Fri Conference**

Oct, 13 Sat Sprint • Oct, 14 Sun Sprint

Pre & Post Conference

Training

Pre conference there is room for trainers and people who want to follow lectures. We have 4 rooms available, for 10 to 40 people each. Depending on interest we can arrange more rooms or different setups.

Sprint

There will be 2 days of sprinting after the conference. Everything is in the same location, but the floor plan may vary as required. Sprinting-rooms are available from 08:00 am until 24:00 pm. The sprint will be well organized, similar to the “Living statues Sprint”, having teams and stand-ups.

Dutch User Day

Every year a Dutch Plone company organizes the *Dutch User Day*, on this day all customers are invited to come and talk and share their Plone experiences. This year Four Digits wants to integrate the Dutch User Day to the conference. This way we can promote Plone even better in the Netherlands. The Dutch User Day is visited by +/- 80 people every year, but by consolidating the events we hope to attract more people to both events. The user day is free of charge and sponsored by the Dutch Plone companies. We will propose a combination ticket to attract people to both conference and user day.

Open Spaces

As open spaces are liked by many, we'll have open spots in the program to organize open spaces. The

program manager will be responsible for handling requests so everyone will be informed about open space meetings during the conference. This will be done by a big information board at the information desk and is promoted during the event before breaks using the intercom system.

Lightning talks

Plone is about solutions, big or small. The Lightning talks are the best way to share these solutions. We'll organize the Lightning talks at the end of each day. Having a big clock ticking back from 5 or 7 minutes (depending on the amount of talks) and a big round of applause when time is up.

Plone Community Party

Every Plone Conference needs a bit of fun. The Musis venue is used for several big parties in Arnhem; like New Year's Eve and the event *90's now*. On Friday the organization will turn the Parkzaal into the-place-to-be for all visitors. Enjoying diner and free beer until it's time to sleep, so you can sprint next day! There will be dj's and live performing artists, and we'll set up a Plone band. We already have drums, bass and guitar! Want to join? Contact us!

The better-half program

For the better-half the activity manager will be providing a daily option to see Arnhem at its best. Think about visiting *the Burgers Zoo* that has an indoor “Bush”, “Desert”, big “Ocean” and much more. Visiting Musea, Shopping Centre, Sightseeing tours and relaxing.

Marketing

Four Digits will be promoting the Plone Conference 2012 using the ploneconf.org website, Twitter, LinkedIn, Plone.org, traditional press and much more.

Sponsoring

These sponsorships will help fund the event, especially in the areas of gadgets, banners and press. Sponsoring the Plone Conference 2012 will be available for companies and individuals.

The location provides several spots for printed or audio visual sponsor media. This can be at the outside of the building, at the registration desks and in all the conference rooms. The sponsor options will be made available. Marketing will promote Plone and all people/sponsors making it possible. We will make big banners showing the Plone Conference 2012 logo, the sponsors and the venue.

Your name on a t-shirt

Everyone can be a proud sponsor of the Plone Conference 2012. Sponsoring is available from just EUR 25,- to what-ever-you-want. All sponsors names (no logos) will be joined in a big tag cloud. The font-size is depending on amount donated. This way we can offer more people the opportunity to sponsor the event, without having to pay the big amounts. The tagcloud will be printed at the back of the Plone Shirt, and will be on the banners and flyers made for the conference.

Company sponsoring

For companies we still have the option to provide your logo. By sponsoring 500 euro or up you can get your company's logo on the ploneconf website, and will be mentioned during the event. Depending on the amount donated company sponsors will be promoted in printed and visual media at the conference venue.

Gadgets

The last two years, the conference provided a nice goodie bag, containing a Pint glass and more.

Press

Arnhem is a big city in the Netherlands, but an international conference like this will attract regional and national press. Arnhem has his own television station, and well read newspaper.

The website will be used for sharing information, before, during and after the event.

Student

If you are a student and want to learn Plone, there will be a special rate for you. We're also in contact with the HAN university, getting students involved.



Arnhem

Arnhem has been one of the most attractive shopping areas in the Netherlands for years, boasting a range of large chain stores and small clothes shops. Arnhem has something for everyone, a number of well-known labels and designers from Arnhem such as G-sus, Humanoid, Viktor & Rolf and People of the Labyrinths have turned Arnhem into an attractive town for those with a passion for fashion.

Restored to their former glory and joined underneath one of the shopping streets, the 40 medieval cellars show you what underground Arnhem used to look like. The history of the town is reflected in the town center itself as well as in 100-year-old Sonsbeek park, where you can take a rest in the heart of the town! The Church of Eusebius dominates the skyline. This late Gothic ogive basilica boasts a unique glass lift, rising to 73 meters and offering you a view of the attractive shopping centre.

The town also boasts a wide and varied range of museums - including ones on art, water, wine and history - as well as major attractions such as Burgers' Zoo and the Dutch Open Air Museum. Your day, evening or weekend in Arnhem should not end until you have been to Korenmarkt, the bustling entertainment centre. So whether you like shopping or going out, walking or cycling, visiting attractions or simply prefer more energetic pursuits, Arnhem is the place to be for an unforgettable stay!

“Arnhem, a Bridge to far”

The battle of Arnhem was the battle from September 17th to 25th 1944 in and around Arnhem. It took place as part of Operation Market Garden. Operation Market Garden provided 35,000 soldiers from airfields in England, a distance of about 480km bridged and dropped about 100km behind



enemy lines. A “carpet of airborne troops” who then conquered the main bridges to hold them until the allied ground forces took over. The bridge in Arnhem, which was ultimately “too far” is shown above, bridging the river Rhine. Arnhem was freed in 1945. The Arnhem War Museum, Historical Museum Arnhem and Airborne Museum Oosterbeek will provide more information.

The Netherlands

The Netherlands is bordered by the North Sea to the north and west, by Germany to the east, and by Belgium to the south. It also shares maritime boundaries with United Kingdom. Majority of the inhabitants of the Netherlands are Dutch. The official language is Dutch, which is spoken throughout the country.

The Dutch culture reflects regional and international influences which define the Dutch spirit. The society of the country is modern and egalitarian. The Dutch are tolerant, modest, independent, self-reliant and enterprising, and value education, ambition, hard work and personal development.

The best known Dutch painter is Rembrandt Harmenszoon van Rijn. At the end of the 19th Century, the most significant Dutch painter, who won international recognition, was Vincent Van Gogh. The 20th Century ushered in artists as Piet Mondriaan and CoBrA-painters Corneille and Karel Appel.

The Dutch have a varied music tradition as well, ranging from dance and folk to ballet and classical music. Since the 1950's, the Netherlands has kept in step with many British and American trends.

Weather in October

The climate at Arnhem has a maritime climate. Lowest-highest temperature: ~12°C (~54°F). Sunshine: medium

Drinks

It is common in the Netherlands for people to drink water, milk, tea or coffee with their meals. Water is safe to drink straight from the tap throughout the country. Drinking coffee is extremely popular in the Netherlands and is served freshly brewed and strong. There is still a strong tradition of taking coffee and tea breaks each morning and afternoon in many workplaces. Popular alcoholic drinks include a number of popular locally-brewed beers, and jenever, a type of gin, with the latter often consumed as a pre-dinner drink. Due to its location Belgian, German and of course Dutch beers are widely available in pubs, restaurants and shops. At the 'Open air museum' Arnhem has its own local brewery.

Shopping

There is a wide choice of shopping opportunities in Arnhem. Arnhem is well known for many fashion shops and the pleasant and friendly atmosphere. Arnhem was declared the winner of the Best City Centre in the Netherlands from 2007 to 2009. The jury report held that Arnhem 'was a complete city with a pleasant appearance, good accessibility, sufficient parking facilities and where a friendly atmosphere ensures a pleasant residential climate.'. The new fashionable Musiskwartier has cosy streets and a square to be proud of. Het Eiland is an old shopping precinct with characteristic boutiques displaying a rich history. Fashionistas will find what they need in Modekwartier (100% Mode Klarendal). At ArtEZ Institute of the Arts have all the talented artists to develop their full potential. Most famous is the fashion academy.

Restaurants and Bars

There are numerous restaurants and cafe's in Arnhem from fine dining to fast food and buffetstyle eateries. The prices of food and drink in restaurants does vary considerably, however the aver-



age cost of a main course is about 20 euro. The typical price for a beer(0,3l) in a pub is 2 euro, with the average cost of a large glass of house wine ranging between 2.50 and 5 euro.

Through the city there are numerous of bars, restaurants and clubs. The Korenmarkt is the most popular square, having lots of bars, clubs and restaurants mixed together. Other locations are Jansplaats and the banks of the river Rhine. Opening hours vary by location, but it is possible to go on until 05:00.



Currency

Currency and Payment Methods along with many other European Union countries, the Netherlands adopted the Euro (€) as it's monetary unit in 2002. When coming from another country where the Euro is in use, there is no longer a need for travelers or expats to exchange their currency on arrival in the Netherlands. Banknotes come in denominations of 5, 10, 20, 50, 100, 200 and 500 Euros. While coins are in denominations of 1 and 2 Euros and 5, 10, 20 and 50 cents (100 cents = 1 Euro). (1 + 2 cent coins are still valid but unused)

Money in other currencies can be changed into Euros at banks, post offices or at the GWK exchange bureaus which can be found at the airports, major railways stations and in other tourist areas.

The most common methods of payment for goods and services in the Netherlands are cash and debit cards (the latter use a PIN number to authorise payment and you will often hear Dutch people ask if they can "pin" for something when wanting to pay). It is quite common for people in Holland to use cash, even for large purchases, either at the store or when the items are delivered to their home. Credit cards are accepted at numerous locations but aren't widely used, mostly larger stores accept them.

Language

In practice the country is very accessible for non-Dutch speakers. As a consequence of a long tradition in foreign trade and a multicultural heritage almost every Dutch person speaks at least English and most speak German as well. Trying to speak Dutch in daily life can be difficult due to the fact that many Dutch people want to show off their linguistic skills or find it easier to understand you in your native tongue.

Travel

By train

The Musis venue is located within walking distance of the Central Railway Station of Arnhem. Both national and international (ICE from Germany) trains will stop at this station.

By plane

The major hub is Amsterdam Schiphol Airport, all international flights arrive here. Travelling from Schiphol it will take about an hour and 15 minutes by train to get to Arnhem. The trainstation is situated in the Schiphol airport.

For local flights the closest airport is Weeze (Düsseldorf), Germany. A direct bus service will take you in a little over an hour from Weeze airport to Arnhem Central Station. Another option is to fly to Eindhoven and take the train from there (about an hour and a half train journey).

Visa

You do NOT need a visa from: Albania, Andorra, Antigua and Barbuda, Argentina, Australia, Bahamas, Barbados, Belgium, Bosnia-Herzegovina, Brazil, Brunei, Bulgaria, Canada, Chile, Costa Rica, Cyprus, Denmark, Germany (Federal Republic), El Salvador, Estonia, Finland, France, Greece, Guatemala, Honduras, Hungary, Iceland, Ireland, Israel, Italy, Japan, Croatia, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia (former Yugoslav Republic of), Malaysia, Malta, Mauritius, Mexico, Monaco, Montenegro, Nicaragua, New Zealand, Norway, Austria, Panama, Paraguay, Poland, Portugal, Romania, Saint Kitts and Nevis, San Marino, Serbia, Seychelles, Singapore, Slovenia, Slovakia, Spain, Taiwan, Czech Republic, Uruguay, Vatican City, Venezuela, United Kingdom, United States of America, former Yugoslav Republic of Macedonia, South Korea, Sweden, Switzerland

Logistics

“Hotel Arnhem Centraal”, “Hotel Haarhuis”, “Hotel Molendal”, “Hotel Old Dutch”, “Hotel Blanc”, “Bordeaux B&B” and “Hotel Rembrandt” are all within walking distance of our venue location. If you can’t find a suitable hotel, let us know and we’ll help you find one.

Hotels

Hotel	Location	Website	Stars	Rooms	Room rate
Golden Tulip Arnhem-Velp	Arnhem	www.goldentuliparnhemvelp.nl	4	74	€ 100,-
Groot Warnsborn	Arnhem	www.grootwarnsborn.nl	4	30	€ 90,-
Hotel Blanc	Arnhem Centre	www.hotel-blanc.nl/nl	3	22	€ 85,-
Hotel Haarhuis	Arnhem Centre	www.hotelhaarhuis.nl	4	84	€ 115,-
Mercure Arnhem	Arnhem	www.postillionhotels.com	3	83	€ 105,-
Molendal	Arnhem Centre	www.hotel-molendal.nl	3	17	€ 70,-
NH-Rijnhotel	Arnhem Centre	www.nh-hotels.nl/nh/nl/hotels/nederland/arnhem/nh-rijnhotel.html	4	68	€ 125,-
Old-Dutch	Arnhem Centre	www.old-dutch.nl	3	22	€ 80,-
Papendal	Arnhem	www.papendal.nl	3 + 4	150	€ 110,-
Arnhem Centraal	Arnhem Centre	www.hotelarnhemcentraal.nl	3	16	€ 80,-
Van der Valk	Arnhem	www.hotelarnhem.nl	4	100	€ 90,-
Hotel Dreyeroord	Oosterbeek	www.dreyeroord.nl/	3	25	€ 80,-

We have already made optional reservations at all hotels in city center to ensure availability and to get the best conference-prices.

Hostels

Hostel	Location	Website	Rooms	Room rate
Stayoke	Arnhem Centre	www.stayoke.nl/arnhem	185	€ 75,-
Jansbeek	Arnhem Centre	www.jansbeek.nl	2	€ 75,-
Bordeaux arnhem	Arnhem Centre	www.bordeaux-arnhem.nl	2	€ 75,-
Drijfpaais	Arnhem Centre	www.drijfpaais.nl	2	€ 75,-
De Tamboer	Arnhem Centre	www.pensiontamboer.nl	11	€ 26,-
Aak-Compaen	Arnhem-Centre	www.arnhemsebedandbreakfast.nl	6	€ 50,-

Organisers Team

In the organization team there are several people responsible for different kind of tasks. This way we are able to focus on the talk program and do marketing at the same time. As we think organizing the conference is serious business, our team is able to organize it.



The following people will be involved in the organization of the conference, listed in no particular order:

Name	Manager	Responsible for
Yadi Dragtsma	Marketing Manager	Website, News, Press, Twitter, Sponsoring
Rob Gietema	Program Manager	Talk schedule, Course schedule, Open spaces, Lightning talks
Sjoerd van Elferen	Venue Manager and Sprint Manager	Beamers, Tables and chairs, Power cables, Video production, Coffee, Lunch, Venue management Lightning talk, Standup, Sprint teams, Topics
Maarten Kling	Attendee Manager	Registration, Budget, Infodesk, Welcome
Ralph Jacobs	Social Activity Manager	The better half program, daily recommendations on food and drinks
Martijn Jacobs	Party Manager	Acts, Venue lights and sound

You might know these people from: Organizing the Living Statues Sprint 2010 and 2011; Organizing the Dutch Plone User Day 2009; Visiting Conference 2007, 2008, 2009, 2010 and 2011; Attending the Cathedral sprint, Sauna Sprint 2011, Bristol UI Sprint, Baarn UI sprint, Sorrento Sprint; Sorrento European Plone meeting 2009 and 2010; Visiting Dutch User day 2008, 2009, 2010, 2011; Berninale Sprint 2009; PLIP Sprint Norway; Euro Python Birmingham; Pygrun Groningen; Dzug; PUN'S; Winning Plone tune-up 48; Dutch Translation Sprint 2008; Zea partners meetups;

Environmental and recycling

Four Digits will seek to take special care to ensure the environment is affected as little as possible by this conference. We will endeavour to recycle any waste where possible and promote environmentally healthy ways of commuting in and around the city.

Estimated budget

Although prices are listed in Euros and Dollars, this is for comparison reasons only. Please note everything at the conference is in Euros only.

Dollar Exchange: 1.30

Costs	Euro	Dollar
Venue	17,500.00	22,750.00
Venue technology	10,000.00	13,000.00
Internet	4,500.00	5,850.00
Banners	3,000.00	3,900.00
Nametags	500.00	650.00
Video	3,000.00	3,900.00
Website	1,000.00	1,300.00
Pint glasses	1,000.00	1,300.00
Keynote speaker	500.00	650.00
Party	2,000.00	2,600.00
Wifi	2,000.00	2,600.00
Total costs	45,000.00	58,500.00

Per person costs		
Lunch/Coffee	52.50	68.25
T-Shirt	4.00	5.20
Dinner	25.00	32.50
Party	22.50	29.25
Total costs	104.00	135.20

Estimated attendees: 300

Tickets	Percentage	Costs	Income	Income dollars
Early bird / Speakers	50.00%	275.00	41,250.00	53,625.00
Regular	45.00%	325.00	43,875.00	57,037.50
Student	5.00%	200.00	3,000.00	3,900.00
Total ticket income	300		88,125.00	114,562.50

People	Registration	Sponsors	Total Income	PF Tax (15%)	Expenses	Total expenses	Profit Euro	Profit Dollars
250	73,437.50	10,000.00	83,437.50	11,015.63	71,000.00	82,015.63	1,421.88	1,848.44
300	88,125.00	10,000.00	98,125.00	13,218.75	76,200.00	89,418.75	8,706.25	11,318.13
350	102,812.50	10,000.00	112,812.50	15,421.88	81,400.00	96,821.88	15,990.63	20,787.81
400	117,500.00	10,000.00	127,500.00	17,625.00	86,600.00	104,225.00	23,275.00	30,257.50
450	132,187.50	10,000.00	142,187.50	19,828.13	91,800.00	111,628.13	30,559.38	39,727.19
500	146,875.00	10,000.00	156,875.00	22,031.25	97,000.00	119,031.25	37,843.75	49,196.88

The budget is estimated on 300 attendees, we are aiming at 400 at least!

Profit will be used for promoting the conference and adding usefull extra features. If there is profit at the end of the conference, we will donate this to the Plone Foundation!