

Own the Con

(Or How to reuse slides for 4 straight years. Hint – we didn't use these slides the first year.)

Organizational Structure

- ShmooCon Logistics, LLC
- Almost everything is planned via email or phone calls
- Lists for the main Shmoo Group, labs, selection committee, hack fortress, etc..
- Planning for next year starts....Monday?

Staff

- Roughly 75 volunteers but also an army of general support
- We've had a lot of success in not visually delineating departments
 - Speaker Selection
 - Registration
 - Taping
 - Streaming
 - AV Support
 - Security
 - Hack Fortress
 - Party Team
 - Press
 - 1 Runner
 - Heidi and Bruce (Top level decisions, sponsorship, graphics, etc)
- Increasing training for all ShmooCon staff

Conference Dates and Venue

- Back at the Hilton – We like this space
 - Lots of room for side events and in the corridors compared to other venues
- Date tends to float a bit year to year
 - What works best for volunteers, hotel, not conflicting with other cons, etc

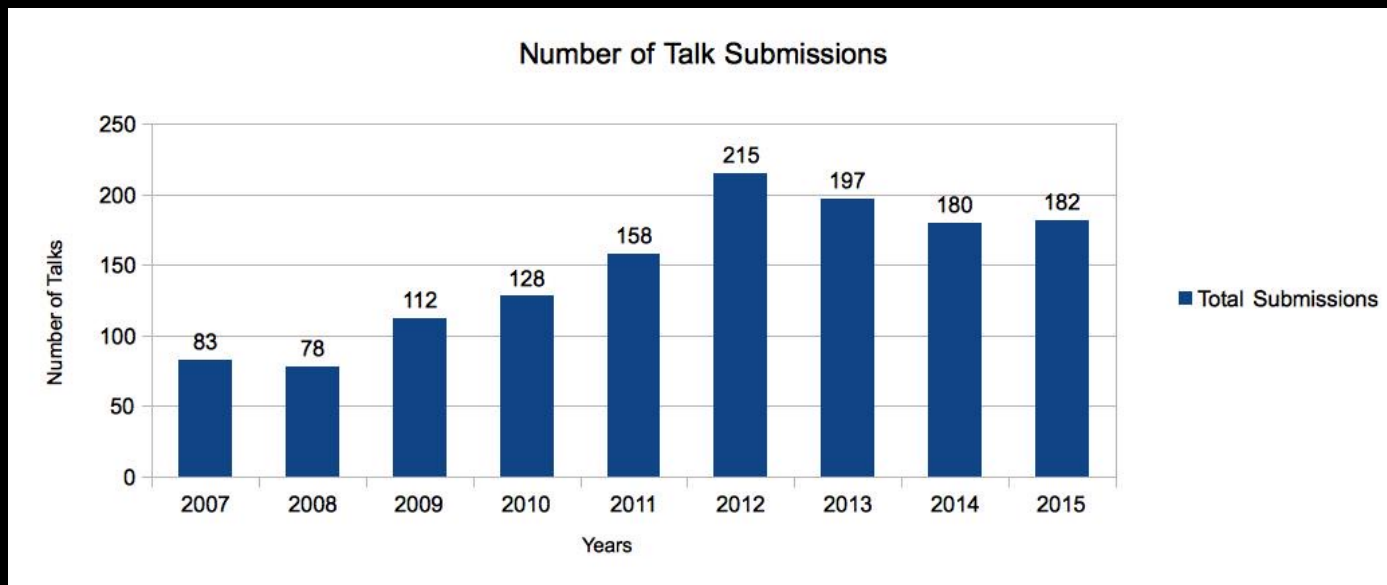
CFP Stats

- 182 total submissions.
- Acceptance Rate = 19.2%
- 233 unique names on submissions (some submissions had more than one author).
- Using dubious best guess methods (based on obvious indication by name and/or personal knowledge):
 - 214 male
 - 18 female
 - 1 hat

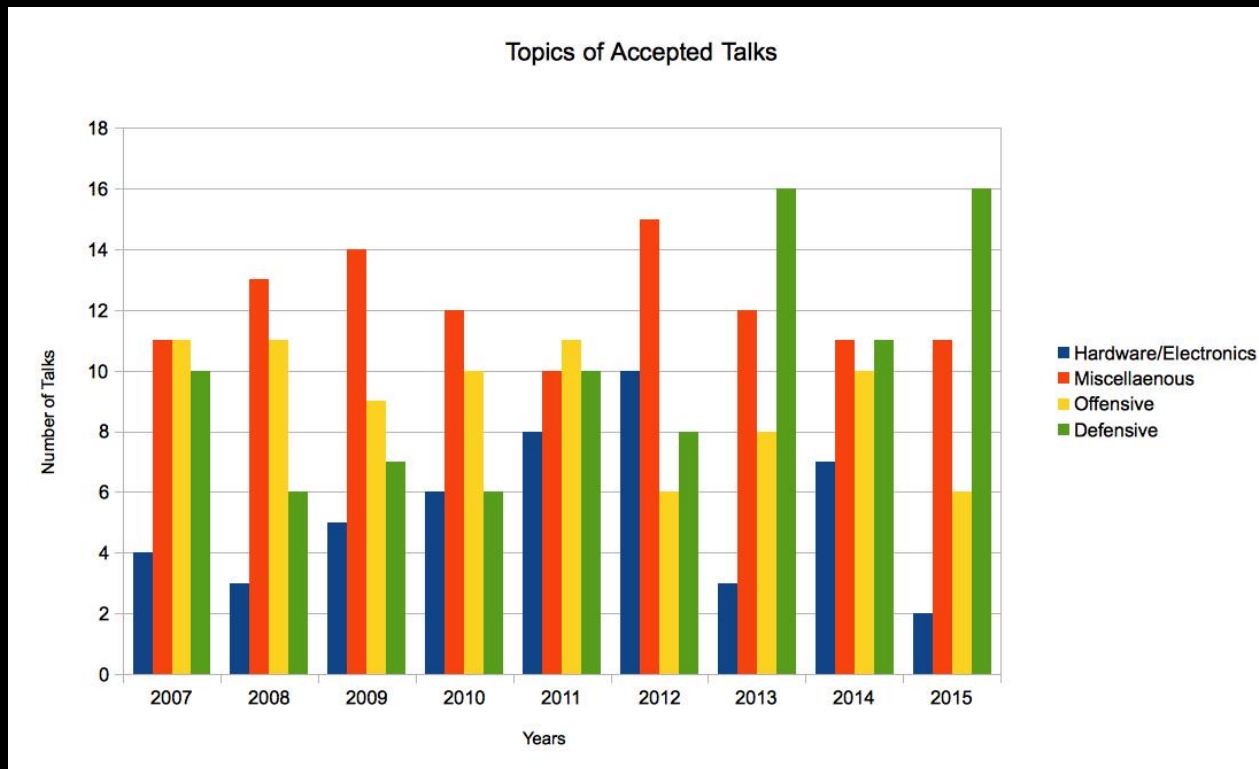
Talks submitted per track (some talks were submitted to multiple tracks)

- Belay It – 59
- Bring It On – 80
- Build It – 59
- One Track Mind - 53

And now for a graphical interlude



By Topic



How to Hack Selection

- FOLLOW DIRECTIONS!
- Explain your ideas and why they are important / relevant to the audience
- Put some effort in to it
 - Complete sentences
 - Spell the name of the conference correctly
 - There is only ONE C in SchmooCon

Sales Model

- Cart is holding strong.
 - C++, event driven, ticketing back end, Lighttpd front end, django for the rest
 - Single server – no load issues
- Reserved 1420 tickets in a total of 37.09 seconds over three rounds
- Hits to tix.shmoocon.org in first 20 seconds of round 1 = 3351 (1000 more than last year)
- Tickets Purchased Stats (roughly):
 - 623 IPs across all rounds
 - 685 unique emails
 - 634 of those emails purchased in just one round
 - 48 purchased in two
 - 3 purchased in all 3

Ticket Sales and Attendee Numbers

- Size matters...and is somewhat dependent on venue
- 1923 out of 2003 checked in (as of 2:50)
 - 1920 out of 2016 in 2014
 - 1610 out of 1662 in 2013
 - 1399 out of 1446 in 2012
 - ~1170 out of 1423 in 2010 (snow)
 - 1287 checked in for 2009 with roughly the same ticket count
- ~ 58 speakers
- 75 staff
- 15ish “press” and/or Press

Second Hand Sales

- We don't control what people do with their tickets
 - Easier for everyone
 - But....
- Re. eBay sales - You should know that we:
 - We don't really like it
 - Won't get involved
 - You accept a certain amount of risk

Sizing

- Why do we stay the same size?
 - Main reason - Preserve the feel of the con
 - Other logistical issues (or preferences rather)

In \$\$\$ In

- Sponsorship funds = 156.3k
- Ticket Sales = 234.1k
- Total Funds Generated = 390k

Out \$\$\$ Out

(Completely rough from memory numbers, will update later)

- Hotel Space – Have already made \$52,000 deposit Likely owe 50k more...
- Swag (includes t-shirts, bags, programs, shmooballs, etc) ~90k
- Badge materials – 2k
- Prizes – 2k
- Equipment – 20k
- Party –60kish?
- Speaker Honorariums – 3k
- Misc - 5k
- Credit card fees – 15k
- Event Insurance – 1.2k
- Quarterly estimated tax – 36k
- Total ~ um, a lot....275k?

Gear

- New projectors for each room
- A mac
- Badge printer for schedule cards
- Wooden badge materials
- Every year we spend at least \$150 on Gaffer Tape.
- ??

So there's money leftover

- 100k or so left over (+/- 15%... These are soft numbers)
- Some gets used for travel funds (Heidi likes cons and likes to feed people)

Contests

- All previous contests came back
- A few new
- Did you like this year's contests?
- Do you want to see more?

Vendors / Sponsors

- 47 Sponsors (including labs)
 - Bronze level sponsorship was reserved for small biz/groups only
 - Several more requests to sponsor that we denied
 - Accepted less sponsorship than last time we were here to help keep hallways open
- We continue to push the sponsors to do something different
 - Both for their benefit and your benefit
 - We want vendor involvement to be a good thing – not a detraction

Feedback@shmoocon.org

- We really do read it all
- We try to respond to each email
- Positive feedback feels good, but constructive remarks help us build a better con