

Proposal to hold a joint conference of COSCUP 2010 and Gnome.Asia Summit 2010 in Taipei

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Executive Summary

The organizing team of COSCUP proposes to the Gnome.Asia Summit Committee that both organizing teams work together to jointly hold COSCUP 2010 and Gnome.Asia Summit 2010 on August 14 - 15 in Taipei. This proposal describes the COSCUP conference, organization of the COSCUP team, the venue, tentative program and potential speakers of both conferences, the ownership of workloads, and proposes a way of fund raising and cost sharing.

Introduction to COSCUP

History of COSCUP

The Conference for Open Source Coders, Users and Promoters, nicknamed COSCUP, is a community run annual open source conference in Taiwan. Starting in 2006, the scale of COSCUP has grown from 200 people in 2006 to 450 people over 2 days in 2009. There were 19 sponsors in 2009, including global brands like Canonical, Sun Microsystems, Google, Microsoft, Yahoo!, VIA, Trend Micro and local brands like KKBOX, Thecus, QNAP, 0xlab. In 2009, all 550 available places were taken in 248 minutes.





COSCUP has a very high satisfaction score among attendees. 97.4% of attendees that answered the post-event poll in 2009 would recommend COSCUP to their friends.

Demographics of attendees

Every attendee uses open source software either for work or leisure. The 2009 post-event poll reveals that 38% develop open source software, 22% manages open source systems, and 36% are pure open source software users. Among the 62% that provided details on their occupation, 33.7% are students, 27.6% are in industries and 0.8% are in academies.

Objectives of the Joint Conference

The objective of the joint conference is to create a synergy between COSCUP and Gnome.Asia Summit to give audiences a better comprehension of the broad use of open source software from devices to the cloud. Emphasis will be placed on Gnome as the GUI for

both desktop and embedded devices to encourage developers, promoters and users to participate in the Gnome communities or form local communities around Gnome.

COSCUP 2010's main theme is "**The beauty of HTML5**", which emphasizes the advances of web and browser technologies for computers and other devices. On the other hand, to leverage the strength of the hardware industry in Taiwan, COSCUP devotes part of the conference to open source friendly hardware such as Arduino, NAS, home appliances, and so on.

In short, the focus of COSCUP's program is the web and devices.

The Gnome.Asia Summit (shorthand "GAS" from here on) focuses on desktop experience. The programs of both conferences complement each other bringing a more complete picture of the open source software ecosystem. We want to emphasize the increasing use of Gnome in the joint conference and bring attendee's attention to it, thus creating opportunities for them to involve themselves in Gnome's community and ultimately contribute to it.

Tagline

COSCUP 2010's tagline is "The beauty of HTML5". The tagline of GAS will be determined by the Gnome.Asia Summit Committee, we propose a tagline of "**Gnome: to appear in devices near you**" for consideration by the GAS Committee. This tagline plays on the special position of Taiwan's computing industry and future technology trends.

Venue and Dates

Venue: International Conference Hall, Research Center for Humanities and Social Sciences, Academia Sinica

Dates: August 14 - August 15, 2010.

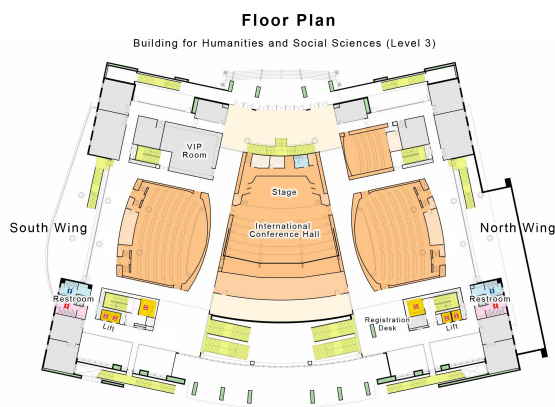
There are 4 conference rooms in this building, see the following floor plan for details. The main room is the "International Conference Hall" which spans the 3rd and 4th floor providing 426 seats. Rooms #2 and #3 are located on the 3rd floor and mirror each other providing 117 seats each. Room #4 is located on the 4th floor providing approximately 200 seats.



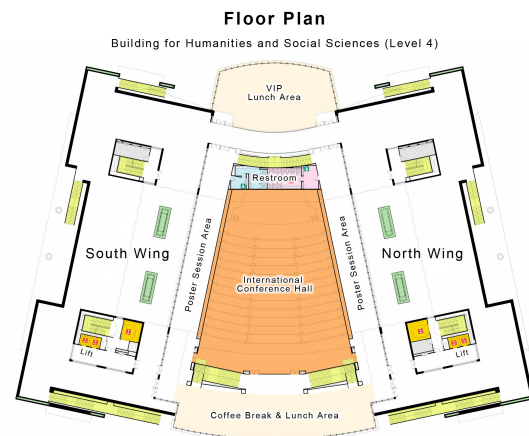
The campus of Academia Sinica



The entrance of the venue - Research Center for Humanities and Social Sciences, Academia Sinica.



The floor plan of the 3rd floor of the building. At the center is the International Conference Hall that spans to the 4th floor as well. The conference hall at left and right are mirror images of each other.



The floor plan of the 4th floor of the building. At the center is empty space and the balcony of the International Conference Hall. The conference room #4 is on the North Wing.



Main entrance to the conference rooms



The main conference hall, capacity = 311 + 115 in the balcony



Conference room #2 and #3 are mirror image of each other, capacity = 117



The conference room #4.



VIP room, can be used for press or by speakers



Booth space in the hallway



The hallway view #1



The hallway view #2

Target Audience

Taiwan has a special position in the global IT industry as the hub of hardware OEMs and ODMs. With the rise of open source solutions for smart phones and tablets, more and more engineers in Taiwan are getting their hands on open source software. The joint conference is a good opportunity to reach out to them and introduce Gnome 3 and Gnome Mobile technologies to them.

The target audience of COSCUP has always been open source coders, users and promoters in Taiwan. The COSCUP team will try to reach more engineers, especially those who are in hardware companies.

A mixture of developers, users and promoters is ideal for Gnome.Asia Summit, as all 3 groups are required to create an active local Gnome community from scratch.

Program

Here we describe our ideas detailing a proposed arrangement for the joint conference.

Tracks

There are 4 conference rooms in the venue. Each room will have one track of programs. Each track is split into sessions of consecutive talks. Sessions in the same room are separated by tea break and lunch breaks.

We propose that COSCUP 2010 and GAS 2010 have 2 parallel tracks each, for a combined 4 tracks of programs. The COSCUP Team will be responsible for the COSCUP 2010 program and GAS Committee will be responsible for the GAS 2010 program.

The sizes of conference rooms are different. We propose to assign sessions to rooms based on popularity of sessions, determined by the number of registrants that pick a session during registration.

We propose that COSCUP and GAS will each have plenary talks which span 2 tracks. We do not recommend holding super plenary talks which span 4 tracks due to the big impact to the programs.

Format

There will be the following types of activities during the conference:

- Regular talks organized into sessions
- Plenary talks that span 2 tracks
- Lightning talks of 5 minutes each
- Birds of a Feather on the evening of first day (8/14) organized by communities

The COSCUP Program

The program of COSCUP will focus mostly on web technologies and hardware related topics. The following is a tentative list of topics of COSCUP program. The final program may have different number of topics.

- HTML 5 and the Web Technologies
- Open Source Software and Mobile Devices
- Open Source Software and Hardware
- OSS Business, legally
- Free-Culture Communities
- User Experience in OSS
- Open Source and Digital Art
- Art of Coding

The GAS Program

The GAS program will be left at the discretion of the GAS Committee. However, we strongly suggest that a part of the GAS program be devoted to **Gnome mobile** to bring more synergy with COSCUP.

Potential Speakers

GAS potential speakers will be at the discretion of the GAS Committee. Here we list the potential speakers of COSCUP 2010.

- Jim Huang "jserv": Jserv is an important developer in the open source community in Taiwan. He has worked on OpenMoko, Chewing input method, LXDE projects. His talks are famous for their jovial nature while delivering engaging technological experience. Many new comers in open source software communities were inspired by him.
- Eric Shangkuan: Eric is a well known web developer. He is also the organizer of the Taipei chapter of Google Technology User Group. He promotes the use of open APIs and open source development tools.

- Harald Welte: Welte is a programmer resident in Berlin, Germany. Within the free software community, he is well known as a hacker of the Linux kernel and for his activities in enforcing the GNU General Public License (GPL), the license that governs the use of much of free software. (text copied from Wikipedia)
- Shane Coughlan: Shane is the Business Development Manager of International Free and Open Source Software Law Review, who is helping companies working with open source software legally.

Risk on Paperwork Delay for Speakers from China

It takes time for speakers of Chinese nationality to receive permission to travel to Taiwan. We therefore recommend that Chinese speakers start the paperwork at least 2 months in advance. The COSCUP team can file the necessary paperwork in Taiwan but Chinese speakers will need to file the relevant paperwork in China themselves.

The Tour

We propose to have a one day tour in the vicinity of Taipei on August 16 (Monday). The itinerary of the tour will be determined later. The speakers from outside Taipei are eligible to take the tour for free if we have the budget to cover it. Other speakers and audience members are welcome to join the tour if they cover their own expenses.

Organizers

The GNOME Foundation will be the parent organization for GAS. There is no parent organization for COSCUP. The GAS Committee and COSCUP team are co-organizers of the joint conference.

The COSCUP Team

The COSCUP team consists of the following leaders:

- Convenor: Jouston Huang
- Program committee chair: Bob Chao
- Sponsorship lead: Rex Tsai
- Web lead: medicalwei
- Marketing lead: Kevin Yang
- Public relations lead: Lloyd Huang
- Attendee relations lead: cclien
- Accountant: Hsin-Yi Chen
- Cashier and administration: Layla
- Event staff lead: Ijs
- Booth lead: Lzy
- Circuits lead: David Huang
- Documentation lead: Choupi
- Advisors: Iman, pingooo, KC Chen, Rex Tsai

Some groups like marketing and event staff have many members. The COSCUP team size keeps growing as new members join. The current roster is approximately 50 people.

The GAS Committee

The GAS Committee consists of the following members.

- Emily Chen (Sun Microsystems a.k.a. Oracle)
- Pockey Lam
- Frederic Muller
- Will LaShell
- Brian Cameron
- Stormy Peters (Gnome Foundation)
- plus a few others.

Owners of Workloads

We propose that the workload of organizing the joint conference be distributed in the following manner. Here GASC = GAS Committee and CT = COSCUP Team.

Conference Program: The workloads of "Conference Program" for GAS and COSCUP include the following items.

1. Authoring "Call for Speakers"
 2. Distributing "Call for Speakers"
 3. Reception of submissions
 4. Deciding which submissions to accept and subsequent creation of the conference agenda
 5. Notification to submitters that he/she has been accepted or rejected
 6. Authoring "Speaker's package", which is a document containing everything a speaker needs to know about the conference
 7. Sending "Speaker's package" to speakers prior to the conference
 8. Recruiting session hosts
 9. Preparing speaker introductions for session hosts to use
 10. Preparing copyright agreements on slides and video recordings
 11. Asking speakers to sign the copyright agreements
 12. Handing out lecture fees to speakers and asking them to sign the receipts
 13. Handing out hosting fees to session hosts
- GASC will own items 1 to 9 of GAS. CT will own items 1 to 9 of COSCUP.
 - CT will own items 10 to 13 of both GAS and COSCUP.
 - For item 2, members of CT will help distribute "Call for Speakers" of GAS 2010 in local channels, and members of GASC will help distribute "Call for Speakers" of COSCUP 2010 in international channels.

Non-program workloads:

- GAS Web site: GASC for English version (with information like venue attraction / information, checking accommodation, visa, etc provided by CT), CT for translation into local language.
- COSCUP Web site: CT.
- Marketing: GASC and CT will work together for marketing of the joint conference. GASC mainly work on international marketing, CT on local marketing.
- Attendee relations:
 - Web registration: CT. We propose to use one single registration application for the joint conference, but let the registrant freely pick GAS and COSCUP sessions that he or she wants to attend.
 - Post-conference polls: CT. We propose to use one poll for the joint conference. GASC and CT can both contribute questions to the poll. Only the

CT's lead of attendee relations has access to the raw data. The aggregated poll data with personal information removed will be made available for both GASC and CT.

- Cashier and Accounting: CT. We propose that all incoming funds go to CT's cashier for easier accounting.
- Administration: CT.
- Event staff: CT.
- Wifi and power circuits: CT.
- Public relations: GASC for international media, CT for local media, with all press material reviewed by public relations manager of GASC and CT before release.
- Documentation: CT. This includes collecting and posting slides on the conference web site and shooting videos and making them available online.
- Booth management: CT. The current booth manager of CT will function as the booth manager of the joint conference. GASC and CT will send in requests on number and locations of booths by 8/1. The booth manager will use available spaces for allocation.

Fund Raising and Cost Sharing

We propose that the COSCUP Team (CT) and GAS Committee (GASC) work independently on fund raising. CT will lobby local companies and local branches of global companies for sponsorship. GASC will lobby companies outside Taiwan.

We propose that the raised funds and costs are handled in the following manner.

- The cashier and accountant of CT will function as the cashier and accountant of the joint conference.
- All funds go to the cashier for streamlined fund management and accounting.
 - GASC and CT will each appoint one representative to stay in contact with the cashier by e-mail about amounts that go in and out.
 - When a sponsor fee is wired into the conference account, the cashier notifies the corresponding representative and the conference accountant for bookkeeping.
 - GASC and CT will each appoint a representative (can be the same as the one above) that can authorize withdrawal of funds from the account after confirmation with the accountant that the amount doesn't exceed the current balance.
- The cost of the joint conference will be split into 3 parts: *COSCUP-specific*, *GAS-specific* and *shared*.
 - COSCUP-specific costs: COSCUP speaker's expenses (travel and speaking) and COSCUP personnel's travel expenses.
 - GAS-specific costs: GAS speaker's expenses (travel and speaking) and GAS personnel's travel expenses.
 - Shared costs: all the rest
- Funds raised by GASC will be used to cover GAS-specific part, and that raised by CT will be used to cover COSCUP-specific part. Both GASC and CT will do their best to cover the shared part together.
- **Budget deficiency:**
 - In case CT or GASC doesn't raise enough funds to cover its specific part by 6/27, its program should be reduced to match the funding.

- In case the total funding isn't sufficient to cover the total cost, the shared part of the budget will be reduced. The items to be cut will be decided jointly by the conveners of GAS and COSCUP.
- **Budget surplus:** In case there is a budget surplus, the remainder will be split between CT and GASC according to the ratio of contributions to the shared budget.
Formula:
 $R1 = F1 / (F1 + F2) * R$
 $R2 = F2 / (F1 + F2) * R$
(R1 = what CT gets in the remainder, R2 = what GASC gets in the remainder, R = total remainder, F1 = contribution to the shared budget from CT, F2 = contribution to the shared budget from GASC).

Messages

As most people in Taiwan open source communities are already familiar with COSCUP, we will put more weight on the message of GAS.

We propose that the joint conference's main message should be "open source software is pervasive." This message is reinforced by introducing how open source software plays important roles in the cloud, on the PC and in variety of devices. Gnome is the dominant open source GUI here, and GAS can really entice users into becoming more involved in the many aspects of Gnome.

In addition to the main message, we propose to send out messages tailored to open source developers, promoters and users as follows.

- Developers: "Come to meet top Gnome and web developers, share ideas and improve your skills."
- Users: "Come and learn how the upcoming release of Gnome 3 can increase your productivity."
- Promoters: "This is your chance to join the global Gnome community and/or create your own Gnome community in Taiwan!"

Expectations

Number of attendees

We expect 700 people or more at the joint conference. The venue can hold a maximum of 800 people. According to our experience approximately 30% of free admission event registrants will not show up, therefore we'll admit 1000 registrants for the joint conference. The COSCUP team is confident that this is an achievable target based on the responses and the speed of registration for COSCUP 2009.

Composition of attendees

In the past COSCUP attendee demographic consists of approximately 1/3 open source developers, 1/3 open source system administrators and 1/3 open source software users, with some of the users/administrators also enthusiastic promoters. We expect the same composition for the joint conference, with a possibility to boost the percentage of developers with Gnome developer speakers coming into town.

Program

The COSCUP part of the joint conference will focus on web/cloud technologies and hardware advancements. The conference will also touch on legal aspects of open source software within commercial product development. For the GAS part we expect that "preview of Gnome 3" and "Gnome mobile" will be the most attractive topics to the local community.

Marketing

Promotions

We will distribute messages through the following channels:

- Official COSCUP plurk and facebook accounts. We expect more than 700 followers on plurk and more than 1000 fans on facebook.
- PTT, The largest bulletin board system in Taiwan. COSCUP has been promoted on the entry page of PTT in the past years. We'll try to do the same in 2010.
- Official COSCUP blog on <http://blog.coscup.org/>.
- Various online forums and mailing lists of open source communities in Taiwan
- Blogs of famous open source bloggers in Taiwan. COSCUP has been heavily supported by open source bloggers in the past. We're confident that they'll support the joint conference with even higher enthusiasm.
- More than 100 computer science or information management departments in universities.

We plan to push a series of messages out of the door at appropriate times.

- Call for speakers: all channels
- Readiness of Call for Sponsors: our connections in local industry and all channels
- Onboard of sponsors: plurk/facebook
- Onboard of famous speakers: plurk/facebook
- Open for registration: all channels

In addition to promotions on the web, EDMs will be used in industry channels and posters will be used in selected university channels.

Public Image and Conference Web Sites

We propose that GAS 2010 and COSCUP 2010 use similar themes and state clearly that it is a joint conference, similar to how KMIS 2010 (<http://www.kmis.ic3k.org/>) and KEOD 2010 (<http://www.keod.ic3k.org/>) display their themes. However, we don't propose to have an umbrella site like IC3K 2010 (<http://www.ic3k.org/>). This should be achievable as both the GAS 2009 and COSCUP 2009 web site have similar styles.

The following screenshots are for illustration purposes only. The final theme and layout can be jointly designed at a later date.



Contact Information

Ernest Chiang <dwchiang@gmail.com> will be the official contact point of COSCUP team.

Writing Credits

- Pingooo: writing.
- Kevin Yang and Lloyd Huang: marketing related texts in Chinese.
- Tim Clare: English revisions.
- Rex Tsai, Bob Chao, ckm Shih, Toomore: Photos.