

2018 | LAS @ GiNA

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

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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
- System76
- Canonical/Ubuntu
- Github
- BlueSystems
- KDE
- The Document Foundation
- (Anyone with a desktop app in Flathub or Snap store)
 - Dropbox
 - NextCloud
 - Mailspring
 - Hiri
 - JetBrains (PyCharm)
 - Rocket.Chat
 - Enpass.io
 - Telegram

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 installation 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 (11)

- **3 - Identify venue** - Still in progress, need to reach out. Possible targets include: Community College of Denver and Denver University, which would be low cost. Same place as a brewery :)
 - 1 speaker room (up to 150 people)
 - 3 breakout rooms, 2 floors
 - Equipment (audio and video recording, visual equipment for presentations, computer adapters)
 - Ensure WiFi/network at event - yes campus wifi works
 - Accessible
 - Tourist information and food nearby
 - Cost of 3000 for 4 day event
- **2 - Propose dates for a 4 day event - May 18-21**
 - These dates were available recently and we are pretty confident will work
- **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 (14)

Link to [SF bid](#).

- **3 - Identify venue** - \$3,800 for the Alumni Center on Stanford campus for 3 days (April 5 - 7, 2018). We could then use space
 - 1 speaker room (up to 75 people) - yes
 - 3 breakout rooms - yes
 - Equipment (audio and video recording, visual equipment for presentations, computer adapters) - yes
 - Ensure WiFi/network at event - yes
 - Accessible - yes
 - Tourist information and food nearby - yes
- **3 - Propose dates for a 4 day event - Thursday, April 5 - Sun, April 8th**
 - **Not flexible.** This is the only time the venue is available for 3 consecutive days in the Spring of 2018. We would use the venue from Thurs - Sat and then move to another informal space for BoFs on Sunday.
- **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** - SF isn't super immigration friendly. Stanford is close to the train and provides a free shuttle around the city.
 - Ease of immigration
 - Transportation options
- **3 - Local attendees** - several large universities in the area (Berkeley, Stanford, SCU, USF)

Montreal (11)

- **Main Advantages:**
 - Free
 - In Canada (No U.S. border/immigration problems)
 - Closest to Europe (for European travellers)
 - Dope city!

- **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 adapter s)
 - Ensure WiFi/network at event - works great! Very fast, pro-networking
 - Accessible - not wheelchair accessible, but only a few (6) stairs.
 - Tourist information and food nearby
- **2- Propose dates for a 4 day event -**
 - May 17-20
- **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