

Plone conference 2009 in Barcelona



Dear Plone community,

The **Universitat Politècnica de Catalunya** (Barcelona Tech University) is proud to present this proposal of organizing the 2009 Plone conference in **Barcelona, Spain** on **October 7-9, 2009** with pre-conference training days on **5-6 October** and a post-conference sprint on **10-11 October**.

To give you an idea of the size of the Barcelona Tech university, we should mention that it has got about 35.000 students and more than 5.000 staff members, which makes it one of the biggest universities in Spain. **Plone** has been a central piece of our content management solutions over the last 5 years, with over 100 Plone sites deployed, and we would be honoured to be charged with the organization of this important event in collaboration with the whole the Plone community.

Barcelona is an outstanding location for next years Plone conference. **Barcelona** is Spain's second largest city and the capital of Catalonia, one of the 17 regions that form Spain. The city has a wealth of unique historic architecture and has emerged as one of the most popular tourist destinations in Europe during the 1990s. Barcelona is great off-season and is a lovely city. Given the high humidity, 19-23 degrees Celsius is considered comfortable weather, which is normally the temperature between late september-november. This is the best time to visit the city, so we are right on spot.

We are planning to keep the entrance fee in the range of **200 EUR** and **250 EUR**, which is made possible by organising the conference on the university campus and with university resources. The "**Campus Nord**" is located in the the north-west part of Barcelona city and is reachable in only **10 minutes from the Barcelona city center** by Bus or Metro.

You can expect an average price of **60EUR** per night for a Hotel room and around **30EUR** to stay in a youth hostel. There is a good choice of accomodation in the area of the conference venue. Getting around town in Barcelona is easy due to its extensive Metro and Bus infrastructure, and taxis are very affordable in comparison with other european cities.

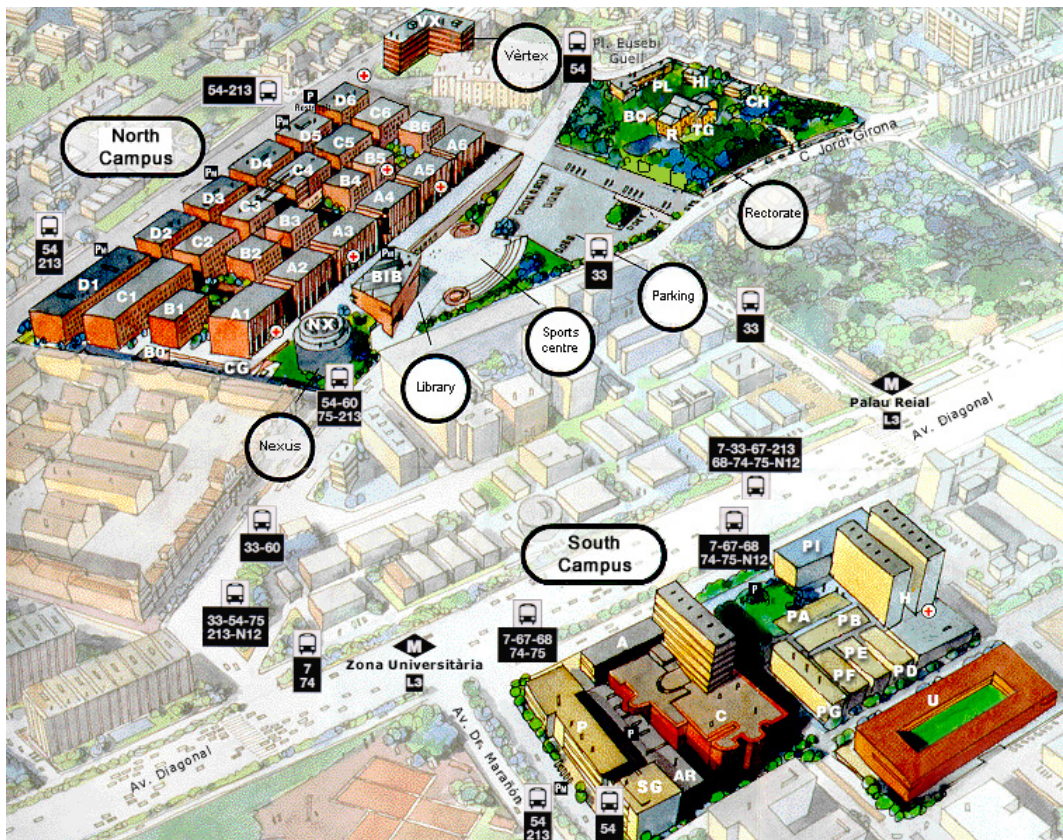
Barcelona International Airport, also known as **El Prat**, is a major transport hub and fields flights from all over Europe and beyond. Low cost carriers operating to Barcelona are: Air Berlin, Monarch Airlines, Jet2.com, ClickAir (a discount subsidiary of Iberia), Vueling, WIZZ Air, easyJet, Ryanair, Blue Air, Sterling Airlines, flyGlobespan and Transavia. Some

low-cost carriers, notably Ryanair, use the **airports in Girona**, nearly 100km to the north, or **Reus**, around the same distance to the south, instead.

Several trains per day (including overnight hotel trains) from other parts of Europe (via France) are regular & reliable. The AVE high-speed train line to Madrid has 6 connections per day that take you to and from Barcelona in roughly 3 hours.

[Google maps of campus Nord \(<http://tinyurl.com/5zucxa>\)](http://tinyurl.com/5zucxa)

The campus has more than enough space to offer for the needs of this Plone conference, and we are lucky to be located in the most peaceful and calm area of Barcelona, the upscale **Pedralbes** neighborhood. There are all kinds of services and infrastructure available for you, as can be expected from a lively university environment, so you'll find a good choice of bars, restaurants and shops within walking distance.



General Map of the Barcelona Tech University Campus

Here are some impressions of the campus area and conference halls:



Sala actes Vertex UPC



Auditori Vertex UPC



Vertex Building UPC



Sala Master Campus Nord UPC



Campus Nord Library Square



Sala actes FIB

Reserved campus infrastructure

We have reserved the following infrastructure for the conference itself:

- Auditori Vertex - 515 people room with two translation rooms, audio, videorecorders and two beamers
- Sala Actes Vertex - 156 people room equipped with beamer and audio
- Sala Masters - 132 people room equipped with beamer and audio
- Sala Actes FIB - 90 people room equipped with beamer and audio
- Sala Teleensenyament - 100 people room equipped with beamer and audio
- A big tent on the campus north library square

For the post-conference sprint we have the following sprint space:

- Up to 10 rooms with 30-60 people at S2 level on Vertex building

For the pre-conference training, we have reserved the following space:

- Up to 10 rooms with 30-60 people at S2 level on Vertex building

Wireless network

We are aware that a reliable the wireless network is paramount for all conference attendees. The university network itself is connected to the internet with **1Gb bandwidth** and has an existing wireless network that is implemented by UPCnet S.L., the university tech company.

We are planning to go the extra mile and deploy a whole **new wireless network infrastructure** just for this conference. There will be an independent Wifi connection for up to 500 people expected for the conference. This is going to be realized with the support of

the largest wireless community in the world, **guifi.net**. We trust them with this task, knowing the great work they have performed in the same category for other conferences, like the GUADEC (Gnome User and Developer Conference).

Barcelona



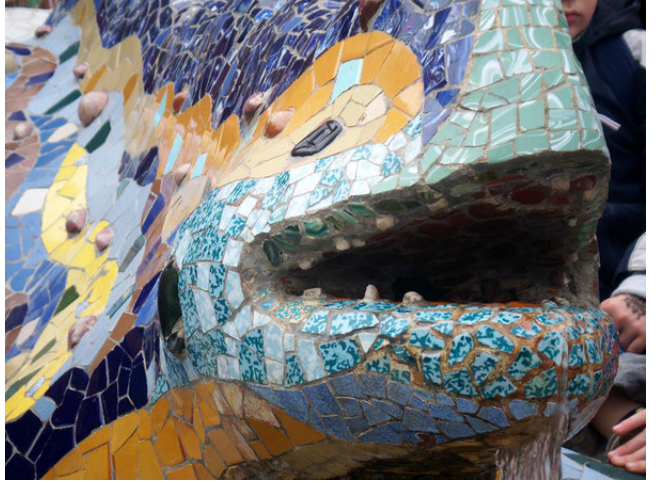
Tourist information

Almost 4.5 million people live in the Barcelona metropolitan area. The city enjoys a prime location, bathed by the sea and has excellent transport links with the rest of Europe. The Mediterranean and Europe are the defining characteristics of Catalonia.

Barcelona is a modern, cosmopolitan city, but has inherited many centuries of history. Its geographic location and the open character of its inhabitants are the reasons why the city is being culturally enriched all the time. It has a valuable architectural and monumental heritage, the most splendid exponents of which are its Gothic and modernista buildings. Five of its buildings have been designated World Heritage Sites. Visitors will enjoy taking a stroll around its streets, repleting with charm.

Barcelona enjoys a Mediterranean climate, with mild winters and warm summers. It is a coastal city and has over four kilometres of urban beaches and large areas of nearby forest. Although it is a large city, it is easy to get around on public transport and on foot. You can reach any point in the city by metro, bus and taxi.

Barcelona is the capital of Catalonia. Its inhabitants are open and welcoming. The people of Barcelona speak Catalan, their own language, and Spanish. Many of them also understand a little English and French.





Close to Barcelona there are three airports:

- * [El Prat](#), International Airport of Barcelona
- * [Girona](#), low cost airport
- * [Reus](#), low cost airport

Distances and getting around:

- * International Airport of Barcelona, El Prat: 14 km, 17 minutes 14 km approx. 17 minutes by car or taxi.
- * Sants Train Station: 3.5 km. 9 minutes by taxi or metro.
- * Port: 17 km or 17 minutes by taxi or metro
- * Bus routes: 7, 33, 54, 60, 67, 68, 74, 75, 78 and 113
- * Metro: Palau Reial - L3 (green line)
- * Shopping streets: Av. Diagonal (L'Illa shopping centre, El Corte Inglés and Pedralbes Center): 15 minutes on foot.

Extensive tourism and city information can be found in the city of [Barcelona web site](#) (<http://tinyurl.com/a4wgt>)

Hotels/Hostels:

You can find all kind of possible hosting prices in Barcelona, from cheap Youth Hostel to cool nice hotels. In order to give you an orientation, here is a selection of hosting possibilities that are closest to the conference venue:

- * Youth Hostel (4 different) 20 - 40 € / day
- * [Chic And Basic Barcelona](#) (<http://tinyurl.com/55uqty>) 96-171 € / day
- * University Student Residence 60 € / day (1 minute from venue)
- * Hotel Princesa Sofia 128 € / day (4 minutes from venue)
- * AC Hotel 145-300 € / day (4 minutes from venue)
- * Hotel Husa Pedralbes 62€ / day (6 minutes from venue)
- * A large list of more than 20 hotels from 50 - 150 € at 10 minutes from venue

Traveling inside Barcelona is cheap, 10 metro tickets are 7,5 € and taxi fares are inexpensive. For example, a taxi to the Barcelona to airport will cost 25€.

Organization

About the **Barcelona Tech University**:

The university is one of the largest spanish universities with 35000 students and more than 5000 staff members teaching all kind of technological degrees. The university has more than 5 years of experience working with Plone. Through its IT company, UPCnet SL, today is running more than 100 Plone-based web sites, intranets and collaborative spaces and is continuously developing new sites for all the faculties, units, departments, services units and research groups of the university. Currently UPCnet is developing the new version of a multipurpose web-generation tool called "genWebUPC", which aims to help non-technical people (such secretaries, administrative staff, etc...) to build the web site/intranet of their own department easily. The genWebUPC is built on Plone 3 and packages a stack of "default" products that enables functionalities such forums, forms generation, todo's and tasks, issues trackers, etc...

Organizational Team

- Victor Huerta
 - TIC director at Universitat Politècnica de Catalunya
 - 10 years director of Barcelona School of Informatics computer center
 - Computer science engineer at Universitat Politècnica de Catalunya on 1989
 - Member of board of organization of PLS'06 (Simulation Conference - 200 attendees)

- [Ramon Navarro](#)
 - Computer science engineer at Universitat Politècnica de Catalunya on 2001
 - Actually studing a PhD on Free Software at Universitat Politècnica de Catalunya
 - Plone consultant since 2004 at Universitat Politècnica de Catalunya, Headnet.dk and UPCnet
 - Member of the chair of free software at Universitat Politècnica de Catalunya
 - Other conference experience :
 - Organizer during 6 years [Free Software Congress](#) at Catalonia (200 attendees aprox each year)
 - Co-organizer of GUADEC 2006 (Responsable of network infraestructure - 500 attendees)
 - Organizer of Multilingual Plone Sprint at Girona

 - As Plone Community Member:
 - Organizer of [Multilingual Plone Sprint at Girona](#)
 - Contributing to gnome.org Plone migration
 - Developing a [new multilingual solution for Plone](#)
 - Co-Founder of local [Python](#) /[Plone](#) communities at Barcelona

- Javier Otero
 - Computer Science Engineer at Universitat Politècnica de Catalunya on 1998
 - Information Systems Product Manager at UPCnet since 2003

- Over ten years experience in creating information solutions for consumers and non-technical business users.
- Rosa Castro
 - Computer Science Engineer at Universitat Politècnica de Catalunya on 1992
 - Chief Innovation Officer at UPCnet since 2003
- Aurea Libori
 - Communication Director at UPC

Support

- [Python Meetup Group](#)
- [Plone Meetup Group](#)
- [Barcelona.Plone.Team](#)
- [Zope-es community](#)
- [Python-es community](#)
- [UPCnet S.L.](#)
- [Plenty Solutions S.L.](#)
- [Code Syntax S.L.](#)
- [Semic Internet S.L.](#)
- [Universidad Católica Sant Antonio de Murcia](#)

Marketing plan

We plan to create marketing images, logos and merchandising in order to identify Plone Conference 2009 with the unique Barcelona image. On the media side we plan to advertise the event on local television and newspapers. We'll make sure all university students are well informed about the event and also send invitations to a range of community mailing lists that we are sure will be interested in this conference.

Social events

We plan to organize a dinner in the big tent and propose possible tourist tours to the different Barcelona/Catalonia sites. Just to cite some possible topics : Gaudí, beaches, museums, shopping, university (we have the [Mareostrum Supercomputer](#)), mountains (climbing, walking, ...),...

Video and registration plan

We will record all talks during the conference. For this service we are going to use volunteers and rented material. We would like to use volunteer staff, people that are interested on Plone conference that will get entrance for free and we will use them for video recording and registration time

Scheduling plan

Ramon Navarro is going to lead the scheduling plan with these main basic ideas :

- The big room is going to be used on the first day for the keynotes and the other two days during evening for lightning talks and foundation members meeting
- Who does the keynotes is going to be decided with the community asking on a survey who would they like to invite to do it
- It'll be maximum 5 simultaneous sessions at the same time

Budget

- The final price per person will be : 200€ - 250€
- We estimate about 100 people that will not pay (sponsoring, university staff, speakers, grants ...)
- We estimate 450 attendees (with a maximum number of 500)
- College is going to finance the conference and advance the necessary money without any term
- Training rooms will cost 300€ per day to trainers and we only need to pay if we use them. There are 9 reserved rooms of 30-50 people.
- All inscription/tax is going to be delegated to a professional conference assistance company.
- The 15% of registration revenue to Plone Foundation contribution is included
- VAT included
- As gifts for attendees we plan to print a brochure, a t-shirt with the conference logo and a bag with all sponsor logos

450 people budget

Concept	Incoming	Spending	Total			
	0 €	0 €	0 €			
UPC initial cash	124.000 €	0 €	124.000 €			
Rooms renting training 8 rooms	0 €	4.800 €	119.200 €			
Rooms renting conference 5 rooms	0 €	25.400 €	93.800 €			
Rooms renting sprint 8 rooms	0 €	4.800 €	89.000 €	Camins	700€ / dia	
Wireless network infrastructure	0 €	3.000 €	86.000 €	Telecos	700€ / dia	
Catering + tent renting	0 €	26.900 €	59.100 €	FIB	700€ / dia	
Marqueting local difusion, visual design	0 €	2.000 €	57.100 €			
Per person : t-shirt, inscription and tax	0 €	20.250 €	38.850 €			
Organization Two half time guys 3 months Other organizational stuff	0 €	20.000 €	18.850 €			
Videotape recording	0 €	5.000 €	13.850 €	Price catering per person	14 €	
Personal on conference stands	0 €	2.000 €	11.850 €	Price small room	300 €	
Other	0 €	5.000 €	6.850 €			
			6.850 €			
Training	4.800 €	0 €	11.650 €			
Registration	74.375 €	0 €	86.025 €	Marketing bag	12 €	
Sponsoring	0 €	0 €	86.025 €	T-shirt	6 €	
- Platinumium (4 max) 5000€	15.000 €	0 €	101.025 €	Inscription	26 €	
- Gold 2500€	20.000 €	0 €	121.025 €	Brochures	1 €	
- Other	5.000 €	0 €	126.025 €			
UPC recovering cash	0 €	124.000 €	2.025 €			
TOTAL	0 €	0 €	2.025 €			
Expected people:	450					
Registration price / person:	250 €					
No paying people:	100					

350 people budget

Concept	Incoming	Spending	Total			
	0 €	0 €	0 €			
UPC initial cash	124.000 €	0 €	124.000 €			
Rooms renting training 8 rooms	0 €	4.800 €	119.200 €			
Rooms renting conference 5 rooms	0 €	25.400 €	93.800 €			
Rooms renting sprint 8 rooms	0 €	4.800 €	89.000 €	Camins	700€ / dia	
Wireless network infrastructure	0 €	3.000 €	86.000 €	Telecos	700€ / dia	
Catering + tent renting	0 €	22.700 €	63.300 €	FIB	700€ / dia	
Marqueting local difusion, visual design	0 €	2.000 €	61.300 €			
Per person : t-shirt, inscription and tax	0 €	15.750 €	47.550 €			
Organization Two half time guys 3 months Other organizational stuff	0 €	20.000 €	27.550 €			
Videotape recording	0 €	5.000 €	22.550 €	Price catering per person	14 €	
Personal on conference stands	0 €	2.000 €	20.550 €	Price small room	300 €	
Other	0 €	5.000 €	15.550 €			
			15.550 €			
Training	4.800 €	0 €	20.350 €			
Registration	63.750 €	0 €	84.100 €	Marketing bag	12 €	
Sponsoring	0 €	0 €	84.100 €	T-shirt	6 €	
- Platinum (4 max) 5000€	15.000 €	0 €	99.100 €	Inscription	26 €	
- Gold 2500€	20.000 €	0 €	119.100 €	Brochures	1 €	
- Other	5.000 €	0 €	124.100 €			
UPC recovering cash	0 €	124.000 €	100 €			
TOTAL	0 €	0 €	100 €			
Expected people:	350					
Registration price / person:	250 €					
No paying people:	50					