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
  - A/V 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
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

![Number of Talk Submissions](image)

- Total Submissions
By Topic

Topics of Accepted Talks

- Hardware/Electronics
- Miscellaneous
- Offensive
- Defensive

Number of Talks vs Years

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@shmooccon.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