

# Intro

This document is meant to be an evolution of the great work done in [DrupalCamp and Event Organizing Guide, Version 2](#). The goal is to create a curated living document by camp organizers, for camp organizers, both new and existing.

## How to use this document

We'll start with brain-dumping camp-specific info in each section, then the Camp Organizers group will meet regularly to determine what should be promoted to generalized best practices.

## Code of Conduct

All interactions here should abide by the [Drupal Code of Conduct](#).

# Topics

## Marketing

### Best Practices

- Stickers v Postcards
  - Postcards provide more info and probably the size of DrupalCon name badge so attendees can keep them with their badge.
- Social Media
  - Having (one) someone dedicated to messaging is super-useful
  - Overlapping social media people can sometimes get rough
  - Twitter List of Camps
  - Tweet scheduling spreadsheet
  - #hashtags
    - “#DrupalCamp #Asheville”
    - #drupal
    - Use #drupalcon during Con to get visibility
    - Tweet at official Drupal accounts for RTs
- Mailings
  - Create an email list and start collecting emails
  - Add email subscription form to landing page
  - Set up email sharing with other nearby camps
  - Send folks to other camps to promote your camp
- Local meetups

- Communicate with local meetup organizers
- Slack
  - Create channels for announcements in the Drupal and/or Organizer Slack
- Calendar
  - Create calendar to collect all of the deadlines for every camp
    - Session submission (open/closed)
    - Registration (early, regular)
    - Schedule announcement
    - Sponsorship deadlines
    - Paid training registration
- Groups.drupal.org
- Marketing calendar to get folks on the same page about comms (mini-campaigns)
- Drupal Planet <https://www.drupal.org/drupalorg/docs/content/planet-drupal>
- Podcasts! Check out [the list](#) and ping podcasters to promote your camp.
- [The Weekly Drop email?](#)
  - Might be able to promote more granular deadlines too
- Drupal Assoc monthly email has camp list.
- Getting out to other languages and other platforms
  - Don't get overloaded, but remember that folks who use different comms channels might be interested in your event
  - FB event
  - LinkedIn
  - Get the word "off the island"
  - Work with local colleges/schools
- Promote non-Drupal sessions to get more outside folks to camp
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## Camp Notes

## Website

## Best Practices

- How do we get it done?
  - Trello
  - Jira
  - Meetings
  - Assign tasks
  - Someone to do it
  - "The lone dev"
- Content management?
  - Workflows?

- Some people don't like stepping on other's toes
    - Sponsor requirements
      - Name
      - Description
      - SVG PLEEEASE
    - GovCon has special workflows.
  - Users
    - Are they Drupal Users or not?
    - Prob
- Mandatory features
  - Sessions
  - Sponsors
  - Attendees
  - News/Announcements
  - Search past sessions
  - Webforms
    - Volunteer signup
  - Schedule
  - Keynote?
    - Somehow make this special: taxonomy? Special session page
- Optional features
  - GovCon mega session selection
  - Surveys
    - session feedback
    - camp feedback
  - Multi-event functionality
  - Job board
  - Trainings?
  - Donations?
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- COD vs custom
  - COD in D6 was great :)
  - COD in D7 is generally not a great thing for camps/overkill
- Persistent site or rebuild year to year?
  - Most folks have been rebuilding...
  - Going to D8 many (Gov, Mid...) would like to build reusable sites
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- Eventbrite vs Commerce
- Whether or not to list attendees
  - List of accounts vs list of attendees???
  - Does it really get used?
- Analytics?
  - Do you have it? Do you look at it?

- GovCon would like to build workflow for session review into Drupal
- Resourcing site development
  - Some agencies give community time
  - In-kind development from local agencies?
  - After-hours work
- Team
  - Designers
  - Themers
  - DevOps
  - Site Builders
  - PM
- How long is your site development going to take? Is it going to block your other camp planning?
  - Session submissions might be the thing you need to plan for
- Could we collaborate on a camp organizers distro?
  - JAM could lend moral support
  - Could agencies become pillars of the distro somehow?
  - Could be useful for Agencies to grow contrib numbers
- Surveying attendees
  - How can we make it consistent?
- Links
  - <https://github.com/Drupal4Gov/Drupal-GovCon-2017>
  - <https://github.com/froboy/midcamp-splash>
  - the baltimore survey <https://www.surveymonkey.com/r/drupalconbaltimore>
  - NJ debrief doc  
<https://docs.google.com/document/d/1r1ZE-9MXyJuDEFipSv-aMqrLkyJXadkg08QAjX3iZdE/edit>
  - GovCon EventBrite <https://www.eventbrite.com/o/drupal4gov-1319352267>
  - out github page on our current site  
<https://github.com/Drupal4Gov/Drupal-GovCon-2017>
  - D.o static archives  
<https://www.drupal.org/drupalorg/docs/drupalcamp-sites-archive>

## Fundraising - (Sponsor sales)

- What is your funding model? (Sponsorships, ticket sales, training tickets, anything else? swag?)
  - Bundle T-shirts (or other swag) with different levels of sponsorship.
  - Utah - Beanies.
  - Ottawa - free but pay for lunch
- Can there be a shared resource of sponsor companies, their sponsorship ROI goals, whether they are local / regional / national
  - [Google sheet starting point](#)

- Sponsor prospectus
  - This is really important. High-level sponsors have been pretty forthcoming with feedback on what these should have.
    - How big?
    - How long?
    - Type of audience targeting vs who shows?
    - Breakdown (dev/agency/new/...)
    - What's my ROI?
    - [Kevin's notes from NOLA](#)

(Liz's notes from NOLA "Give me money" BoF) Shortlist for what sponsors want from Drupal event organizers when trying to decide which camps to sponsor:

Demographics and goals for attendance before your camp and after camp

Your prospectus with the camp schedule

How you are marketing to different audiences to get them to the event? Demonstrate you \*are\* working to get more people into the Drupal community with a marketing plan, this helps.

Give sponsors attendee lists, but use and respect opt-in for this.

At the event, give authentic experiences. Show how you are going to do this.

Give free training day, and offer meeting rooms. Not all sponsors always want a booth.

- Work with long-time sponsors to smoke-test sponsor levels to make sure you're not pricing people out.
- Figure out events around your size (baseline)
- Find the right balance between "I just want to give money" and "I want to directly support a meaningful part of the event/community"
- Tables... optional or not? How to get sponsors to read and understand that they're optional
- Need a sales-person doing sales... devs can only get so far
- Lists?
  - What kind of information about attendees do sponsors get?
  - Are lists a funding source or just a benefit?
  - Be SURE to tell attendees what you're doing with their data.
  - Opt in/out when folks register?
  - Send lists ahead of time so sponsors can set up meetings?
- (sponsor) Contact sharing lists? Or at least lists of companies
  - WordCamps "Global Community Sponsorship"
  - Some sort of directory of sponsors
    - Regions, requirements, past/upcoming events they've sponsored
    - Maybe just a sheet?
    - This [has been tried before](#)
- Get sponsors to pay any processing fees

## Speakers

- How do you prime the list of submissions?
  - Prime the pump (ask for specific sessions from specific speakers)
  - Let folks you know are reliable, who'll provide submissions, come from a variety of backgrounds.
  - Encourage people to submit more toward the end if you need to fill in gaps
  - Newbie sessions are always hard...
  - Talk to DrupalCon track chairs if you're trying to find specifics
  - Socials, mailing lists,
  - How to get a diverse selection of speakers (whether it be women, POC, new folks)?
    - Make sure event represents the speakers - get diversity into the org team
    - "If we don't have a diverse group of developers how could we produce a truly accessible site?"
    - Open up Slack channel
    - Ask people in person (meetups, hold end of camp bof or event and ask there)
    - Look for recent camp speakers
  - Beginner speakers
    - (Have them talk to Kirsten)
    - Offer to mentor or help find them a mentor
    - Suggest a webinar
- How do you review submissions?
  - Blind session selection - midcamp
    - Have someone on the team curate listing on the site, don't show user data
    - Dump from drupal into spreadsheet
    - Have someone on team anonymize the data, remove gendered pronouns, company names, etc
    - Review the sheet on our own, provide 1-3 ratings
    - Group meetings to narrow down
  - How do you consider people who've recently done DrupalCon talks?
    - If they're well known it'll be good to have them
    - Don't want to duplicate content though, so maybe only try and pick a few DrupalCon talks
  - GovCon - distributed session selection
  - Need selection criteria regardless of method
- What's the right balance of talks for my camp?
  - Beginners
    - Dedicated beginners track/full day training (but this doesn't get folks mingling)

- Make sure you've got good trainers going beginner training.
  - Shorter sessions (25 min)
- Keynotes?
  - <https://allthingsopen.org/> (shorter type of keynotes)
  - Make sure you've got the space
    - If you don't have the space, maybe have "Featured Speakers"
  - Make sure you can fill the space
    - If you have high-profile folks, try not to schedule conflicting events
  - How do you choose?
    - Someone in the community and someone outside?
    - Reach out to other camp organizers to talk about community
    - Make sure your keynotes are broadly accessible
    - Start early.
  - Scheduling
    - One each day (of sessions)?
  - If you can't pay for plane tickets, maybe set the keynote up with a home-stay
  - Previous GovCon speakers
    - <https://videocast.nih.gov/summary.asp?Live=19383&bhcp=1>
    - <https://videocast.nih.gov/summary.asp?Live=24916&bhcp=1>
    - <https://videocast.nih.gov/summary.asp?Live=19379&bhcp=1>
    - <https://videocast.nih.gov/summary.asp?Live=16475&bhcp=1>

## Socials

## Venue/Logistics

## Recordings

## Meetups

## Food

- How to deal with all the requirements?
- Label all the things

## Budget

- How do you figure how much you want to spend?
- Fiscal sponsorship docs?
- How do you stick to it?

## Meta/Organizing

- Meet during camp to start planning for next year
  - Hard sell getting organizers for next year
- Split up recruiting across everyone
- How do you incorporate feedback from last year's camp?
  - Keep a doc with "top 5" to-dos
  - Review last year's feedback at first meeting
- How to deal with personality conflicts in your team?
  - Criticise the idea, never the person delivering it.
- How to get a diverse organizing team?
  - Talk to people in person!
  - Plug at your user group
  - Open up your organizing Slack (or other channel) to more than just core organizers
  - Ask three times
  -

## Design

## Volunteers

- How to deal with challenging attendees?
  - Make sure volunteers know what the escalation chain is.
  - Have something distinguishable for volunteers to wear and say at the day's introduction that attendees should look for the people wearing the things when they need help/have questions.
  - Keep a log of attendee feedback and the experiences of volunteers so you can debrief later and the information isn't forgotten.
- How to get volunteers to show up?
  - Use this [Spreadsheet...](#)
  - Offer old swag as a thank you to onsite volunteers.
  - Get folks to sign up the day of
  - Recruit people who you want to help get more deeply into the community
  - Be persistent
  - Help from tech organizations, disadvantaged youth orgs
  - Create roles with descriptions that are similar to job descriptions (what does the person(s) in the role do? What skills are needed? How many hours per week/month will be expected and when are the busier times?) Set expectations up front.

- If you don't have capacity for recruiting, ask current volunteers if they have recommendations for new people. Ask if they can offer diverse suggestions.
  - Use groups.drupal.org as a place to find new recruits via active users.
  - Have one volunteer manager on site who can check in all the others and who will fill in/delegate responsibilities if people do not show.
- How to get organizers to be persistent?
  - Recruit at your event
  - Invite them to the retrospective, slack channel
  - Keep meetings going throughout the year. Keep your team on a cadence.
    - DrupalCon summit/track leads meet every 2 weeks.
  - Try to get companies to allow billable time or professional development time to be dedicated to organizing.
  - (Monthly) face to face to keep people invested
    - Sprint on some piece (prospectus, theme, menus) in person, keep team engaged
  - Acknowledge to the team that it is hard.
  - People phase themselves out of roles and it is okay.
  - Delegate the less-fun work because it may be actually fun for someone else.
  - Over-communicate. Share feedback you are getting with the whole team so everyone feels involved, so everyone feels that they know what is happening.
  - Always do a retrospective. Ask "What did you learn?"
- <https://www.drupaleasy.com/blogs/ultimike/2017/02/florida-drupalcamp-2017-recap-bigger-all-dimensions>
- Could we get folks to talk to us about things?
  - Florida seems to be like a "camp in a box". Could we get UltiMike to come chat with us about how they do it?
  - London
  - Dev Days
  - Steph
    - <http://2015.midcamp.org/session-proposal/were-all-little-mad-recruiting-and-retaining-dedicated-volunteers>
- We just want everybody to get alonggggg!
- <http://2017.tcdrupal.org/session/volunteer-burnout-and-guide-better-conferences>
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## Training

- How do you cover space?
- Do trainers get paid?
- How do you sell tickets?

Accessibility

Sprints

Diversity

Surveys/Feedback