

# 2018 | LAS @ GiNA

Based on GNOME's [How to bid](#) documentation

---

## Table of Contents

<b>Vision</b>	<b>1</b>
<b>Goals</b>	<b>2</b>
<b>Timing</b>	<b>2</b>
<b>Global Team</b>	<b>2</b>
<b>Sponsorship</b>	<b>2</b>
<b>Tentative Schedule / Events</b>	<b>3</b>
<b>Possible Tracks for Papers</b>	<b>4</b>
<b>Call for Bids Criteria</b>	<b>4</b>

## Vision

We propose that the LAS @ GiNA event be four days long, with the last day being solely devoted to unconferences.

We expect about 50 attendees, but we would like to have room for up to 75 attendees.

### LAS

The long term vision for Libre Application Summit (LAS) is to cover the Linux application space, and how a competitive and viable ecosystem for design, development, distribution and monetization of apps can be built for Linux. We want it to be a place for professionals and enthusiasts to exchange ideas on how to improve and move the status quo of the platform forward in those areas, and a place for the public to come, be inspired, and learn about the latest technologies in the application space.

In its first years, LAS will be incubated within what used to be the Boston Summit and West Coast Summit. This consolidated event will be called the GNOME in North America (GiNA) Summit. We are co-hosting LAS and GiNA to gain traction.

## The GiNA Summit

The GiNA Summit (GNOME in North America) is a consolidated event that will be comprised of an unconference and workshops with GNOME related topics. It is an evolution of two previous North American Summits: the Boston Summit and the West Coast Hackfest.

## Goals

LAS should have a more high level agnostic feel to it. We will welcome Canonical with Snaps, KDE, etc. It should NOT be flatpak exclusive.

There should be a focus on applications. An acceptable topic might be changes in the full stack (from kernel to low-level userspace to higher-level userspace) that application and toolkit developers should be aware of to implement a better developer experience on Linux.

We want anyone to be able to feel welcome joining this conference. We may consider certain events or workshops that can help new participants feel integrated and empowered to participate in the rest of the event.

### Goals of LAS:

1. **Create awareness around the Linux application stack.** We want to create awareness around the design, development, distribution and monetization of apps that can be built for the Linux platform.
2. **Create industry buy-in and collaboration.** We want to create a collaborative environment where industry professionals, enthusiasts, entrepreneurs, upstream and downstream developers and designers can come together to advocate for the next generation of features, raise the bar of the platform and plan roadmaps to achieve it.

### Themes of LAS:

1. **Distribution and deployment.** Technologies to package, distribute and deploy desktop applications. For instance, Flatpak, Flathub, Snap, ...
2. **Toolkits.** Including display server technologies, GL/Vulkan integration, toolkit/desktop integration APIs, ...
3. **Performance.** Technologies and breakthrough developments to increase performance for desktop applications. For instance, powertop/power efficiency, startup times, graphics and video acceleration, ...
4. **Security.** Technologies and breakthrough developments to increase security for desktop applications. For instance, containerization, sandboxing, desktop portals, kernel security/audit, ...
5. **Licensing and legal.** Including legal frameworks for monetization and liability for developers distributing applications on platforms such as Flathub.

6. **Marketing.** Including social media outreach, analytics, advertisement for Linux applications.
7. **Internationalization and documentation.** Technologies and frameworks to support applications and their users across different geographies and levels of proficiency.

## Timing

We would like to have this event in the Spring of 2018. It seems like April or May would be a good time to target. *Source:* [OpenSource.com](https://opensource.com)

We suggest that the event be Thursday - Sunday.

## Global Team

### Global organizers:

1. Nuritzi Sanchez - co-lead
2. Rosanna Yuen - co-lead
3. Cassandra Sanchez
4. Cosimo Cecchi
5. Adelia Rahim
6. Sriram Ramkrishna

### Talks Team:

1. Meg Ford
2. Philip Withnall
3. Matthias Clasen
4. Cosimo Cecchi

## Sponsorship

In addition to new sponsors, we would reach out to organizations that sponsored us last year.

Previous sponsors:

- Endless
- OpenSUSE
- Collabora
- Yocto
- CodeThink
- Intel
- Aleph Objects

- Red Hat

Potential new sponsors:

- Facebook
- Google
- IBM
- Amazon
- Wordpress
- London Trust Media / Private Internet Access

See sponsorship brochure here: [LAS GNOME 2017 Sponsorship Opportunities](#).

## Tentative Schedule / Events

We envision the event having the following components:

- Speakers/Keynotes
- Unconference/BoFs
- Student involvement
- Hackathon - work on stuff that needs to get done
- Onboarding - teach people about Flatpak, Builder, and GNOME. We hope to hold a Linux installathon for the public.

**Day 1:** ½ LAS speaking, ½ day LAS unconference or workshops

**Day 2:** ½ LAS speaking, ½ day LAS unconference

**Day 3:** ½ LAS speaking, ½ day any unconference

**Day 4:** full day unconference and workshops

## Possible Tracks for Papers

- **Community Engagement & Marketing** - How are we getting the news out about all of these things? How do we measure success?
- **Newcomer Story** - How do we get newcomers to start building Linux Apps?
- **Social Impact & Ethics** - How are we involving corporations/proprietary software? How do we engage with government?
- **Developer Story** - e.g. Builder and Flatpak
- **Distribution** - What value do different distributions provide? (maybe we can have a panel)
- **Business & Legal** - Linux application market stories. How are these being used? What are some of the legal issues we need to keep in mind?

**3 Headline Speakers:** 1 hr

**6 Speakers:** 45 mins

## Status of Bids

### Denver (10)

- **2 - Identify venue** - Still in progress, need to reach out. Possible targets include: Community College of Denver and Denver University, which would be low cost.
  - 1 speaker room (up to 75 people)
  - 3 breakout rooms
  - Equipment (audio and video recording, visual equipment for presentations, computer adapters)
  - Ensure WiFi/network at event
  - Accessible
  - Tourist information and food nearby
- **1 - Propose dates for a 4 day event - Sept 7 - 17th**
  - Why they chose those dates and if it's flexible
- **3 - Organize a local team - System 76**
  - Global organization liaison
  - Venue liaison
  - Social events organizer
  - Budget
  - Marketing & social media
  - Network with local attendees
  - Network with local sponsors
  - Local volunteers for registration, running mics
  - Videographer (streaming & recording)
  - Visa and sponsorship writers
- **2 - Travel Convenience** - both venue options have decent transportation, but Denver isn't the most immigration friendly.
  - Ease of immigration
  - Transportation options
- **2 - Local attendees** - have a small list of companies to invite.

### San Francisco (11)

- **1 - Identify venue - big challenge.**
  - 1 speaker room (up to 75 people)
  - 3 breakout rooms
  - Equipment (audio and video recording, visual equipment for presentations, computer adapters)
  - Ensure WiFi/network at event
  - Accessible
  - Tourist information and food nearby
- **2 - Propose dates for a 4 day event - we're flexible, but it depends on the venue**

- Why they chose those dates and if it's flexible
- **3 - Organize a local team - strong local team. 6+ people (Endless)**
  - Global organization liaison
  - Venue liaison
  - Social events organizer
  - Budget
  - Marketing & social media
  - Network with local attendees
  - Network with local sponsors
  - Local volunteers for registration, running mics
  - Videographer (streaming & recording) - Tiffany Yau
  - Visa and sponsorship writers
- **2 - Travel Convenience** - depends on the venue. SF isn't super immigration friendly.
  - Ease of immigration
  - Transportation options
- **3 - Local attendees** - several large universities in the area (Berkeley, Stanford, SCU, USF)

## Montreal (11)

- **3 - Identify venue - Red Hat space available**
  - 1 speaker room (up to 75 people)
  - 3 breakout rooms
  - **Equipment??** (audio and video recording, visual equipment for presentations, computer adapters)
  - Ensure WiFi/network at event
  - Accessible
  - Tourist information and food nearby
- **2- Propose dates for a 4 day event** - they seem flexible
  - Why they chose those dates and if it's flexible
- **1 - Organize a local team** - James is the main organizer, Jeff is super busy, Hubert is a ?
  - Global organization liaison
  - Venue liaison
  - Social events organizer
  - Budget
  - Marketing & social media
  - Network with local attendees
  - Network with local sponsors
  - Local volunteers for registration, running mics
  - Videographer (streaming & recording)
  - Visa and sponsorship writers
- **3 - Travel Convenience** - immigration friendly, is near downtown so transportation is good too
  - Ease of immigration
  - Transportation options
- **2 - Local attendees** - don't know enough about it

## Call for Bids Criteria

- Identify venue
  - 1 speaker room (up to 75 people)
  - 3 breakout rooms
  - Equipment (audio and video recording, visual equipment for presentations, computer adapters)
  - Ensure WiFi/network at event
  - Accessible
  - Tourist information and food nearby
- Propose dates for a 4 day event
  - Why they chose those dates and if it's flexible
- Organize a local team
  - Global organization liaison
  - Venue liaison
  - Social events organizer
  - Budget
  - Marketing & social media
  - Network with local attendees
  - Network with local sponsors
  - Local volunteers for registration, running mics
  - Videographer (streaming & recording)
  - Visa and sponsorship writers
- Travel Convenience
  - Ease of immigration
  - Transportation options
- Local attendees

## Planning Schedule

### **Bid Submission**

Everyone interested can submit a bid by Oct 20th

### **Select Bid**

Select the bid by mid-November so we can add that info to the website

### **Website & Sponsorship**

Website up by end of Nov

Begin sponsorship outreach by December 2017

**Call For Talks**

Announce CFT in Dec

Targeted outreach to attendees

**Talks Announced**

Speakers are notified in February 2018