

13 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 started....Last year?

Staff

- Roughly 90 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)
 - The Potter Children - BADGES

Conference Dates and Venue

- 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 19-21, 2018 (Not MLK weekend)

CFP Stats

- 231 total submissions.
- Acceptance Rate = 15.55%
- 296 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):
 - 254 male
 - 42 female
- Talks submitted per track
 - Belay It – 45
 - Bring It On – 76
 - Build It – 49
 - One Track Mind - 61

CFP Stats, cont'd.

- 82% of all speakers at ShmooCon have spoken here once.
- <4% have spoken 3 or more times (and most of those in the first 3 years)
 - Only 8 people have appeared on our stage 5 times or more
- Person who has appeared on our stages the most?
 - Sergey Bratus :)

How to Hack Selection

- 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 outlines should be LONGER than your abstract...

How to Hack Selection, cont'd

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

Sales Model

- Cart is holding strong - Using AWS for everything.
- 1460 tickets were held in a total of 8.16 seconds over three rounds
 - If we include time for waitlist to fill up (our technical “sold out” indicator) total time was 9.18 seconds
- Round One – 290 reservations were for 2 tickets, 20 were for one.
- Round Two – 312 reservations were for 2 tickets, 26 were for one.
- Round Three - 98 reservations were for 2 tickets, 14 were for one.
- 581 Unique IPs
- 707 Unique Email Addresses
 - 662 purchased in one round
 - 41 purchased in two rounds
 - 4 purchased in all three rounds

Sales Model

- Hits to landing.shmocon peaked at 3,000 requests/second in round 3 (we failed to record stats for rounds 1 and 2)
- Shenanigans?
 - Not that we see, and we do look.



Attendees

- 1912 out of 2127 checked in (as of 1:30)
 - 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

Attendees

- Attendees
 - General admission
 - Sponsors
 - Events
 - Shmoozers
 - Students
- 90 staff
- 61 speakers
- 15ish “press” and/or Press

Vendors / Sponsors

- 47 Sponsors (including labs)
 - Bronze level sponsorships again reserved for small biz/groups only
 - Limit number of sponsors 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

Sizing

- 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.

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
- Seems to be down?

In \$\$\$ In

- Sponsorship funds = 166k
- Ticket Sales = 243k
- Total Funds Generated = 409k

Out \$\$\$ Out

(Completely rough from memory numbers, will update later)

- Hotel Master Bill – Have already made \$120k deposit. Likely owe more... 20k?
- Swag (includes t-shirts, bags, programs, shmooballs, etc) ~68.5k
- Speaker/Staff Swag ~7k
- Badge materials and consumables ~3k
- Labs Equipment ~3.8k
- Speaker Honorariums ~2k (Most opt for a ticket)
- Student Honorariums ~14.4k
- Additional Party Expenses ~10k
- Overnight Security ~1k
- Credit card fees ~9k
- Event Insurance ~1k
- Quarterly estimated tax ~40k
- Misc Con Related Expenses ~5k
- Misc Annual Expenses (some travel, recurring fees, etc) ~10k
- Total ~ um, a lot....314.7k?
- And I'm pretty sure we're missing something...a few somethings.

So there's money leftover

- More profit this year due to less equipment costs
 - That changes from year to year. Last year we spent just under 30k on new labs gear.

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