PLONE CONFERENCE 2009 IN BUDAPEST

Dear Community Members,

Greenfinity (http://greenfinity.hu/?set_language=en) and the **Open Society Institute (OSI)** (http://www.soros.org) as a co-organizer proudly present a proposal to organize the 2009 Plone Conference in **Budapest, Hungary,** on **October 28-30, 2009.**

We offer a well located venue for the conference, and the enjoyment of a wonderful city atmosphere for conference participants to socialize and carry out off-conference activities. Budapest offers very affordable prices of accommodation, food and entertainment. In addition, we wish to offer a lower registration fee than the previous conferences (less than **200 EUR**) and a conscious program to attract new people to participate. This includes an individual participation grant program in the total value of approximately **30.000 EUR**, sponsored by the Open Society Institute.

CONFERENCE VENUE

The venue is located in the ELTE Congress Centre, on the campus of the Eötvös Loránd University (ELTE). It is equipped with a complete range of conference facilities and there is comfortable accommodation nearby. The conference site can be reached easily by public transport (e.g. trams No. 4 or 6 and/or bus No. 12) and it is fully accessible for disabled people. It is situated in a pleasant and scenic park on the Danube embankment, enriched by the pleasant atmosphere on the Buda side of the river. The city center is easily accessible within 10 minutes.

Free parking is available for those attendants who wish to arrive by car from the nearby countries.

We estimated 350-450 participants, but we can host a larger audience as well. Based on the requirements we booked the following rooms:

Harmony Room to accommodate 400-600 people
(500 m2)
Lecture hall to accommodate 165 people
Lecture hall to accommodate 144 people
Lecture hall to accommodate 120 people

CONFERENCE DATE

The conference will be on **October 28-30, 2009** with the pre-conference course on 26-27 October, and the post-conference sprint on October 31 - November 1.

REGISTRATION FEES

Our target is to have a registration fee of **maximum 200 EUR**. We calculated the budget with a 180 EUR fee, the costing will be finalized in April 2009.

All speakers will receive a 50% discount.

We plan to administer the payments ourselves. We wish to provide the options to pay by bank transfer or PayPal. We will provide an invoice for each registration.

MEALS

Breakfast, coffee breaks and lunch will be provided daily during the conference. Hungarian specialties will be served. Vegetarian meals will be available.

POTENTIAL CONFERENCE CONFLICT

We have checked that there are no religious holidays during this time, nor in the previous weeks.

CONFERENCE VISION AND GOALS

Hungary faces economical problems. The average incomes are low while the living costs are high. Even the lowest price we can offer as registration fee on the conference is too high to afford for many people, especially for students and self-employed consultants. Other Eastern European countries are in the similar situation.

To increase the number of young talented developers and users from the Eastern European region, the **Open Society Institute offers individual participation grants** in the total amount of approximately **30.000 EUR.** This grant would cover the registration fee and part of the traveling costs for students and self-employed professionals, as well as users of Plone from the non-profit sector, primary (but not exclusively) from Hungary and from other Eastern European countries. This will give a great chance for Eastern European participants to become active within the international community. For Plone, this would result better feedback and more contribution from the region.

Next year we will start a marketing program to promote the conference. We will cooperate in this with other countries in the region. In Budapest we will contact and meet university students in 2009. We will also start a publicity campaign to target Hungarian NGOs, SMEs and players of the public sector (eGov) to be aware of the Plone conference and the Plone itself.

The conference would also result wider publicity for Plone and Open Source in general, both in Hungary and in the region. This gives also a possibility to reinforce the Hungarian Plone community. At the same time we can also reach out for a large number of individuals and institutional Plone users this way. We also want to encourage the Hungarian community members to join the organization of the conference and contribute to the success with their ideas and work.

In overall the conference aims to reach two main strategic goals:

– promote Plone in Hungary and in the Eastern European region
– attract new people to join the Plone community

To enhance the content and the structure of the conference, we will appoint a Conference Enhancement Committee. We would encourage to make the conference more agile and interactive with more space for lightning talks, as well as events allowing more sprint-like interaction between all interested attendants. The final decision about the structure, due in April 2009, would be largely based on community input. We will approach an acknowledged community member to lead this committee.

PARTICIPATION GRANTS

To contribute to the success of the conference, the **Open Society Institute** offers individual participation grants in the total value of approximately **30.000 EUR,** planned to be distributed among 50-80 applicants.

The grants will be open in four geographical regions (Hungary, Eastern Europe, Western Europe and Worldwide), the priority will be given to the applicants from Eastern Europe, and the host country. The grants consist of two parts: the registration fee for each granted participant, and for Non-Hungarian participants a part of the traveling costs from their country of residence to Budapest.

Eligible to apply will be students, unemployed, self-employed professionals, as well as employees of non-profit organizations (NGOs). Employees of commercial companies, including Plone consultant SMEs, and employees of the government and public sector, will not be eligible for the grant. There will also be an age limit of less than 35 years. There are no criteria on the profession of the applicants: developers, and users of Plone are all welcome.

The Open Society Institute will donate the full amount of the sponsorship to the Plone Foundation, who will administer the distribution of the grants. The selection criteria will be finalized and the selection process will be driven by the Plone Foundation and OSI.

NETWORK ACCESS

The university network is directly connected to the HBONE (Hungarian IP Backbone) (http://www.niif.hu/en/datanetwork/hbone/hbone) which is a high bandwidth network that lets us allocate the uplink capacity we need. We will seek for special sponsorship, to sponsor our uplink usage.

For the wireless access, based on suggestions from community members, we decided that instead of paying to a company to build and maintain wireless access for us in the required capacity, we will buy equipment and do it ourselves.

In the past, despite the high cost of these services, there have been more occasions when network outages occurred during the conference, probably because our network usage patterns are far from average. By buying wireless network equipment ourselves, we can also make sure the system provides the required capacity and we can also reconfigure the system on the spot if needed.

At the end of the conference, this equipment will be donated to the Plone Foundation, and can serve as a traveling set for future conferences and sprints.

At the moment we are considering more alternatives. The first option which is included in the budget, is a solution that would provide us with a modular, extensible system with flexible access control and bandwidth management. The second option includes a set of inexpensive routers, this could lower the expenditures but would also provide a lower quality solution. We hope to get input from the Plone Foundation to finalize the decision later. The decision may also be affected by the success of the organization of the conference: we can opt for the less expensive solution if we need to.

VIDEOGRAPHY

We plan to record all presentations on video and publish it on the internet shortly after the conference. We also plan to livecast a part of the presentations.

ORGANIZERS

The following people have been involved in the organization of the conference, and in the creation of this proposal:

- Balázs Reé from Greenfinity. He is a Plone contributor and a member of the Plone Foundation. He has attended the previous conferences since 2006, and also attended several sprints each year. He knows well many community members and he groks what makes a Plone conference rock. :)

- Éva Földvári is a Senior Program Manager of Open Society Institute. As part of her work, related to KARL at the Knowledge Management Initiative, she has experience in organizing conferences, workshops and meetings for OSI.

- Judit Berta from Greenfinity. She has 10 years experience in organizing high rank visits, conferences, workshops and meetings.

The Open Society Institute as co-organizer has wide experience in organizing events which guarantees to organize the conference in the most professional and cost-effective way. Additionally, Balázs's previous experience on community events guarantees that the conference will meet the expectations of the community in the best way.

During the preparation period we will be open for all discussions and will consider all suggestions. We would like to bear the support of the Foundation Board and the Community Members in the process of the conference organization. Our goal is that everyone can feel: This is our conference.

PRE-CONFERENCE COURSE AND POST-CONFERENCE SPRINT

We can provide rooms for the 2 days pre-conference courses on the same venue, before the conference, as well as for the 2 days sprint on the weekend after the conference. We will look for a Special Sponsor for the sprint. Network access will be provided together with the main event.

ENVIROMNENT PROTECTION

During the organization special care will be taken to be environment friendly. During the conference we will minimize waste and offer selective recycling.
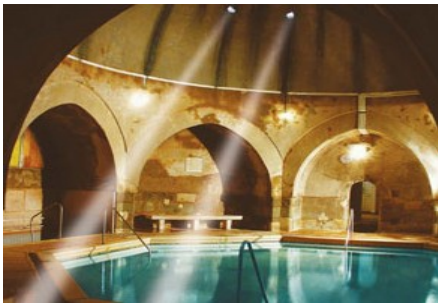
We do not want to issue any conference material on paper: all material (including the conference program) will be published on the web in printable format and we encourage accessing these in electronic format, on computers and other mobile devices.

Upon request the conference material will be printed on the spot on recycled paper.

PLONE COMMUNITY PARTY

Instead of a community dinner we will organize a Community Party that offers a flexible and friendly environment with a special attention to interaction and culture. We also plan to invite a Hungarian musician as a highlight of the event.

We will look for a Special Sponsor for this event.

BUDAPEST

Budapest is one of the most beautiful capitals in the world. Visiting Budapest you will experience a 2 cities in 1 vacation because the Danube divides the city into two different parts, the hilly Buda and the more cosmopolitan Pest. Plenty of attractions, including historic monuments, museums, thermal baths, restaurants, cafés and a vibrant nightlife scene welcome visitors in the Hungarian capital.

HUNGARY

After 42 years of communist regime in 1989 Hungary dismantled the barbed wire along its border with Austria as an act of symbolizing the demolition of the imaginary Iron Curtain separating West and East Europe for decades. Hungary managed to accomplish a peaceful transition from centralized, communist administration to a democratic, multi-party political system that accelerated the fall of communism in every Central and Eastern European country. In 2004 Hungary joined the European Union and now is also a member of the Schengen Region.

LANGUAGE

The language spoken in Hungary is Hungarian (magyar), which is a member of the Finno-Ugric language family and unrelated to any other European languages. English is widely spoken.
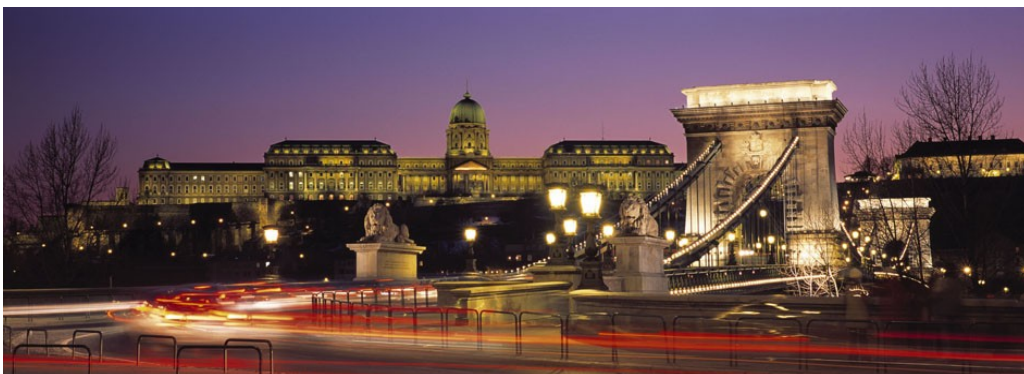
NIGHTLIFE

Besides the sightseeing possibilities, Budapest offers a vibrant nightlife, with a great choice of restaurants and pubs, as well as plenty of musical and cultural events.

Just 5 minutes from the conference venue you will find A38 Boat. (http://www.a38.hu). This beloved club, restaurant, and bar, occupying an Ukrainian ship anchored in the Danube, attracts everyone from club kids (for the DJ shows) to couples in their mid-50s (for dinner and torch songs).

RESTURANTS

The prices in Hungary are below the European level. A restaurant is expensive if the average main course costs more than 25 EUR. The typical price for a 500 cc beer in a pub is around 2 EUR. Hungary is also a traditional wine producer with several wine producing regions.

GETTING HERE

You can travel to Budapest by air, by train, by car, by coach and since the city lies on two sides of the river Danube you can even come here by boat.

Travelers from Schengen countries arrive to Hungary without customs and border control.

Travel to Budapest via Air

Many airlines operate flights to Budapest. For US travelers, there is a daily flight from New York. Budapest is also easily reachable through a European hop, transfer times are 1:45 from Frankfurt, 2:00 from Amsterdam and 2:45 from London.

You will land at Budapest Ferihegy, Hungary's largest airport. From the airport you have several options to get to the city center, which is in a distance of 16 km.

Airport Shuttle connects from Budapest Airport to any point in Budapest or from any point in Budapest to Budapest Airport. Tickets cost 11 EUR / person for a one way trip.

Taxi costs 25-27 Euro from Budapest Airport to the city center.

Budapest Airport is well accessible also by **public transportation**. Passengers are taken by a direct bus service from Terminal 1 and 2 with Bus 200E to Kőbánya-Kispest metro station. From there by the 'blue' (3) Metro you can reach the city center in 20 minutes.

Travel to Budapest by train and car

Hungary is a direct neighbor of Austria, Slovakia, Ukraine, Romania, Serbia, Croatia, and Slovenia with train connections to all directions. From the western direction Budapest is reachable via Vienna by a 2:30 train trip, or by driving 250 km on the highway.

WEATHER IN OCTOBER

Budapest's climate is continental, although recently it has had Mediterranean properties as well.
Lowest-highest temperature:~4-20 C (~39-68 F), windy weather at the end of the season.
Sunshine: medium, getting weaker.
Fall: scattered showers, more rain in late October – early November.

ACCOMODATION

Accommodation prices in Budapest are quite reasonable. Few examples :

Ramada Budapest Hotel
http://www.ramadabudapest.com/
89 Euro/night/double room

Mercure Budapest
http://www.accorhotels.com/gb/hotel-2025-mercure-budapest-duna/index.shtml
105 Euro/night/double room

Marriott Executive Apartments
http://www.marriott.com/hotels/travel/buder-millennium -court-budapest-marriott-executive-apartments/
Two bedroom apartment (1 king/2 twins, 2 baths)
kitchen, living room
220 Euro/night/apartment/ for 4

Erzsébet Hotel
http://www.danubiushotels.hu/en/budapest-hotels/hotel-erzsebet-budapest
66 Euro/night/double room

Domino Hostel
http://www.dominohostel.com/
26 Euro/night/person in double room
12 Euro/night/person in 8 bedded room

We will provide a comprehensive list of the best accommodation possibilities in more price categories, in due time.

CURRENCY

The official currency is the Hungarian Forint (HUF). Travelers cheques are not widely favored. Credit cards most accepted in the country are AMEX, Diners Club, EnRoute, Euro/Mastercard, JCB and Visa, and these can be used to withdraw cash from banks and ATMs and to pay bills in hotels, restaurants and most shops. Banks usually open between 8am and 4pm on weekdays. ATMs and currency exchange machines are available in towns and cities throughout the country.

VISA

Citizens of the EU and EEA member states do not require a visa. The only documentation they require is either their passport or identity card. These countries are:

Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden (new type of identity card) and the United Kingdom.

Apart from the citizens of these 29 countries, the citizens of the following nations do not need a visa to enter Hungary with their private passport provided their stay does not exceed 90 days.

Andorra (also with identity card), Argentina, Australia, Brazil, Brunei, Canada, Costa Rica, USA, Guatemala, Honduras, Hong Kong (Special Administrative Region passport), Croatia (also with identity card), Israel, Japan, Korean Republic, Macao (Special Administrative Region passport), Malaysia, Mexico, Monaco, Nicaragua, Panama, Paraguay, El Salvador, San Marino, Switzerland (also with identity card), Singapore, New Zealand, Uruguay, Vatican City, Venezuela.

ESTIMATED BUDGET

Our budget has been calculated with 400 participants and 180 EUR registration fee.

Since most of the costs are in Hungarian Forint we give the numbers in both HUF and EUR, by considering a conversion rate of 255 (the rate that was current when most price offers were collected).

We count on low upfront cost, before the beginning of the conference.

Expenses

Room rental	Day 1	Day 2	Day 3	Subtotal/HUF	Subtotal/EUR
	400 000	400 000	400 000		
	120 000	120 000	120 000		
	110 000	110 000	110 000		
	120 000	120 000	120 000		
Room rentals for 3 days	750 000	750 000	750 000	2 250 000	8 823,53
Cloak Room	40 000	40 000	40 000	120 000	470,59
Registration tables (3 pieces)	9 000	9 000	9 000	27 000	105,88
Chairs	120 000	120 000	120 000	360 000	1 411,76
Parking	0,00	0,00	0,00	0,00	0,00
Screen	23 400	23 400	23 400	58 500	229,41
Internet uplink				special sponsor	
Projector	192 000	192 000	192 000	576 000	2 258,82
Speech stand	9 600	9 600	9 600	28 800	112,94
Catering					
Breakfasts, coffee breaks and lunches @400 up to	2 288 000	2 288 000	2 288 000	6 864 000	26 917,65
Videography					
Videography				750 000	2 941,18
Other (UPFRONT)					
Office supply				50 000	196,08
Name tags				80 000	313,73
Banner				100 000	392,16
Graphic design, logo, T-shirt design				200 000	784,31
T-Shirt				400 000	1 568,63
Wireless network equipment up to				900 000	3 529,41
Marketing				600 000	2 352,94
Other					
Honorarium for conference staff				200 000	784,31
Honorarium for wireless network personnel				300 000	1 176,47
Administration (accounting, invoices)				100 000	392,16
Plone Community Party up to 40 EUR * 400 people				4 080 000	16 000,00
Sprint				special sponsor	
SUBTOTAL COST				18 044 300	70 761,96
TOTAL UPFRONT				2 330 000	9 137,25

Revenues

180 EUR	HUF	EUR
Registration fees 180 Eur (gross, incl. VAT) x 340	15 606 000	61 200,00
Registration fees for speakers 90 EUR (gross, incl. VAT) x 60	1 377 000	5 400,00
Regular sponsorships	10 200 000	40 000,00
TOTAL REVENUE	27 183 000	106 600,00
Subtotal cost	18 044 300	70 761,96
10% reserve for inflation and rate changes	1 804 430	7 076,20
15% of registration fees to Plone Foundation	2 547 450	9 990,00
20% VAT on registration fees (20% is formed upon net fees)	2 830 500	11 100,00
TOTAL COST	25 226 680	98 928,16

CLOSURE

This proposal was submitted to the Plone Foundation on 24th October, 2008 by **Balázs Reé**, from Greenfinity, as organizer and **Thomas Moroz**, from Open Society Institute, as co-organizer.

We hope to see you in 2009 in Budapest!