



# Plone Conference Bucharest, 2015

A proposal by Alec Ghica, Eau de Web



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## Dear Plone Community members,

Eau de Web (<http://eaudeweb.ro>) is honored to organize the 2015 Plone Conference in Romania's capital, a cosmopolitan city, combining an eclectic history with modernity and class with tourist curiosities.

Before preparing this proposal, we have carefully analyzed your needs and expectations, and we also went through the lessons learned from previous events – a very useful resource to guide us through the 2015 event concept. During the coming months, we will appreciate your feedback and guidance in order to align all needed preparations to ensure a successful event.

## Why Bucharest?

**Bucharest is a crossroads of world civilizations and cultures. There are few places where such different cultures and traditions merge. We invite you to experience one of the most intense such locations, the “Little Paris” of Eastern Europe. In a nutshell:**

- A vibrating Old City Center
- The Palace of the Parliament - the world's largest civilian building with an administrative function, most expensive administrative building and heaviest building
- Eclectic architecture
- A rich and filling cuisine
- The people – hospitable, joyful, charismatic!



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## Vision and goals

The “Plone Conference 2015” is the first major Python-related event organized in Romania thus being the perfect occasion not only to promote Plone, Python and Open Source in Romania, but also to create an event that:

- Strongly reflects Plone values like performance, innovation and team spirit
- Is memorable
- Put Romania on the Plone map

Our goal is to delight you with:

- **A charming location and a 5 star venue in the center of the city**
- **An “all-in-one” concept to organize all activities in the same place**
- **A fair cost of participation for the provided services and facilities**
- **A taste of the original Romanian party spirit**

## Conference Venue: InterContinental Hotel, 5 star services in the heart of the city

Completed in 1971, the high-rise five star hotel InterContinental Bucharest was – at the time – the first international chain hotel to open in the country. Located at „km 0”, in the University Square, the hotel offers a stunning view over the city center. The bustling Old Town lies across the square, while many sightseeing places in the centre lay within walking distance: The National Theatre, four popular museums and Cismigiu Gardens.



The hotel's eleven function rooms are well known as ideal for gala dinners, exhibitions, conferences and seminars. All rooms are equipped with the latest technology. The rooms considered for the conference event are:

Conference rooms overview		
<p><b>Ronda Ballroom</b></p>	<p>The largest and most elegant ballroom in the hotel. The second biggest event room in town – perfect venue for big conferences.</p>	<ul style="list-style-type: none"> <li>• 470 m2, round space</li> <li>• 5 m high ceiling</li> <li>• 600 guests maximum capacity, theatre style</li> <li>• 5 incorporated translation booths</li> <li>• Perfect visibility and acoustics</li> <li>• Large space for coffee breaks and lunches</li> <li>• Easy access location on the 1<sup>st</sup> floor</li> </ul>
<p><b>Rapsodia Ballroom</b></p>	<p>Makes an impression with its royal atmosphere and baroque decorations. It has a classic style with sumptuous chandeliers.</p>	<ul style="list-style-type: none"> <li>• 230 m2</li> <li>• 4.7 m high ceiling</li> <li>• 200 guests maximum capacity, theatre style</li> <li>• Adjacent breakout room – Mirrors Salon - perfect for coffee breaks and lunches</li> <li>• Dedicated Event Planner</li> <li>• Easy access location on the 1st floor</li> </ul>
<p><b>Opera Ballroom</b></p>	<p>Of the 5 meeting rooms with open air terraces, Opera stands out with its magnificent terrace overlooking University Square.</p>	<ul style="list-style-type: none"> <li>• 100 m2</li> <li>• 70 guests maximum capacity, theatre style</li> <li>• Largest open air terrace in the hotel, perfect for coffee breaks, lunches or evening events</li> <li>• Natural light</li> <li>• Dedicated Event Planner</li> </ul>



## Conference Dates

We propose an “all-in-one” 2015 Plone Conference. All related activities – trainings, sprints, conference - will be organized in the same premises, with dedicated staffs at our disposal to ensure that quality services are available at all times.

Bucharest InterContinental Hotel is reserved for October 12-18.2015, provided an official confirmation is submitted in by mid November 2014.

Our proposal for the conference program includes:

<b>12-13 Oct 2015</b>	<b>Training</b>
<b>14-16 Oct 2015</b>	<b>Conference</b>
<b>17-18 Oct 2015</b>	<b>Sprints</b>

## Registration Fees

The proposed registration fees ensure a fair quality-price ratio for the Conference. Our aim is to have a registration fee of no more than 350 Euro.

As always, discounts will be applied for speakers, students and early birds (registered before August 1<sup>st</sup>).

<b>Ticket type</b>	<b>Price* (Euro)</b>
Early bird / Speaker	<b>310</b>
Regular	<b>350</b>
Student	<b>210</b>

\*Ticket price, including VAT

Eau du Web will ensure all necessary advance payments and ensure a smooth registration process.

## Internet access

In Romania, we benefit of a modern, quality Internet infrastructure. Free Wi-Fi access will be available for the Plone Conference participants in the hotel venue. In almost every public location in Bucharest, Wi-Fi access points are free of charge.

## Videography and Live streaming

Videography and live streaming will be provided by Proton Production, a local supplier.

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Our partner has a good experience in delivering such services for various events, such as European Summits, conferences and concerts.

Professional equipment will be installed in conference rooms to register discussions and upload them on YouTube. We consider having only the largest conference room equipped with live streaming capacities.

## Welcome Kit

Bucharest will add a local touch to the traditional Plone Welcome Kit, which will be offered to all participants upon arrival. Combined with our team's energy and enthusiasm, we can ensure you of a well-organized and warm-hearted welcome in Romania!

## Remember Plone Conference Bucharest

We aim to have Sorin Toma, a passionate professional photographer, whose presence will enable us to remember nice moments during the last day of the conference.

You may discover more about beautiful sceneries and people from Romania and Bucharest at <http://www.sorintoma.ro>.

## Accommodation

The base location, InterContinental Hotel has a capacity of 100 rooms, out of which 60 single rooms with rates of 120 Euro/night (+ VAT) and the following benefits included:

- Breakfast
- Free Internet in room and nearby areas
- Access to Health Club on 22<sup>nd</sup> floor (indoor pool, terrace, sauna, Jacuzzi and gym)

A large selection of accommodation services is available at other venues in the nearby vicinity. We will provide recommendations for 3, 4 and 5 stars hotels at fair rates – starting from € 40.

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## Meals

During each conference day, food and beverage services are available at all times, including lunch and coffee breaks. Within a walking distance there is a large number of restaurants and bars. A list with all restaurants nearby the conference venue will be provided to participants.

## Traditional Dinner & Authentic Romanian Party

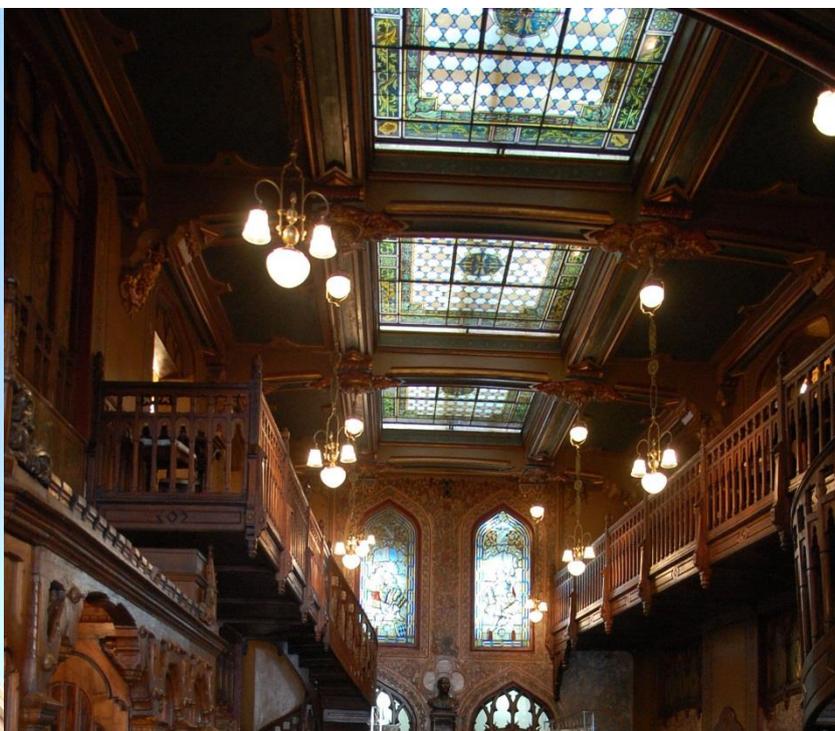
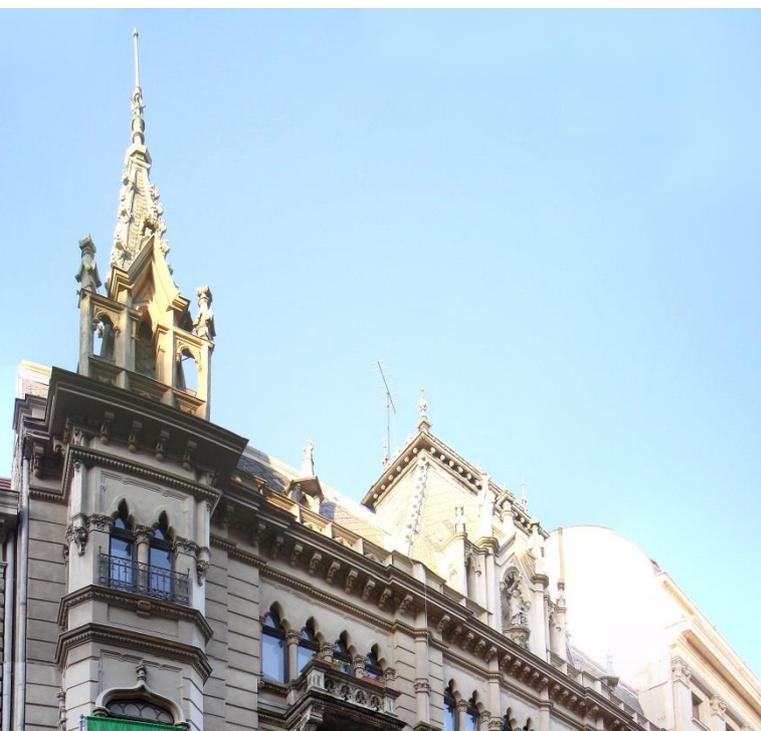
**An invitation to taste the unique Romanian party spirit! Add flavor to a guaranteed memorable party, on Balkan folklore rhythms, at Caru' cu Bere (Beer Cart) Restaurant, since 1879 a popular location in the heart of the old city center.**

Caru' cu Bere is a true living legend and one of the oldest breweries of Bucharest. Its founder managed to make the restaurant one of the most beloved places of leisure from Bucharest.

Today, Caru' cu Bere plans to revive a tradition. Moreover, whatever happens here will be a wide action to promote a true culture of beer.

While savoring exquisite Romanian cuisine including homemade traditional dishes and drinks we will revive the memory of old tastes. Guests will be entertained by a joyful band which will uplift the atmosphere and give a spark to the evening. Here we will rediscover the spirit of beer itself.

The dinner price is included in the registration fee.



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## Romania

Romania is located on the western shore of the Black Sea. The Carpathian Mountains draw a wide arc through the center of the country, while the Danube, Europe's second longest river, forms the Danube Delta, a vast and unique protected wetland, perfect for fishing, boating and bird watching.

Romanians are open, friendly, proud of their history and eager to share with visitors their national beauties: fortified churches, painted monasteries, pristine landscapes, castles (Bran, Peleş, Corvin) and medieval citadels (Braşov, Sibiu, Sighişoara). The Bran Castle, built in 1382, is the only castle in all Transylvania that actually fits Bram Stoker's description of Dracula's Castle, therefore it is known throughout the world as Dracula's Castle. Bran Castle is 2.5 hours driving time away from Bucharest.



## Bucharest

**With a history going back to the 15th century, Bucharest is a legend, a place of tradition and a monarchy nest, the “Little Paris” in '30s, a place of dark in Communism and a capital with European destiny striving to regain brightness after the Revolution.**

Bucharest is the biggest city in Romania and the center of the Romanian economy. It lies on the banks of Dâmboviţa River. Bucharest is now the 6th largest city in the European Union by population within city limits.

Its architecture is a mix of historical, interbellum, Communist-era and modern. Most representative buildings for Bucharest date from 1866-1914. One of the most beautiful



European capital cities between the two world wars, Bucharest was then called “Little Paris”, thanks to its glamorous cultural and social life, atmosphere and architecture. Most of its landmarks survived in time and Communist era, so the historic part of the city is an excellent place for photo walks.

To enjoy a virtual tour of iconic landscapes in Bucharest, google for RR2SdvUTcNs.

The metro network is larger than those of Prague or Budapest. Its economy is centered on industry and services. The city's strong economic growth has revitalized infrastructure and led to the development of many shopping malls and modern residential towers and high-rise office buildings.



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## Restaurants & Bars

There are plenty of restaurants and pubs in Bucharest, from fine dining to street food, many of them in the Old Town, at affordable prices. Closing hours vary from 12 AM to 4 AM.

## Shopping

For anybody looking for shopping, Bucharest has a wide offer in 9 shopping malls, some of them being accessible from downtown via subway. Calea Victoriei (Victory Avenue) is a major central avenue that hosts a lot of luxury brands, which makes it the boulevard with the most expensive shops in Bucharest. Beautifully made woven rugs, table runners, national Romanian costumes, ceramics and other local crafts can be found in various locations.



## Flying to Bucharest

Bucharest has one international airport Henry Coandă, located at 16.5 km north of the city center, used by major airlines operators, both commercial (Tarom, Lufthansa, Austrian Airlines, KLM, Air France, Turkish Airlines, Alitalia and British Airways) and low-cost (Wizz Air, Blue Air).

Bucharest has very good flight connection with the main cities in Europe (Frankfurt, Munich, Madrid, Paris, Amsterdam, London and Barcelona) and other destinations like Istanbul, Dubai and Doha.

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## Getting to the city from the airport

- **by bus:**

Henri Coandă Airport is connected to the public transport system. The 783 route provides express bus service to the city center 24 hours a day for less than 2 euros, leaving you directly at the Intercontinental Hotel, our conference venue.

- **by taxi:**

Taxis serving Henri Coandă Airport can be ordered using a touch screen system in the arrivals terminal, allowing the taxi drivers to enter the pick-up area. The usual price from the airport to the city center is 7-8 euros.

- **by renting a car:**

In Henri Coandă Airport you can find the usual rent-a-car options, such as Avis, Hertz, Europcar and Sixt, located between the international departures hall and the arrivals hall.

## Currency

Romania's currency is Leu (plural "Lei"), abbreviated RON.

Foreign currencies may be exchanged at banks or authorized exchange offices.

International airports and larger hotels also offer currency exchange services.

## Visas

Romania is a member state of the European Union, so citizens of most European countries, USA and Canada can travel **visa-free**. If you are not sure, check the „Do I need a visa to come to Romania?” section at the **Ministry of Foreign Affairs** - [www.mae.ro](http://www.mae.ro).

Those asking for a visa will need a valid passport for at least six months beyond the entering date in the country.

## The Organizing Team

At any time during the conference you may request information by writing to [office@eaudeweb.ro](mailto:office@eaudeweb.ro) or by calling a mobile phone number.

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

- **Alexandru Ghica**, Eau de Web - main coordinator, sponsoring, marketing
- **Elena Meliș** - freelancer event organizer, Bucharest, Romania - venue, party & social activity manager
- **Maurizio Delmonte**, Abstract Open Solutions, Italy - sprint manager
- **Sonia Andriu** and **Valentin Popescu**, Eau de Web - concept & visual identity
- **Gabriela Andrei** and **Andreea Popescu**, Eau de Web - financial & administrative
- **Anton Cupcea**, **Alin Voinea** and **David Bătrânu**, Eau de Web, **David Ichim** and **Tiberiu Ichim**, Pixelblaster, Oradea, Romania - website, general support and networking

## Environmental and recycling

Eau de Web will take special care to ensure that the environment is affected as little as possible by this conference. We will strive to recycle any waste if possible and promote environmentally healthy ways of commuting in and around the city.

## Estimated budget

The estimated budget for 200 attendees is below.

Ticket prices could be slightly different if more sponsors are found well in advance.

The profit at the end of the conference will be donated to the Plone Foundation.

Ticket type	Estimated percentage	Ticket price* (Euro)
Early bird / Speaker	50%	310
Regular	45%	350
Student	5%	210

\*Ticket price, including VAT

General Costs (incl. VAT)	Euro
Keynote speaker	450
Website	1,350
Concept & Visual identity	1,500
Dinner party - Concert	700
Ticket processing	100
Nametags	120
Video streaming	3,000
Banners	280
Venue training	6,750
Venue sprint	11,000
Event management	1,900
10 free tickets	1,860
Other expenses (Photograph, Office supplies)	1,250
<b>Total</b>	<b>30,110</b>

Per person costs (incl. VAT)	Euro
<b>Welcome kit</b>	
T-Shirt	4
Pint glass	4
Souvenir from Romania	2
Note book & pen	3
Dinner party	30
Registration processing	8
<b>Conference venue</b>	
3 days venue conference	
3 days lunch	
venue technology	
2 coffee breaks per day	
internet /wifi	
	135
<b>Total</b>	<b>186</b>

A simulation for different number of participants and expected income and expense is shown in the table below:

Participants	Income from registration, excl. VAT	Income from sponsors	Plone Foundation contribution	Expenses, excl. VAT	Gross profit (Euro)
200	52,097	10,000	7,815	54,282	0
250	65,121	10,000	9,768	61,782	3,571
300	78,145	10,000	11,722	69,282	7,141
350	91,169	10,000	13,675	76,782	10,712
400	104,194	10,000	15,629	84,282	14,282

Note: all figures are exclusive of VAT (24% in Romania).

## Credits

Photos from top to bottom, left to right:

- “Bucharest city night landscape; Dâmbovița river landscape 1 & 2” by Sorin Toma
- “Hotel InterContinental” by Mihai Petre
- “Bucharest view and Hotel InterContinental” provided by InterContinental Hotel
- “Hotel InterContinental – Conference rooms 1 & 2” provided by InterContinental Hotel
- “Caru’ cu bere Restaurant – outside”, source: Wikipedia / Baloo69 (CC BY-SA 3.0)
- “Caru’ cu bere Restaurant – inside”, source: Wikipedia / sailko (CC BY-SA 3.0)
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- ”Peles Castle – panoramic view, Sinaia”, source: Wikipedia / TiberiuSahlean (CC BY-SA 3.0)
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