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## Own the Con

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

# Organizational Structure

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- 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 started....Last year?

# Staff

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- Roughly 90 volunteers but also an army of general support
- We've had a lot of success in not visually delineating departments
  - Heidi and Bruce (Top level decisions, sponsorship, graphics, etc)
  - Speaker Selection
  - Registration
  - Taping
  - Streaming
  - A/V Support
  - Security
  - Labs
  - Hack Fortress
  - Party
  - Press
  - "Badge" Contest
  - 1 Runner
  - The Potter Children

# Conference Dates and Venue

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- Hilton
  - Lots of room for side events and in the corridors compared to other venues
- Date tends to float a bit year to year
  - January 18-20, 2019 (back on MLK weekend)

# CFP Stats

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- 211 total submissions.
- Acceptance Rate = 19.4%
- 266 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):
  - 219 male
  - 47 female
- Talks submitted per track
  - OTM: 70
  - Belay It: 56
  - Belay It Twenty: 27
  - Bring It On: 80
  - Bring It On Twenty: 56
  - Build It: 56
  - Build It Twenty: 45

# CFP Stats, cont'd.

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- 40 of this year's speakers are first timers at ShmooCon
- 18 have been on our stages before
- 6 are "total noobs" to conference speaking
  
- What other stats would you like to see here?

# How to Hack Selection

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- FOLLOW DIRECTIONS!
  - We ask for certain information in a certain order.
- Explain your ideas and why they are important / relevant to the audience
- Put some effort in to it
  - Detailed descriptions should be LONGER than your abstract...
- Don't just send us your slides, it's not what we asked for.

# How to Hack Selection, cont'd

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- And then of course...
  - Spelling counts
  - Complete sentences
  - You get the idea



# Ticket Sales

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- Why do we sell the way we do
- Why we won't hold a lottery

# Sales Model

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- Cart is holding strong - Using AWS for everything.
- 1480 tickets were held in a total of 9.50 seconds over three rounds
  - If we include time for waitlist to fill up (our technical “sold out” indicator) total time was 10.26 seconds
- Round One – 287 reservations were for 2 tickets, 26 were for one.
- Round Two – 313 reservations were for 2 tickets, 24 were for one.
- Round Three - 110 reservations were for 2 tickets, 10 were for one.
- 568 Unique IPs
- 709 Unique Email Addresses
  - 664 purchased in one round
  - 38 purchased in two rounds
  - 7 purchased in all three rounds

# Sales Model

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- Hits to landing.shmocon peaked at 2,800 requests/second
- Shenanigans?
  - Not to the extent that people think but sure
  - We check each round before opening it up to purchasing
  - Will revoke tickets if we can see them bypassing the process



# Size

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- Why do we stay the same size?
  - Main reason - Preserve the feel of the con
  - Beneficial for volunteers and attendees
  - Other logistical issues (or preferences rather)
    - At this size we fit into a single 26' truck, for example.

# Attendees

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- Attendees
  - General admission
  - Sponsors
  - Events
  - Shmoozers
  - Students
- 85 staff
- 67 speakers
- 14 Press

# Attendees

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- 2100 out of 2168 in 2018
  - 2017 out of 2138 in 2017
  - 2021 out of 2160 in 2016
  - 1923 out of 2003 in 2015
  - 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

# Vendors / Sponsors

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- 51 Sponsors (including labs)
  - Bronze level sponsorships again reserved for small biz/groups only
  - Limit number of sponsors with tables to keep flow
- 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

# Second Hand Sales

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- 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
- Seems to be down, at least in the "for profit" category.  
Thank you.



# In \$\$\$ In

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- Sponsorship funds = 181k
- Ticket Sales = 250k
- Total Funds Generated = 431k

# Out \$\$\$ Out

(Rounded numbers - not perfect, but pretty close-ish)

- Hotel Related Costs
  - Internet - 10k
  - PSAV - 30k
  - Staff Rooms - 8k
  - Food/Bev - 65k
- Gear Rental
  - Furniture/Lights for Party - 12.6k
  - Radios - 1.2k
  - Trucks - 1.7k
  - Overnight Security - 1k
- Gear Purchased
  - Monitors, printer, laptops, projectors, plug strips, cables, etc - 5.6k
- Printed Materials
  - Programs - 15k
  - Banners/Signage - 2k
  - Paper Bags - .6k
- Honorariums
  - Student - 16.8k
  - Speaker - 1.2k (most take ticket)
- Attendee Swag
  - Bags - 16.5k
  - ShmooBalls - 2.1k
  - Pens - 4.6k
  - Badges - 38k
  - Labs swag - 1.1k
  - Staff/Speaker swag - 3.9k
- Misc - Con
  - Prep - 2k
  - Prizes - 1k
  - That Moose - .5k
  - Other - 5k
- Sponsorships
  - Other Cons - 2k
  - Science Museum - 5k
- Fees
  - Event Insurance - .5k
  - Taxes - 75k
  - AWS - 1.5k
- Misc - Other
  - Travel, etc - 5k
  - Def Con - 5k
  - Other Other - ?

# So there's money leftover

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- Less profit this year due to higher spend (badges to name one) across departments

# What else do you want to see in Own the Con?

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- We have added new information over the years, but do you want more?

# Feedback@shmoocon.org

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- 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