

CppCon Academy 2025 Class / Workshop Prospectus

Good teachers deserve apples; great teachers deserve chocolate.

— Richard W. Hamming

This document contains information on potential classes held in conjunction with CppCon Academy 2025. The conference wants to build on the success of previous pre- and post-conference classes and is calling for proposals for class offerings for CppCon Academy 2025. We are accepting proposals (**due 2025-01-31**) for onsite-only classes and/or online-only classes. We are not accepting proposals for hybrid classes at this time.¹

Benefits of Being a CppCon Academy Presenter

CppCon Academy attendees have cited the pre-/post-conference classes as a high-point of their CppCon experience and instructors have reported that classes are made up of motivated and knowledgeable attendees.

CppCon promotes its classes and instructors to thousands of C++ programmers every year and being recognized as a CppCon Academy instructor can help to establish your reputation as a C++ thought leader as well as a qualified instructor.

Teaching a CppCon Academy class can be intellectually as well as financially rewarding for individuals with the appropriate skills and willingness to develop and present high-quality material in an engaging way.

Instructor Experience

The expectation of the conference organizers is that proposals will be from experienced instructors presenting material, including exercises, of the highest quality. The bar for classes is higher than that for presenting sessions.

We have had successful classes that were taught by individuals with little experience as professional instructors and will continue to accept proposals for any member of the community. However, attendees have high expectations for CppCon Academy and failing to live up to these expectations damages the reputation of the conference (as well as the instructor). Proposals

¹ If you feel that you can make a compelling case for a hybrid class, our chancellor is skeptical, but willing to listen. Please set up a chat by first contacting jon@cppcon.org.

from individuals without an established reputation as instructors, particularly proposals of untested material, must be convincing as to the fitness of both the instructor and the material.

Onsite-only Class Format

Onsite classes at CppCon may be one, two,² or four³ 9am to 5pm days and will have quarter hour morning and afternoon breaks as well as a short (45 minute) lunch. Classes are thus expected to have about 6 and a half hours of content time each day. The format may be a workshop with lots of hands-on work or it may be more lecture-centric, but attendees will expect exercises even when the class is predominantly lecture.

Attendees will have power to their desks. In addition to a projector for your laptop, you will also have a whiteboard. The conference does not provide WiFi for classes. Attendees staying at the GR can use their room WiFi in the classrooms. Attendees that are not staying at the GR will need to use their cell phones for internet access (or rely on the kindness of strangers).

Online-only Class Format

CppCon 2025 will also offer online-only classes (but no hybrid/mixed access classes). If you are interested in holding an online-only class, the infrastructure burden falls to you. The conference is really only adding marketing support for online classes.

Based on our experience, we feel that online classes should not meet as long every day as onsite classes (probably no more than five or six hours of class time including breaks). This means that what is normally a two-day class should be offered as a three-day online class, with about thirteen hours of instruction over these three days. This policy also works for classes that are offered across time zones. Shorter classes are accommodating to more potential attendees. In previous years, all our online classes started at 09:00 Aurora time. This means that classes that last six hours will end at 23:00 in central Europe.

Unless you specify otherwise, we'll assume that all online-only classes for CppCon 2025 will follow that pattern.

As an online-only class instructor for CppCon, it is up to you to determine when you'll have breaks.

It is also up to you to determine what platform (such as Zoom) you'll use for your class and provide necessary access to the platform. All infrastructure decisions are on you, but we can assist with this if you need this assistance.

² Due to space limitations, we've a bias toward two-day classes.

³ Four day classes would be considered "experimental."

Class Offering Page

For each class offered, the conference will create and host an offer page, such as these: [Brown](#), [Fertig](#), and [Roy](#). Prior to publication, a draft of the page will be emailed to you at your provided email address for you to review. Please watch for this email, and respond to it as quickly as possible.

The information for these pages comes from your submission. Please be aware that your submission information should be of publishable quality. There is an unpublished “comments” field for questions or comments that are intended for organizers rather than potential attendees.

Marketing

We are attempting to address declining enrollment by increasing our marketing efforts for classes. Some of these the conference will handle without any effort on your part, but some of these plans will require assistance from you.

In addition to your doing whatever social media marketing you can for your classes, we’d like you to create two videos.

- One is a commercial that is less than a minute in duration and in portrait orientation. We’ll use this as a “video short” on [our YouTube channel](#).
- The other video is a “sampler” or a “teaser.” It should be in landscape mode and should be on the order of an hour in length. It could be the first content hour of your class or anything else that both lets viewers see what your class is like and also leave them wanting to attend the entire class.

The conference will be able to give you some guidance on how to produce these videos, but the content burden is on you.

Instructors/Attendee Communications

Note that to facilitate communication with your class attendees, the conference will share your contact information with attendees and their contact information with you. We will also inform attendees of the URL of your class homepage if you provide us with one.

The class experience is enhanced when attendees have a clear idea of what to expect. To facilitate this, the conference will create a “chat” channel for each instructor in the conference Discord.

If providing an email address for class attendees is a hardship in any way, please let us know so that we can develop a workaround.

Class Home Page

It is not required, but it is recommended that you create a homepage for your class with relevant information about your class. Here is an [example class homepage](#) (not for a CppCon class).

Possible topics for the class homepage include background material, abstract and/or rationale for the class, prerequisites, required equipment/configuration, connection information (for online classes), class Discord channel, date/time, exercises, slides, instructor(s) email address, instructor(s) bio(s) and photo(s), expected class etiquette, course objectives, and even supplemental material such as books, blogs, articles, or videos.

The instructor contact email and home page URL are only made available to attendees, and are not on the public pages of the cppcon.org website.

Bio(s)

You need to provide a bio for each class instructor.

The instructor bio should be professional and highlight the qualifications of the instructor to present the material in the class.

Please refer to yourself in the third person. The bio should start with your full name and each subsequent paragraph should use your first name once with all other references to you being with pronouns.

Your bio can and should feature appropriate links, for example, to books, blogs, and perhaps your own professional homepage. (The submission field for the bio is just text, but if you provide URLs, we'll create links for the online bio.)

Some example bios: [Andreas](#), [Jason](#)

CppCon 2025 Conference and Class Dates and Deadlines

The conference is planning to have both pre- and post-conference classes in 2025 and is open to considering both two-day and one-day proposals.

The dates for onsite two-day pre-conference classes will be the 13th and 14th of September.

The date for onsite one-day pre-conference classes will be the 14th of September.

The date for onsite one-day post-conference classes will be the 20th of September.

The dates for onsite two-day post-conference classes will be the 20th and 21st of September.

All onsite classes to be held at the Gaylord Rockies in Aurora, Colorado.

Online-only classes should be on business days the week before or after the conference. For example, for a three-day class, the dates for pre-conference should be September 10-12 and post-conference should be September 22-24. Pre-conference classes should end on September 12 and post-conference classes should start on September 22.

Because we want to offer all classes during registration for all attendees, we need to decide on the classes offered before we open registration. This means that we need to have class information in place very early in the year.

We must have proposal submissions by 2025-03-03, so that we can make acceptance decisions and finalize all class information to open registration soon after.

Special Attendees: Volunteers / Students / Class Instructors

The conference designates certain attendees “special” and offers them discounted registration. This group is made up of conference volunteers/staff, members of the conference’s Student Program (full-time students registered for the conference) and class instructors (who wish to sit in on another instructor’s class).

Special Attendees will pay *one third* of the regular class rate and will count as *one third* of a full-pay attendee for instructor payment purposes.

Financial Terms

In addition to covered registration for CppCon 2025, class instructors are compensated based on the number of paid class attendees. Compensation is based on the class. If there are multiple presenters, compensation will be split as specified by the presenters. Travel/lodging expenses are generally covered for a single presenter, but different terms can be negotiated.

Onsite classes: The cost structure for an onsite conference class is a fixed cost of a few thousand and a variable cost (largely catering). For 2025, our offer is that instructors will receive \$420 per day for each full-paid registration and \$140 per day for each Special Attendee

registration *after* the (equivalent of) *five* full-paid registrations (or *fifteen* Special Attendee registrations). This is based on an assumption of \$600 per class day.

Online classes: The cost structure for an online-only conference class is very different from an onsite class. For 2025, our offer is that instructors will receive \$280 per day for each full-paid registration and \$94 per day for each Special Attendee registration *after* the (equivalent of) *one* full-paid registrations (or *three* Special Attendee registrations). This is based on an assumption of \$400 per day of class.

All classes: Please review [the conference policy for instructor expenses for 2025](#), although the conference will not be paying expenses for online-only classes, this is the method that is used for compensation. Note that instructors will need to [set up a Veem account](#) to accept payment.

Special Situations: The terms covered in this section are general and should set expectations. However, individuals may request special negotiations, for example, if the conference isn't covering any travel or lodging expenses, the number of registrations initially claimed by the conference (normally five) may be reduced.

Course Selection

Conference organizers have not yet specified a limit on the number of classes that could be offered. In determining which proposals to accept, we will consider the total number of proposals/classes, which are for pre-conference and which are for post-conference, the value to the conference of offering that class, the value to the conference of having the instructor present one or more sessions during the regular conference, and how closely the proposal fits with the Standard C++ Foundation's mission of promoting the use of standard C++.

Poor Enrollment / Course Cancellation

Enrollment

It isn't news to you that the pandemic has not been kind to attendance for C++ conferences and classes. We've begun to see conference attendance improve, but not so much for classes. This seems to be true to all C++ conferences, some of which have had to cancel classes entirely due to low enrollment. Obviously, we hope that this is not a "new normal" and that class attendance will bounce back, but we've yet to see evidence of this.

CppCon Academy has had to cancel several classes due to low enrollment during each of the post-pandemic years and anticipates needing to do this again. Prior to the pandemic the conference policy has been that if the conference offered a class, the conference wouldn't

cancel it due to low enrollment (but the class presenter could do so if class enrollment didn't meet their requirements). Our new policy is that if we don't have *at least five registrations* for onsite classes, the conference will cancel the class. We work with class presenters to make this decision.

Post-Conference

Due to poor enrollment we are considering not offering any post-conference classes. Since we are not yet committed either way on this, we are accepting submissions for post-conference classes.

Marketing

The conference is working on improved marketing for Academy classes and you may be given the opportunity to assist in the promotion of your class. You may be given the opportunity to provide a video (perhaps of an hour's duration) that would serve as an introduction or "sample" of what your class would cover.

Space

Space considerations set an upper limit on how many onsite classes we offer. Obviously, this isn't a factor for online classes.

Please submit if you are interested, but set expectations appropriately.

Certificates

The conference sends each attendee that, in your opinion, completed your class, a certificate of completion. Here is an [example certificate](#).

For this program, you'll need to submit a scan of your signature (if you have not already done so) and you'll need to let the conference know which of your attendees successfully completed the class.

Proposal

Please [use this form to submit a proposal](#).

Proposals must be in by January 31, 2025. We are targeting the end of February for notification. If you have any questions, want more information, or have an idea that doesn't fit our traditional format, please contact me: jon@cppcon.org.

Jon Kalb
Chancellor, CppCon Academy