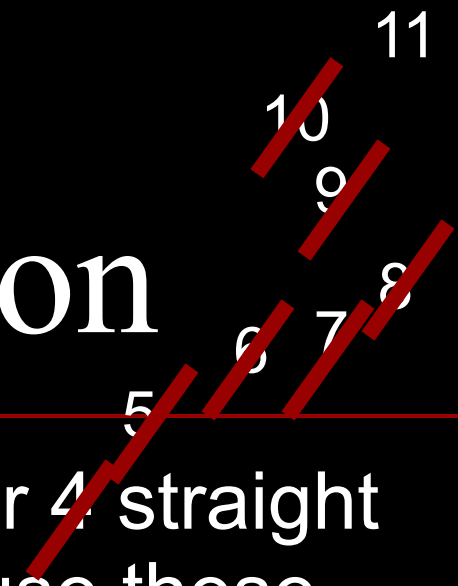
0wn the Con



(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 80 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

- Back at the Hilton
  - Lots of room for side events and in the corridors compared to other venues
- Date tends to float a bit year to year
  - But for last few years and the next two - Martin Luther King Jr Weekend

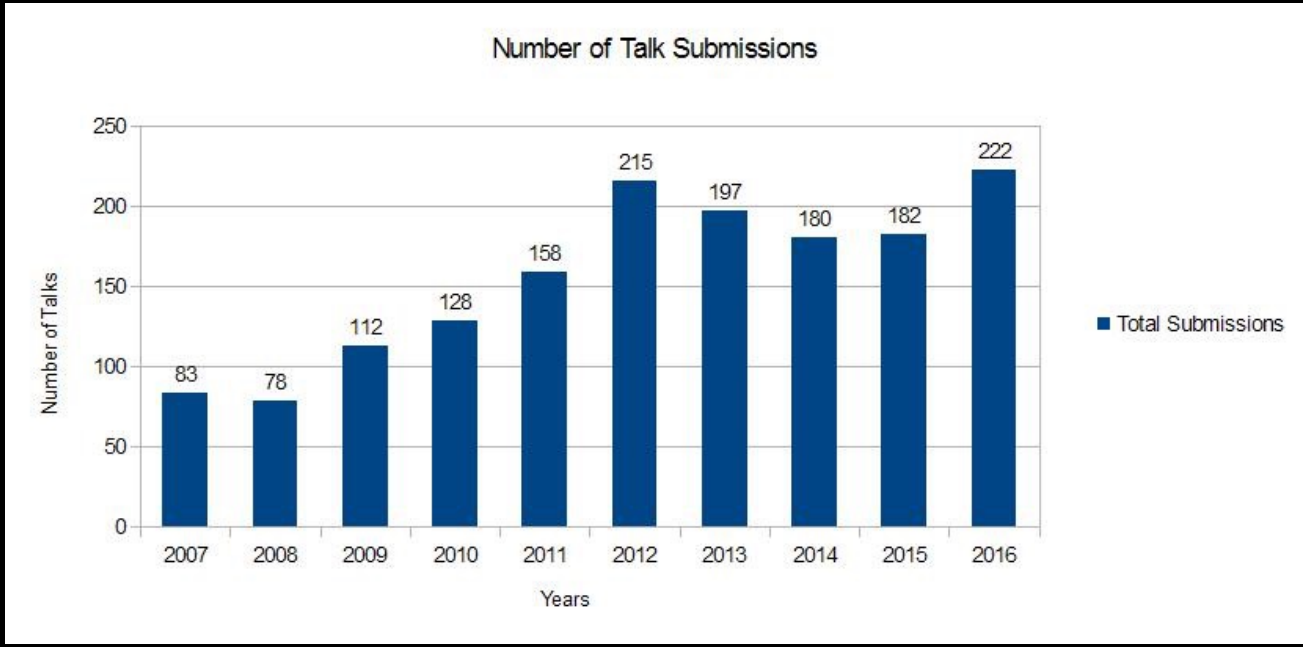
CFP Stats

- 222 total submissions.
- Acceptance Rate = 15.77%
- 302 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):
  - 263 male
  - 39 female <- twice as many as last year

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

- Belay It – 69
- Bring It On – 98
- Build It – 64
- One Track Mind - 84

And now for a graphical interlude



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

How to Hack Selection, cont'd

- Best thing I saw this year
  - Talks are often submitted to multiple tracks
  - This submission outlined what would be different if accepted into Break It vs. Belay It, etc.
  - Very helpful

Sales Model

- Cart is holding strong, CMS not so much
  - Ultimately stood up landing.shmoocon.org as an m4.xl instance to take the pre-sale punishment.
  - Static HTML moved by scripts
- Reserved 1500 tickets in a total of 2 mins 2.58 seconds over two rounds
  - Round One – 287 reservations were for 2 tickets, 26 were for one.
  - Round Two – 429 reservations were for 2 tickets, 42 were for one.
  - 681 Unique IPs
  - 725 Unique Email Addresses
  - 691 purchased in one round
  - 34 purchased in both rounds
-

Sales Model

- Hits to landing.shmoocon peaked at 3,500 requests/second
- Hits to tix.shmoocon.org in first 20 seconds of round 1 = 3351 (1000 more than last year)

Ticket Sales and Attendee Numbers

- Size matters…and is somewhat dependent on venue
- 2021 out of 2160 checked in (as of 2:50)
  - 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
- ~ 60 speakers
- 80 staff
- 15ish “press” and/or Press

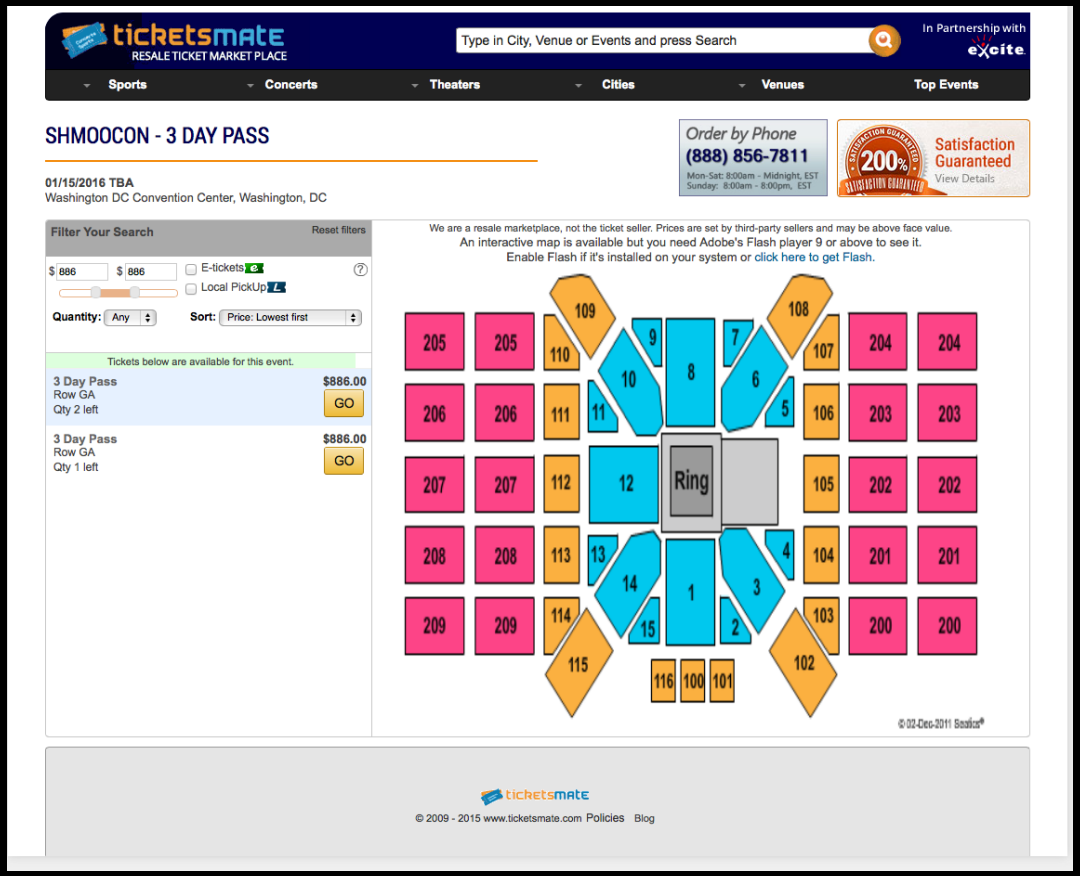
Sizing

- 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)

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

For Example…


ticketsmate
RESALE TICKET MARKET PLACE
Type in City, Venue or Events and press Search
In Partnership with excite
Sports
Concerts
Theaters
Cities
Venues
Top Events
SHMOOCON - 3 DAY PASS
Order by Phone
(888) 856-7811
Mon-Sat: 8:00am - Midnight, EST
Sunday: 8:00am - 8:00pm, EST
200%
Satisfaction Guaranteed
View Details
01/15/2016 TBA
Washington DC Convention Center, Washington, DC
Filter Your Search
Reset filters
$ 886
$ 886
E-tickets
Local PickUp
Quantity: Any
Sort: Price: Lowest first
Tickets below are available for this event.
3 Day Pass
Row GA
Qty 2 left
$886.00
GO
3 Day Pass
Row GA
Qty 1 left
$886.00
GO
We are a resale marketplace, not the ticket seller. Prices are set by third-party sellers and may be above face value.
An interactive map is available but you need Adobe's Flash player 9 or above to see it.
Enable Flash if it's installed on your system or click here to get Flash.
Ring
ticketsmate
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In $$$ In

- Sponsorship funds = 157.3k
- Ticket Sales = 245k
- Total Funds Generated = 402.3k

Out $$$ Out
(Completely rough from memory numbers, will update later)

- Hotel Space – Have already made $120k deposit Likely owe more… 20k?
- Swag (includes t-shirts, bags, programs, shmooballs, etc) ~90k
- Badge materials and consumables – 4k
- Labs Equipment - 28k
- Speaker Honorariums – 3k
- Student Honorariums - 4.3k
- Misc - 5k
- Credit card fees – 8.2k
- Event Insurance – 2k
- Quarterly estimated tax – 40k
- Total ~ um, a lot….379k?

Gear and Interesting Stuff

- 4 Core Switches
- 10 access switches
- Wooden and acrylic badge materials
- Laser consumables
- $1k on gaffers tape
- Feeding Volunteers for pre and post con activities

So there's money leftover

- Not much, if anything, left over. Maybe 40k (+/- 15%... These are soft numbers)
-

Contests

Vendors / Sponsors

- 45 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