Abstracts of the contributions

# 1  New to Plone

## 1.1  Open Source and the Open Society: Using PLONE to build community online

by Thomas Moroz

  In this keynote, Tom Moroz ties together some of the ideas of Karl Popper that underpin the Open Society Institute and the rationale behind the implementation of their Knowledge and Resource Locator (KARL). He will then explain the rationale that made Plone an appropriate choice showing the links between the mission of the open society institute and the open source software movement.

### 1.1.1  Abstract

NGOs and non-profits have become important actors in both the development of public policy and in deployment of technology for positive social change.  The Open Society Institute (OSI), a private operating and grantmaking foundation, aims to shape public policy to promote democratic governance, human rights, and economic, legal, and social reform. On a local level, OSI implements a range of initiatives to support the rule of law, education, public health, and independent media in over 60 countries. At the same time, OSI works to build alliances across borders and continents on issues such as combating corruption and human rights abuses. Recently, OSI engaged  Plone and open source systems for a comprehensive knowledge management system to  bolster its operations and support its objectives..

### 1.1.2  Walk-away point

Attendees at the Plone Conference will see that there is a big, important universe of work being done in the public good, which they are helping via Plone and which they should care about.

## 1.2  Antipatterns, Patterns, and Rules of thumb for successful Plone projects

by Kamon Ayeva

  Plone is cool, powerful and does what it promises. But any ambitious Plone project is difficult if you don't pay attention to some prerequisites and follow some rules, both general and specific to the Plone world. This presentation hopes to help people involved in Plone projects to stop worrying and experience bad or unproductive communication we see sometimes, and adopt a new mantra : "Let's deliver that project and move on to the next one !" Based on the experience of the community at large, we are going to review the traps, the requirements, and how to approach problems if you want your project to succeed. In the tradition of "reuse what already works", you can apply already known project management patterns and antipatterns to your Plone project. You will be surprised to see that it works ! More importantly, the session will bring advices to the different parties of a project (the Company/User and the Consultant/Developer/Provider), and investigate how they can work together for a better outcome for the end-user.

## 1.3  Best. Plone. Ever! Presenting Plone 3

by Jon Stahl

Plone 3, which will be released shortly before the conference, is a huge milestone in the ongoing evolution of Plone. It packs a ton of powerful new features, wrapped up in a massively overhauled user interface. It is truly the best version of Plone ever. This session will offer a fast-paced, end-user-oriented overview of Plone 3, with a focus on its big shiny new features, and how you can use them to solve real-world website problems. You'll also walk away with a much better idea of how to get the most out of the Plone Conference itself. This session will be targeted at folks who are new to Plone, including: non-technical Plone users, Plone project managers, anyone else interested in a high level overview of Plone 3. We'll have lots of time for Q&A, with Plone 3 release manager Wichert Akkerman and core developer Martin Aspeli helping to field questions.

## 1.4  Community and Foundation: Plone's Past, Present, Future

by Paul Everitt

Plone is great software. But that golden egg comes from a golden goose -- the community. This talk gives some insight into how Plone came to be, then explains how Plone-the-software, Plone-the-community, and Plone-the-foundation are organized.

## 1.5  Get Plone to Business!

by Francesco Ciriaci

Trust the power of Plone and build the trust in customers, colleagues and friends. Plone is, for many aspects, such a good product that it fails sometimes in presenting itself right. We can do a better job, of course. The talk will present common communication/sales problems and practices to try to solve some of these problems; through examples and case studies it will try to give arguments and ideas to those willing to spread the Plone word.

## 1.6  ItalianSkin: an improvement in the accessibility of the Plone interface in order to be compliant with Italian laws and screen readers for blind people

by Fabrizio Reale

The Italian government has made a law specifying the accessibility requirements (the most famous is the usage of the Strict XHTML) for public administration websites. To enable Plone front- and back-end to be compliant with these specifications the ItalianSkin project was initiated, but its development has gone beyond the simple implementation of the law and has continued with the objectives of making Plone wholly functional with screen readers for blind people and providing developers with automatic tools to improve the accessibility of their own sites. We would recommend this talk to anyone developing websites and in particular to those who are responsible for accessibility.

## 1.7  Open Source in the Enterprise: Plone @ Novell

by Jared Whitlock

Novell has used various proprietary CMS solutions over time, including TeamSite and Vignette. None of these solutions met all of our needs, nor were they easy to modify. We began looking at different Open Source CMS options, and decided on Plone. This presentation will briefly discuss Novell's proprietary CMS history, why we chose Plone, what we are currently using and developing, and our plans for the future. It will also discuss our architecture for making Plone successful for enterprise websites.

## 1.8  Plone Application Development Patterns

by Sally Kleinfeldt

In 2004 The Nature Conservancy adopted Plone as the platform for ConserveOnline.org, a community site for sharing conservation information. Since then, we have gained experience implementing several successful Plone intranet applications, made plenty of mistakes, and learned how to - and how not to - approach new Plone projects. This talk will compare our experiences developing two very different intranet Plone applications that manage conservation information. The first application has a complex data model with a relational database backend and makes minimal use of Archetypes. Its requirements - including data model and user interface - were rigidly specified based on a spreadsheet tool. The second application is Archetypes-based and was developed using UML modeling and ArchGenXML. It has a simple data model, uses the ZODB for storage, and its requirements were more loosely specified. From the lessons we learned on these projects, we have developed a set of application pattern definitions to guide us when

choosing technologies and estimating costs. We think these pattern definitions can help managers, integrators, and people new to Plone understand when to use Plone, when not to use Plone, and how to structure their interactions with clients to ensure a successful Plone project.

## 1.9  Plone for Government Science -- How to get buy in from managers, security watchdogs and colleagues.

by Jonathan Callahan

This talk will present my experiences setting up Plone for two software development groups within the US Governement's NOAA and NASA agencies. In the past, each of these groups created documentation for internal development and external 'end users' with a combination of static HTML pages and semi-automated tools such as mail archivers and task managers. The adoption of Plone by these groups has greatly increased the quantity, accuracy and usability of their documentation. Content is now easier to create, easier to find and easier to read. Getting these groups to accept Plone as a Content Management System was not always easy and required buy-in from managers, agency computer security types and colleagues. I will discuss my experiences with the following hurdles: 1) selling Plone to your boss; 2) working with the computer security watchdogs; 3) training your colleagues to use Plone consistently; and 4) becoming a plone guru in 4 hours/week. Attendees should be familiar with basic Plone configuration and will learn techniques for making Plone useful within an agency science setting.

## 1.10  Plone for Media

by Scott Paley

Plone is an outstanding choice as a platform for media websites. Newspapers, magazines, and radio stations have all chosen to deploy on Plone for its ease-of-use, advanced feature set, open standards, accessibility, mutli-lingual capabilities, and high scalability. This session will discuss the elements needed for media sites and how Plone (along with many well-supported add-on Products) meets those needs. Features such as video streaming, blogging, podcasting, ad serving and RSS will be discussed. Attendees will learn best practices in approaching the development and structure of media websites using Plone. Discover Magazine (http://www.discovermagazine.com), a leading US science magazine that recently re-launched its website on Plone 2.5 will be used as a case study.

## 1.11  Plone: an elephant metamorphosis tool

by Vito Falco

More than 65000 potential user, 100 editors and a large number and variety of services for different types of users. More than 60 departments, 15 faculties, 60000 students, 1700 employees and 2000 teachers: this is the University of Bari, one of the biggest educational institution in Italy. And this is the reason for which the University decided to invest in web technology to provide and integrate services for all types of university users. This process starts from an old static website of thousands of html pages in a situationof strong constraints of costs reduction and needs of efficiency and effectiveness increasing. Every department/faculty had its own site, in own way and own style. The challenge: the use of efficient technology simple to learn and flexible for all. We have build the new portal of our University using Zope/Plone with the aim to transform the elephant in a fast gazelle. In this session we present this experience from the begin to end: to convince the bosses, learn Plone, customize Plone, to pattern the information, training the users and, finally, organize the cluster. This talk is aimed to users with a basic knowledge of Zope/Plone and "CMS evangelist".

## 1.12  Rapid prototyping in Plone

by Ben Whitnall

Plone is like crack, and it gets all kinds of people hooked. The people who'll be presenting the talk aren't developers, but we've been using Plone to rapid prototype web 'stuff': applications & sites. Sometimes we do this with clients present, sometimes we do it in a small sealed room by ourselves and sometimes we do it walking round the office bothering everyone else. The basic thinking is we're not big on paper specs or diagrams. They have a purpose, but if you're creating artefacts for the web, it's better to use web media early. HTML wireframes are fine: you can create them by hand or use Dreamweaver TM, but we've found hacking about inside a full-featured CMS suits our mentality and gives us loads of stuff that actually just works straight out the box (which is great for testing). We'll take a brief from someone in the group to create a simple web app, then we'll show you how to rapidly stick Plone on your laptop, install some products, and start creatively solving problems. If you are a UI designer, usability specialist, information architect, or anyone who works directly with clients, this is definitely for you. It should be fun, and we won't use any visible means of support, so there is the entertaining chance that we might entirely fall on our arses. Do come.

## 1.13 Successful Launch  How to choose and work with Plone consultants

by Geir Bækholt

A guide to the whys and the hows of hiring a Plone consultant or company for your project:  Where to find one, what to tell them, what to ask for, and figuring out what it'll all cost. This talk is intended for anyone hiring or considering hiring a plone consultant/company  and for Plone consultants that want to know what is out there and what to expect from their clients  and what their clients will expect from them and their competitors.

## 1.14 Top Ten Ways to Get Involved with the Plone Community

by Darci Hanning

This session will present ten ways (or more!) to become involved in the Plone community, from sponsoring or organizing a sprint to testing and submitting bugs to hanging out on #plone, there are a multitude of ways for programmers and non-programmers alike to become active members of the Plone community. Audience members will leave this session with practical advice and steps on how to contribute to and participate with the rest of the Plone community.

## 1.15 Where's the source, Luke? : How to find and debug the code behind Plone

by Paul Bugni

Plone, being a python based CMS written as a project for the Zope application server, consist almost entirely of python modules and a number of configuration files. Python source code is loved by many in the community for its explicit readablity; however, for many experienced software developers, coming over to the Plone technology stack can be a haunting experience. It seems everything is hidden away as pickled object in the ZODB, and that layers of magic prevent one from understanding how it works and how to affect change. This presentation will explain to the novice: - how to track down the python source behind Plone - how to take advantage of rich open source tools like ctags and pdb - best practices for getting started with file system product development.

## 1.16 Why should you learn more about workflow in Plone ?

by Vincenzo di Somma

As many Plone users already know, one of the most useful features that comes out of the box with Plone is the workflow of the contents. Plone comes not just with predifined workflow definitions but with a very powerful workflow engine which let you customize the life cycle of your content in the way you like more. You can manage security, task assignment and publishing state of your content, you can support the work of your editors and improve their work experience. Althoug it is a simple tool many Plone users still think about portal_workflow as a very obscure object. This session will try to explain many common and creative uses of the workflow functionalities in the newest releases of Plone, with lessons learned, common use cases and practical examples.

# 2  Integrators

## 2.1  A new dawn for e-collaboration in science

by Paul Henning Krogh

Plone has growing reputation within research for working as an important component in international scientific collaboration infrastructures. In this panel session researchers shall present and answer questions on both their experiences in using Plone in a scientific context and on their research of studying Plone in use by scientists. Attendees will leave with a better conception of what is needed for international scientific collaboration and what Plone can offer as an e-collaboration tool to support research infrastructures. The panel participants will bring in expertise on computer supported collaborative work (CSCW) to stimulate use and development of Plone applications for such use cases. Panel headlines: - Exchange experiences with Plone in research environments (use cases) - Requirements for Plone in research environments: what's available, which extensions or modifications do we need? - Coordinate actions around Plone products for scientific use - Promote the use of Plone in scientific environments - Confront conceptions of collaborative research processes with Plone implementations of such models

## 2.2  Adding Super Powers to Plone

by Paul Henning Krogh

Plone is a powerful tool for managing content. Sometimes, though, it may feel like you are putting a square peg in a round hole to solve a problem with Plone. Certain tasks, such as eCommerce and personalization, aren't a good fit when deploying a Plone site. Why work against Plone when you can take advantage of its native-power? Learn how Plone can integrate with other front-ends that may be more suited to serving personalized or static content. Merge your Plone managed content with existing infrastructure and provide content contributors with the tools they need.

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## 2.4  Building a humane CMS for Plone: updated tutorial

by Joel Burton

Out of the box, Plone can be difficult for content managers to use, especially if they are infrequent contributors or non-technical users. This frequently leads to problems like wrong choices for content types, content places in wrong places, 'forgotten', abandoned content. This talk looks at tested best practices for making your Plone site easier to use for these content editors, and is appropriate for intranets and public sites. It demonstrates how to disable complex features you may not want, and suggests techniques that will allow your users to understand concepts like where to put content, how to tag it, and how to approve it. This talk was presented at the Plone Conference 2006, and is updated and being presented now as a hands-on tutorial, demonstrating how to apply this techniques on a real site.

## 2.5  Untested Code is Broken Code

by Philipp von Weitershausen and Martin Aspeli

### Unit Testing Explained for Joe Middleclass Programmer

If you're one of those programmers who think that subtle bugs only happen to other people, or that only bad programmers need extensive testing, this talk is for you.

Any non-trivial piece of software should be accompanied by an appropriate suite of automated tests. Your Plone products are no exception. By understanding approaches to automated testing and following good working practices, you can improve the quality of your code, as well as your confidence in your own work.

In this talk, Philipp von Weitershausen and Martin Aspeli will take you through the theory and practice of unit testing, integration testing and functional testing.

Through real-world examples, you will learn that testing is not only necessary: it can be fun too!

## 2.6  GetPaid - Making money with Plone

by Kapil Thangavelu

Introducing A New Ecommerce Solution for Plone. The Last few months have seen the emergence of a new community sponsored and developed ecommerce framework for Plone. Based on Zope 3 technologies, its designed to allow easy enabling of a variety of use cases for monetization of a Plone Site. From traditional ecommerce, to donation management, and subscription sites. This talk will focus on architecture, site integration, and deployment customization of GetPaid.

## 2.7  High performance Plone: Caching

by Joel Burton

Plone's rich interface and deep customization provide excellent features for modern web sites. However, without planning and tuning, Plone sites can generate every part of every page, every time, causing slowness. There are excellent built-in features for speeding Plone sites up tremendously, however, with little or no loss of freshness or customization. This tutorial covers techniques for deploying Plone for performance, optimizing your site with CacheFu, using Zope's cache-in-memory features, and tips and techniques for tying it all together. In this class, you'll learn the tips and tricks professionals use to make their sites 20x, 30x, and even 100x faster than standard out-of-the-box Plone. This session, presented to a packed audience at the 2006 Conference, has been updated for new material and techniques for Plone 3, while still containing useful material for Plone 2.1 and 2.5 sites.

## 2.8  Kupu, past present and future

by Duncan Booth

Kupu is the visual editor in Plone. This talk will cover how it came about, what it can do now, and what it might become. The talk will cover the new features in Kupu 1.4, and how to configure Kupu to get the best out of it. It will also look at some of the challenges that Kupu has to meet in the future.

## 2.9  Let The Machine work for you ! Using Plone content rules for more productivity

by Kamon Ayeva

One of my favorite new features in Plone 3 is the content rules engine. It allows integrators and site administrators to set rules for triggering actions based on Zope events and conditions. It is really powerful ! Common rules can be used out-of-the-box by simple configuration. Developers can also extend the system with new rules and actions for things such as automatic creation of "pre-defined" content. Using real-world "live" examples, we will go through a tutorial on defining rules for helping content managers. Attendees will be able to think about many use cases (or rethink them) in the perspective of the rules engine's service. They will see how to answer to these use cases either by using an existing rule component or by developing a new one.

## 2.10  Making Plone Theme: 10 Most Wanted Tips

by Denis Mishunov

It will be a chart of 10 small (some are not that small), but I hope useful tips for making new Plone theme. Among those might occur (the exact list might be slightly changed): 1. Center the logo 2. Makin rounded corners 3. Making dropdown shadows 4. *Under-water stones* of testing Plone theme. Places you might want to check before deployment and so on This session is supposed to cover the most wanted tips in Plone skinning process, based on questions on #plone, mailing lists and personal communications with people, making Plone themes. Target group for this session - Plone skinning beginners with basic knowledge of how Plone themes are produced and Plone skinning intermediaries. I hope this session will give people some cool ideas on how to improve their themes and work more productive in the future.

## 2.11  Managing enterprise content with Plone

by Jean-Paul Ladage

Philips Research - one of the worlds largest privately funded research centers - has successfully migrated their intranet to Plone. This project integrated an impressive set of features.

- Single sign-on

- Advanced cache setup to scale to 2000 daily logged in users.

- Gradual Migration of over 50 static websites

- Location Awareness

- Atom feed based integration

- Configurable homepages

This case study demonstrates the integrated features and explain the caveats in scaling Plone for enterprise environments.

## 2.12 Managing multimedia content and podcasts with Plone

by Nate Aune

With the rise of podcasting and sharing multimedia content online, there is a growing need for tools that help content producers publish multimedia to their website. We will discuss the Plone4Artists suite of products which streamline the process of publishing audio, videos and images on your Plone site. After installing the Plone4Artists add-ons, Plone will be able to extract the metadata from uploaded audio, video and image files, make this metadata editable and searchable and playback the audio/video files in the browser. Using RSS syndication, you can also make collections of this multimedia content available to your users as a podcast/vodcast/photocast feed. We will also discuss some of the challenges of handling large files in Plone, including tools to improve the uploading process and how to store large files outside of the ZODB and instead on the file system.

## 2.13 Octapy3: a distributed and cooperative semantic web oriented CMS

by Carmine Noviello

Octapy3 was developed to create cooperating communities of knowledge providers in a distributed environment. Octapy3 is entirely written in Python, it uses the Zope Application Server and the Plone CMS as web publishing tool. The design architecture is a component-based architecture using the Zope3 CA framework. There are components to integrate the OAI protocol in order exchange metadata among applications, to explicitly create relations among documents allocated in different computational node. Also the Octpay3 framework manages cartographic document and RDF/RDFS serialization of documents and content types. In the rest of the paper we describe the component architecture adopted, wit special attention to the functionalities and techniques used to overcome the Zope/Plone environment. Next, the Octpay Configuration Markup Language (OCML) is described together some example of its usage to described the document structure, the component description. OCML allows to personalize the managed contents, to easily extend the environment and to establish relations among documents. The paper describes also the set up used to test it with cultural heritage contents. We developed the napolibniculturali.it network of cultural heritage knowledge providers. To each provider the Octapy3 environment provide them with a set of tools, for example, to implement the cartographic interface for contents mediation, to build intermuseum virtual collections, stressing out either the effective visit or the conceptual features. napolibeniculturali.it is sponsored and used by the Direzione Regionale per i Beni Culturali e Paesaggistici della Campania to promote knowledge about cultural heritage goods of Campania. Currently this community is built of about 50 information node providers, and it interoperates with the Italian cultural heritage portal managed by the Italian Ministers of Cultural Heritage

## 2.14 Plone + Salesforce.com: Best of breed applications working in harmony for your organization

by Andrew Burkhalter

We all know and love what Plone accomplishes in the content management space, but ambitious tasks of customer and constituent relationship management (CRM) often fall outside the scope of the content management problem domain. Yet the latter is an equally critical need for organizations. Salesforce.com is a well known and established leader for customer and constituent relationship and with it's innovative API-first design, over 50% of all traffic comes via its SOAP API. This makes it an obvious candidate for integration with Plone and there are tools (Beatbox, Salesforce Base Connector, Salesforce PFG Adapter, and Salesforce Auth Plugin) to do just that. This talk will introduce the use cases where Plone can benefit from CRM integration, Salesforce.com's ability to model an organization's business processes, and how, where and why they can and do compliment each other. This has everything to do with choosing the best of breed CRM and CMS and using them together to transform your organization. Why build it from scratch, when you can integrate it with Plone?

## 2.15 Plone Age: Mammoths, sabers and cavemen - Can't they just get along?

by Philipp von Weitershausen

It is the last Plone age. The big and strong but lonely mammoth has led the way for eons. But now it is threatened by a pack of saber-tooth tigers who are quick, agile and work together. Can the friendly caveman save the mammoth and make piece with the sabers? Can Grok help making Zope and Plone more agile? Will Zope and the other web frameworks fall in love, and what do WSGI and Paste have to say about that? From the makers of "Zope on a Paste", coming this October, a comedy for the whole family (developers, integrators and newbiews). Rated PG-13.

## 2.16 Plone core development approaches

by Wichert Akkerman

The Plone Content Management System has grown incredibly over the last years. It has evolved from a CMF skin into an enterprise content management system. With every release Plone has gained new features and seen technology changes, making the Plone world a rapidly changing environment. With Zope moving to becoming platform, deployments switching to eggs, user interfaces switching to new ajax paradigms and templating technology evolving the direction of Plone development needs to be reviewed regularly. Feature or time-based releases, developing features inside Plone core or developing them as third party products, eggs versus tar-based releases; there are many factors influencing the future of Plone. This panel will talk about the processes that govern Plone releases and how we can make sure that the needs of everyone using Plone, whether they be integrators, end-user or template designers, can be met.

## 2.17 Plone deployment practices: the plone.org setup

by Wichert Akkerman

The plone.org and plone.net websites are the first confrontation with Plone for most users. It is important that they perform well and are stable. With almost 4 million page views per day and thousands of LDAP users plone.org and plone.net are examples of a complex deployment setup requiring LDAP, caching and load balancing - all on a single machine. I will describe how the Plone websites are build and how those practices can be applied to other sites, making it possible to scale upwards to bigger sites or make smaller sites more efficient.

## 2.18 Plone in Education: A Case Study of the Use of Plone and Educational Content

by Brent Lambert

In recent years MIT has been releasing course materials online through their OpenCourseware project, making content available all around the world for free. Many people have benefited and continue to benefit today from having these materials available. Other universities are also now beginning to see the value of participating in similar movements, and are publishing OpenCourseware sites of their own. This movement is growing across the world including universities from several countries such as Japan, China, Spain, the Netherlands, Mexico, and the United States. Producing web sites with freely available educational content can be a complicated endeavor for many academic institutions. Work is currently being done to reduce the technological and economic barriers to participating in OpenCourseware. A project called eduCommons, which is built by the Center for Open Sustainable Learning (COSL) at Utah State University, is making it easier for institutions share their course materials. This session will detail the evolution of eduCommons, from its first release on Plone 1.5.2, to the most current version that has just been released on Plone 3. Even if you are not involved in OpenCourseware, but are contemplating making course materials or educational content available on the web, you will want to learn about our approach to writing reusable Plone based educational products, and learn about best practices of how to publish educational content from those who have been involved in the OpenCourseware movement.

## 2.19 PloneGov: presenting the project and Plone based tools suited to the public sector

by Xavier Heymans

The PloneGov project regroups local and regional governments and SME from over 15 countries and 3 continents. The goals of this close collaboration is to develop in a cooperative manner, applications and websites suited for public organization for their own use as well as for their citizens'. To give an overview of PloneGov project and tools, we propose to make 6 presentations in 2x45 minutes: Xavier Heymans, will introduce the project, potential and strategy of development. Speakers will be experts from the public and private sector collaborating in PloneGov. They will represent the different national branches of PloneGov

and will present their project and tools in use by local governments to parliaments.

## 2.20 Portlets in Plone 3

by Geir Bækholt

An introduction to working with the portlets engine in Plone 3: Portlets in Plone 3 are incredibly much more flexible and powerful than in previous Plones This introduction will look at - The Portlets adminstration interface - Simple through-the-web-portlets - Full portlets-as-products with classes, tests, zcml and all the nice stuff we can do in Plone 3.

## 2.21 Project Management Secrets: A Disciplined Approach to Developing Small Plone Sites

by Veda Williams

Attendees will learn agile, effective ways to manage development of small Plone sites. It will address writing scopes that accurately reflect the amount of work involved in the project (pricing, timeline, the important questions to ask). It will cover how to document functionality to cover design considerations and reduce vagueness. It will address how to work with designers and skinners to make sure they have the information they need to effectively create and implement the design. It will cover easy ways to keep track of a project over time and to allow consistency from one project to another. And, it will address the pitfalls of handoffs from one person to another and how to handle scope creep.

## 2.22 Simple and effective techniques for better usability

by Alexander Limi

Alexander Limi will cover simple and low-cost techniques most of them in heavy use at Google you can put to use to make sure your project or site is easier to use, makes it easy to find information, and how to organize your content.

## 2.23 Testing Plone Site Security Policy - Is Your Intranet Doing What You Think It Is?

by Matt Hamilton

Plone is a powerful system that allows you to create complex sites, with complex workflows and user access control. But how do you know if the site you are building really does what you expect it to do? You have workgroups that can be private, public or secret; you have documents that can be private, draft, pending or published; you have users that can be members, authors, reviewers, contributors, managers... How can you be sure that for every combination your site does what you expect? I will present the experiences of developing a complex intranet with a scenario similar to above, and show the tools we developed and the approach we used to ensure that that policy as defined by the client was what the site eventually conformed to. We built a testing system to allow the policy for a site to be easily defined and the thousands of security permutations to be effectively visualised and problem patterns spotted. The talk will also include a step by step run through of the use of the tools and a simple example of testing site policy.

## 2.24 The platform, the framework and the coach : how the right trio helps for application fast time-to-market

by Kamon Ayeva

When a company project team has to deliver an application, with the help of a Plone consultant (or consulting company), they generally have two possible paths to follow: 1) get the Plone expert to do the job for them, and then deliver some knowledge transfer, or 2) get enough training to help them get started in the Plone world and then continue with their own in-house learning and development process. Sometimes, none of both approaches (outsourced or in-house) is adapted to the constraints and deadlines of the project. A third way of doing, somewhere in between, exists. We call it "coaching-based development", and we have been using it with great success ! I will present a real case where I worked with the project team of HEP Bejune (a Swiss Education Institution) to help them with the development of an Education e-Portfolio application. Attendees of this talk will learn how to get more productive with this way of working, lessons we learned from practicing it, and how, as an additional benefit, it can be used to strengthen our community

## 2.25 The story of GetPaid and a "social source" process to create new opportunities with Plone

by Christopher Johnson

We are already accustomed to how the community contributes code, documentation, and tests to a Free Software project like Plone and in the process builds a sum greater than the parts. The direction is largely driven by the developers who are creating the code, but as the community matures, finding the path forward becomes more complex as the expectations of users and the community evolve. How do we as a community develop participative processes that are more inclusive and help us better meet the needs of our users? This talk presents the experience of "social sourcing" the development of GetPaid, and in the process, creating new opporuntities for working with Plone. GetPaid, which is a flexible commerce framework built with Zope3 technologies, has been built with a participative model that we call "social source". The social source process includes: - Jointly funding and shaping the development of the product with a group end users and beneficiaries - Emphasizing the participation of non-developers in the process (end users, UI people, documentation, testing, marketing, fundraising, etc) - Guiding development through a focus on user stories - Balancing leadership of the project with a team that includes a Plone core developer, business person, and NGO liason This approach has allowed us to: - Be very responsive to user needs for shaping current and future releases - Fund intense periods of development to advance the framework quickly - Keep a diverse group of people informed and interested in the project - Leverage support from Google, end users, and others... and in the process, create a framework for commerce that mirrors the strengths of Plone itself: useful out of the box, yet extremely customizable through built-in flexibility. This talk reveals what the process has been like - from the recongnition of the initial need to an organized, serious project. How did it get done? Why was the project a good fit for a participative model? I will also reflect on how this model of "social source" development can be useful for shaping the future of the Plone core product.

## 2.26 Theme It Yourself - Tools and Techniques for themeing a Plone 3.0 Site

by David Convent

Applying a new theme to a Plone site has always be a common task. In this tutorial, you will learn what are the recent changes in Plone 3.0 that make new theme development more powerful, what are the utilities that can get you started with a new theme project in seconds, and what are the tools that will make you work efficiently.

## 2.27 Using Zope3 Views and Viewlets for Plone 3.0 Product Development

by Tom Lazar

A hands-on workshop on how to use Zope3 Views and Viewlets in Products targeted for Plone 3.0 (and why you would want to do so). Special emphasis will be on best practices in general, handling and validation of forms and how Zope3's shiny new toys make it easier to write reusable code and cleaner markup. Finally, the talk will deal with how Views and Viewlets can help you make your product better cacheable. Although the talk is targeted at Plone integrators who already have experience using the older CMF-based approach it will also try to address people new to Plone who want to customize it in a future-proof manner.

## 2.28 Wageindicator Foundation: a Case Study

by Jacob Klaassen

The Wageindicator Foundation deploys Plone for it's world-wide portals on wage information. Moreover, Plone serves as an application platform for most of the web based tools used to create questionnaires, salarychecks and other interactive content. The Wageindicator Foundation was started in 2000 in the Netherlands, and is now the hub of an international collaboration between universities, research institutes, trade unions and commercial parties. The goal of the foundation is to share and compare wage information,and so to contribute to a transparent labor market. The ideological stance of the foundation means that Open Source and free software is preferred. The separate sites collect over 400.000 visitors per month, served by four clusters of two machines each, hosted in the USA, India and the Netherlands. Techniques involved are HA-Clustering, load-balancing, caching, remote distribution of new releases for software.

# 3  Developers

## 3.1  Acceptance testing in Plone

by Maik Roeder

In this session you will learn how to guarantee the quality of your Plone sites using the Funittest functional test stack. Funittest uses Selenium Remote Control to run in-browser acceptance tests. Funittest contains scripted acceptance tests, use case scenarios and domain-specific vocabularies covering a wide range of actions a user can perform in a Plone site. Given the extensive library of reusable scripts, verbs, scenarios and tests, you will find that test driven development becomes a lot of fun with funittest, and you will find it easy to extend the functional test stack when appropriate.

## 3.2  Ajax with Plone 3 : KSS development patterns

by Godefroid Chapelle

Plone 3 comes with an integrated framework for Ajax development : KSS (Kinetic Style Sheets). This session will present the core characteristics of KSS : declarative and javascript-less. It will cover how and why KSS is different of most existing Ajax frameworks. We will show that KSS fits component-based development. We will present the patterns that we saw emerge since we work with the framework. You will leave the talk with a good idea how to process towards the ajaxification of your Plone site or product while keeping them accessible. You will hear which pitfalls to avoid in this context. This session is geared to BOTH Plone integrators and developers.

## 3.3  Extending and Customising Plone 3

by Martin Aspeli

Plone 3 introduces several new features, such as an improved Portlets infrastructure, the Content Rules engine, a more pluggable UI based on viewlets and a more flexible menu system. This tutorial, structured as a series of short walk-throughs, will teach you: - How to make a new portlet the Plone 3 way - How to create a new content rule action or condition - How to plug into the standard UI using viewlets - How to add new drop-down menus to the content menu bar

## 3.4  Bend KSS to your will

by Jeroen Vloothuis

KSS, the new Ajax framework for Plone 3 comes with great components by default. But what if you need to integrate it with legacy Javascript? Or maybe you want to integrate that nice library/widget you found on the web. During this talk I will show you where you can extend KSS and how to do it. You can watch me create both the server side and client side code needed to integrate an existing piece of Javascript. After this talk KSS should have no limits for you.

## 3.5  How to market Plone the Web2.0 way

by Christian Scholz

In this session I will describe possibilities for everybody to make Plone more known. This includes how to leverage the power of social media such as blogging, videoblogging and podcasting but also spreading the word about Plone by attending unconferences like Barcamps or being active in Second Life. This talk is targeted to everybody who want to make Plone more popular.

## 3.6  How to minimize CPU and memory usage of Zope and Plone applications.

by Gael Le Mignot

This conference will present various methods to detect which parts of an application requires optimisation, and how to correct them. It'll cover both CPU and memory optimisation, and use different angles of attack, to cover various cases, and give an overview of what kind of code can waste CPU or memory in a Zope/Plone context. Unix tools will be used heavily, so the watcher is advised to have at least some basic knowledge of Unix command line.

## 3.7  Introduction to KSS, Kinetic Style Sheets

by Balázs Ree

KSS, Kinetic Style Sheets, is a framework that enables developers to create rich (AJAX) user interfaces without knowing javascript at all. KSS itself is by default included with Plone3 and is also usable with Zope3. In the future we plan to make it available for other pythonic and non-pythonic platforms as well. During the demonstration we give a step by step introduction to adding dynamic behaviour to your browser page by the KSS stylesheet and server side only python code. We also introduce the setup and debugging skills needed to add dynamicity to your application. The targeted audience for the demo are Plone developers and integrators, familiar with server side Plone scripting. A basic knowledge of HTML and CSS is also needed. As a result you will get an introduction to the usage of KSS. Knowledge of javascript is not needed for attending the demonstration.

## 3.8 Introduction to the ZODB

by Laurence Rowe

The Zope Object Database lies underneath every Plone site. This talk gives an introduction to how it works and offers some tips for debugging at the ZODB level

## 3.9 Lessons Learned: Updating ContentLicensing to be Plone 3 compatible

by David Rey

This session will provide an overview of updating a Plone 2 Add On product to Plone 3. I will discuss the methods and tools used to refactor the codebase. This includes pointers on how to use GenericSetup and extension profiles to install your product, moving Zope2 tools to Zope3 utilities, and creation of control panel configlets using formlib. One of the biggest problems we faced in moving our codebase to Plone3 was the lack of readily available sample code to work from. We would like to make an example of the transition of ContentLicensing from Plone2 to Plone3 and provide this resource to the Plone community.

## 3.10 Plone Cono Sur: creating a Plone users group from scratch

by Roberto Allende

The talk starts describing the plan and actions made in order to create Plone Cono Sur (aka plonosur). Plonosur is a Plone User Group for spanish speaker from people from Argentina, Bolivia, Chile, Paraguay and Uruguay. It was started in January 2007 and today is one of the most active Plone local communities. The first Plonosur meeting will be during the Jornadas Regionales de Software libre with more than 10 talks, two free developer courses and a PloneGetPaid sprint (last year in the same event there were just one talk). The talk main objective is to discuss about Plone marketing actions and how to practice Plone advocacy and ilustrate them with Plone Cono Sur experiences.

## 3.11 Plone for the enterprise market: technical musing on caching, Clustering and Single Sign-On

by Jacob Klaassen

This technical presentation will cover many aspects of what one might encounter when a plone site is to be deployed in a highly demanding environment. And for what it's worth, these are not only theoretical examples, but they have also been proven to work in real life. The following items will be presented:

- High Availability architecture
- Clustering with ZEO
- Synchronizing Data.fs
- Load Balancing
- Sticky Sessions
- Caching
- Single Sign-On

## 3.12 Producing high-quality documents with Plone - new approaches in exporting Plone content into office formats

by Andreas Jung

Exporting Plone content into different office formats like PDF, RTF or Openoffice is a common requirement. This session presents a new generic framework to export Plone content into all common office formats. Based on XSL-FO technology, SmartPrintNG provides flexible control over all aspects of the generated document. Custom stylesheets and templates can be applied to any Plone content. The same framework can be used to generate handouts from a S5 presentation or you supports you generated invoice or just to create a high-quality PDF from the current page just as you see it on the screen. The talk will give a brief introduction into XSL-FO technology, explains the internal processing chain of SmartPrint, shows how to create custom templates and stylesheets and tells you about the integration into Plone.

## 3.13 Rapid Application development with Plone

by Richard Amermann

Primarily covering ArchGenXML with a basic intro to Archetypes first. This talk covers the three primary pieces of the AGX puzzel, Archetypes, UML, and AGX. We will cover all the key points and also see the results by constructing a basic product on the spot. We will also cover the future, planned changes to AGX and the work that has been done on Genesis.

### 3.14 Relationship Building: Defining and querying complex relationships between your content

by Alec Mitchell

The current story for relating content in Plone, via Archetypes reference fields, is limited and known to have poor performance in some cases. This talk will focus on the integration of Zope 3 tools for handling relationships (intids, zc.relationship) in Zope 2 via plone.app.relations. In particular I will be comparing the merits of these tools against existing methods (Archetypes references, using a separate RDBMS for content relationships), discussing particular applications for which they may be useful, and some areas in which they fall short. The comparison to existing relationship modeling tools will cover performance, flexibility, and convenience. To illustrate the relative convenience, I will give a brief overview of the plone.app.relations API, from the lower level index and relationship container to the high level API for making queries and defining relationships. The discussion of applications will focus on a some real world uses. These include social networking, defining complex taxonomies, having content appear attached to multiple locations, and other things for which Plone typically would not be suitable (these tools are in use at http://www.thedailyreel.com). In particular, I'll discuss how the default relationship attributes and query methods from the API can be used to model each of these applications. Finally, I'll discuss the areas in which these tools may fall short in terms of performance and flexibility, and where an RDBMS or specialized catalog may be necessary.

### 3.15 So you want to be a Plone consultant? Tips and advice from those who've been there.

by Nate Aune

Learn from leaders in the Plone community who've built thriving consultancies/businesses selling Plone solutions.

### 3.16 Subtyping unleashed!

by Rocky Burt

Subtyping is a new pattern for extending the functionality of existing content types as provided by Plone. Zope 3 enables subtyping using adapters and views. After this session, attendees will be capable of adding additional functionality to content types using subtyping and Zope 3. The Plone4Artists suite of projects will be used to demonstrate existing uses of subtyping. Attendees will be expected to understand the basics of the Zope 3 CA particularly concerning interfaces, adapters, and views. They will also need to understand the basics of ATContentTypes and how they relate to Plone.

### 3.17 Tips for Migrating Apps to Plone 3

by Calvin Hendryx-Parker

Plone has undergone several rounds of changes and developers need to make sure their applications evolve with it in a graceful manner. Review powerful new tools that have been created to ease Plone development. Learn how your products can take advantage of Plone 3's improved user-experience. Unleash the power of Zope 3 using Five to utilize views, viewlets, events and utilities. Learn how to leverage migration steps in GenericSetup. Find out what methods are now deprecated in Plone 3. Developers will walk away with the knowledge needed to keep their applications current.

### 3.18 What Plone can learn from Rails

by Andy McKay

For the past year Andy McKay has been absorbed in building sites in Ruby, PHP, Django and mostly Ruby on Rails. This is quite a change for someone doing lots of Plone and Python in the past. What at times has been a frustrating experience can also be instructive. What has Rails got that Plone doesn't, why does it have so much hype? From the perspective of the outside looking in, we can see some areas to improve.

### 3.19 What Zope did wrong (and what to do instead)

by Lennart Regebro

An overview about the problems with Zope2 and Zope3 and how to fix them.