



ParisDotComm Ed.2 2023 - organisation report

✓ Event summary

ParisDotComm 2023 is an innovative 3-day blockchain conference held at the “Institut du Monde Arabe” in Paris, France, focused on promoting the Polkadot ecosystem, fostering collaboration, and showcasing real-world applications of blockchain technology. The event features two stages, panel discussions, project presentations, workshops, an NFT exhibition, and networking opportunities for professionals and enthusiasts in the blockchain industry.

PDC aftermovie: <https://www.youtube.com/watch?v=LurjIET95q4>

Social networks:

https://twitter.com/Paris_Dot_Comm (998 followers)

<https://www.parisdotcomm.org/>

<https://discord.com/invite/Zf5276WzAg> (+/- 100 members)

https://www.youtube.com/channel/UC9Bgf_XU0GELaYILFqzGNmA

✓ Event overview

The venue

“The Arab World Institute was designed to create some strong and durable cultural ties while cultivating constructive dialogue between the Arab World, France, and Europe.” It is now a high place of cultural exchange in Paris, with many partnerships but is also very active in the domain of mathematics.

Our vision is to create a collaborative and inclusive platform that bridges the gap between the blockchain community, the web community and a broader non technical public. By emphasizing the Polkadot ecosystem and promoting usage of blockchain technology in people's everyday life, we aim to foster innovation, inspire new ideas, and encourage meaningful partnerships. Ultimately, our vision is to accelerate the adoption and understanding of blockchain technology, enabling a future where it becomes an integral part of our digital lives, economy, and society.

Why organize ParisDotComm during ETHCC in Paris?

- Synergy: Hosting both events in the same city and at the same time will create a synergy effect, where attendees interested in blockchain technology can benefit from attending both events. This may lead to more networking opportunities, collaboration, and knowledge sharing.
- Attracting a larger audience: ETHCC is a world top3 blockchain event. Since both events focus on the blockchain industry, attendees find it more convenient and cost-effective to attend both conferences, thus attracting a larger audience for both events.
- Greater visibility: Hosting ParisDotComm during ETHCC may increase the visibility of our event as more blockchain enthusiasts and professionals will be in Paris at that time.

ParisDotComm is an event open to the web and beyond.

The complete program is available here:

<https://parisdotcomm.org/#program>

All the speakers were present. We would like to express our thanks to them for their participation.

We have also provided participants with a friendly social and working space that included catering.

The three days were generally appreciated by the participants. The feedback for the second edition is positive.

✓ **Milestones and tasks realization** *(extended from the original proposal to fit reality)*

Milestone	Deliverable	Status	Expectations	Metrics
0	Prepare proposals and get partners on board			
	0.1 Contact polkadot teams, blockchain communities, partners, and institutions.	completed	We got altogether > 7 participating teams: Moonbeam, Astar, SubSocial, logion, Zeitgeist, Phala FR, Tezos, Bifrost > partners: FFB, Blockchain Innov, Blockchain HEC, Binance FR community, Near, Cointelegraph (interested pending event approval), 2 exchanges (pending event approval), Office of French PM (interested, pending event approval)	PDC Partners is now a group of 108 members
1	Marketing	completed	Creating marketing strategy, visual identity of the event and co-marketing with our partners	
	1.1 Create Logo	completed	2022 version available	
	1.2 Social Graphics & Marketing & Articles	completed	2022 material available	
	1.3 Announcement from our partners	completed		

	1.4 Create a website	completed	New version of the website	https://parisdotcomm.org/
	1.5 Find Cameraman and Photographers	completed	Discussing the filming and streaming of the conference	<p>PDC main stage videos: https://www.youtube.com/playlist?list=PLJ0w0pqhMKhBtqeUiF6KS9usigun0TSN1</p> <p>PDC second stage videos: https://www.youtube.com/watch?v=cdnMvVSYUik&list=PLJ0w0pqhMKhDIG-ykp5lqDzNCT3GjrkWh</p> <p>PDC after movie: https://www.youtube.com/watch?v=LurjIET95q4</p>
	1.6 Merchandise	completed	Preparing merchandise design, finding quality merch contractors in Belgium. 2022 partners available.	
	1.7 Public relations	completed	Press releases from major Crypto publications	
	1.8 Twitter posts	completed	Twitter push from official page 3x a week, twitter announcements of speakers, partners, programme and different programme updates.	<p>995 followers: https://twitter.com/Paris_Dot_Comm</p> <p>June 15 - Aug. 31: "During this 78 day period, you earned 16.6K impressions per day."</p> <p>See Addendum for more statistics</p>
	1.9 Digital marketing	completed	co-operation with Polkadot digital marketing team	

2	Management	completed	NPO created Organizing team onboarded Volunteers onboarded	
	2.1 Accounting management	completed	Was not initially planned	PDotComm ASBL was audited following the payment of some invoices. We had to negotiate for 3 months before concluding a settlement.
3	Venue	completed	Arab world institute - Paris	
	3.1 Discuss with venue to create a specific plan of action	completed	Figure out plans of catering, needs for security, technical support, and other staffing needs.	
	3.2 Negotiate quotes	completed		Negotiations and methods have helped reduce costs.
4	Develop Speakers list			Final event: 108 unique speakers from 93 organizations/companies 20 that were part of a Corporate organization, legal or a Government body. 5 from a VC environment 37 that came from general Blockchain world but not associated with the polkadot ecosystem 52 that came from the polkadot ecosystem Speakers and org list
	4.1 Contact and find speakers from outside our partnering teams	completed	Corporate, institutionals, other blockchain community... Partners involved.	They have been present: Deloitte, Blockchain French Federation, EY Fabernovel, BE Parliament member, BPI France, ALLInvest public bank, Finance innovation, Blockchain HEC

				As well as big blockchains from outside of Polkadot such as Tezos, Chainsafe, Polygon and others.
	4.2 Contact speakers within our partnering teams and Polkadot	completed		
	4.3 Get content from speakers	completed	Create the content program.	A stronger program than expected: https://parisdotcomm.org/#program
5	Scheduled conference & Agenda	completed	Confirm the dates with venue and partners and definitely schedule the event	Final event program had: 112 speakers Individual Talks: 50 Panels: 15
	5.1 Confirmed time/date	completed	July 18-20th 2023	
	5.2 The completed agenda online	completed	Assign and publish the finalized speakers list on the website.	https://parisdotcomm.org/#program
6	Tickets - main event			
	6.1 Set ticket prices	completed	60€-30€	
	6.2 Find acceptable Ticketing solution	completed	Managed through EventBrite with multiple NFT rewards: "Mr and Ms Polkadot" unique and common	NFT rewards distributed by the Logion team: https://twitter.com/logion_net/work/status/1727006100455612486
	6.3 Start Selling Tickets	completed		
	6.4 Provide ticket to partners, speakers and volunteers	completed		
	6.5 Tickets sold out	completed		Total orders: 487 Total attendees: 618

				Total tickets scanned: 329 Total bracelets distributed 750
7	Main Stage			Main Stage Talks
	7.1 Final check with speakers	completed	Get presentations, find out specific needs	
	7.2 Day to Day Conference management	completed	Registration, security, additional tickets etc.	
	7.3 Close Conference	completed	Finish Conference with an Afterparty, pack the venue and pay the merchants	
8	Second stage			Polkadot Stage Talks
	8.1 Final check with speakers	completed	Get presentations, find out specific needs	
	8.2 Day to Day Conference management	completed	Registration, security, additional tickets etc.	
	8.3 Close Conference	completed	Finish Conference with an Afterparty, pack the venue and pay the merchants	
9	“Salle du haut Conseil”	completed	networking event	
	9.1 Organizing event	completed	Find the institutional VIP	
	9.2 Separated ticketing management	completed	All the attendees will be welcome	
10	Rooftop	completed	networking party	
	10.1 Organizing event	completed	Find the Dj's	
	10.2 Separated ticketing management	completed	Attendees number limited - security reason	

✓ Budget & accounting management

✓ Prerequisite:

- All accounting must be done in Euros. PDC management is hosted in a public NPO, registered in Luxembourg, which must publish accounting information (PDotComm ASBL, 10, Giällewee, L-9749 Clervaux - RCS LU F13727);
- All figures are listed in a spreadsheet available on demand.
- PDotComm ASBL has been subject to a tax audit following the payment of some invoices. Negotiations took place with the authorities over a period of 3 months. For more information about this, please contact us in private.

✓ Initial Bounty Request:

Amount initially requested: 355,257€ (74.917 DOTs) to finance all the event.
We received **60.199 DOTs** (~268.011€).



✓ Other Incomes:

We still had **44.164,19€** available from the previous year.

We raised 9123€ thanks to the sponsorship.

- Astar paid by Benjamin;
- Terno and Chainsafe.

The ticket sales resulted in 2105,29€ (after deduction of eventbrite fees and refunds).

 Total available resources: 323.812,43€ 

✓ Expenses:

 The total amount of expenses is 323.360,37€ 

Some key informations:

- Venue and catering: 267.363€
- TAX: 17989,8€
- Volunteers: 6070€
- Communication & marketing: 4100€
- Merchandising: 5578,47€
- Videos: 7355€

Invoices and spreadsheet available upon request.

✓ Accounting result:

452,06€ are still available in the association's accounts.

>>> this reserve consists of euros only <<<

✓ **Work forces (w)**

The organization team was composed of 3 members, Elisabeth, David and Benjamin.

Overall calendar:

Period	Tasks	Work effort	Members	Cumulative hours
Feb. - Mar. 2023	Design potential plans, 1st proposal redaction, seeking support	Low	1	~60
April - May 2023	Contacts with 1st participants, work with bounty, searching for a financing solution, venue fixing	Moderate	3	~90
June 1st - 25th	Designing and sizing event, preparing budget, negotiating invoices, reaching sponsors, partners and speakers	High	3	~120
June 26th - July 17th	Organizing with partners/speakers, logistics (production, catering, video), planning, attendees, marketing/PR, administrative, finances.	High	3	~300
July 17-21th	Event	Very high	3	~120
July 24th - Feb. 2024	Accounting, video post prod, follow-up with partners, report writing	Moderate	2	~90

Total cumulative hours of work: **~780 hours**

As a community event, the organization team members have agreed to apply a lower rate than the market rate of 60€/hour to avoid a heavy weight on the event budget.

Total amount for organizers work = **46800 €**

It is up to the bounty team to consider a reward for the organizing team.

✓ Conclusion

Paris is a good place to organize blockchain events. However, with competition from ETHCC and all the other events around it, it might be useful to think about other options for the future: another venue, another moment...? But there's no doubt that this edition of ParisDotComm left a positive mark on the blockchain community.

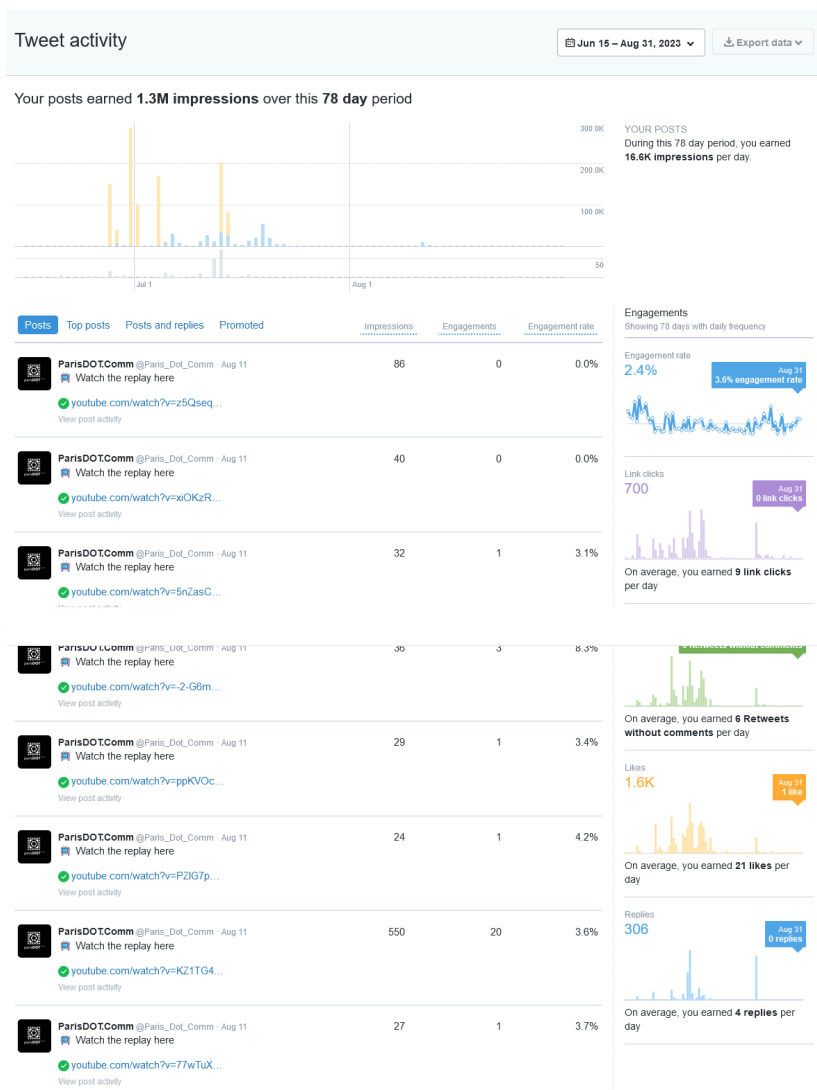
The year 2024 will be special because Paris is organizing the Olympic Games. ETHCC will be organized in Brussel and Polkadot Decoded is happening at the same time.

For these reasons, there will be no organization of ParisDotComm in 2024. Let's see what will be possible in 2025...

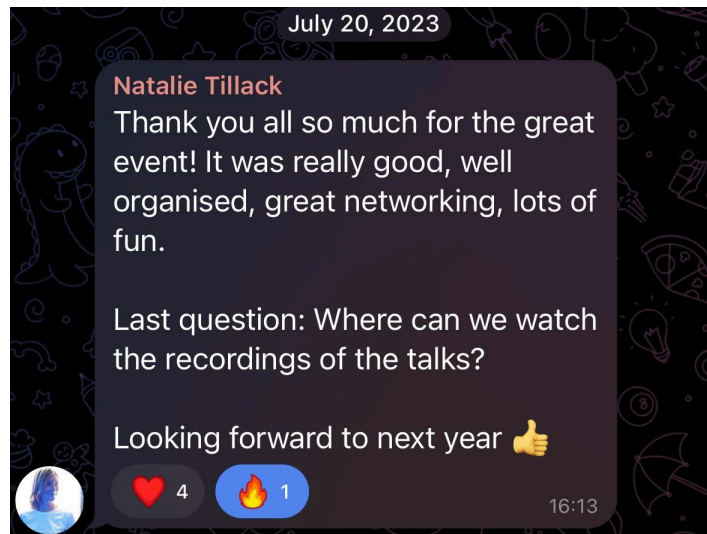
 For any clarifications and additional information please contact us at:

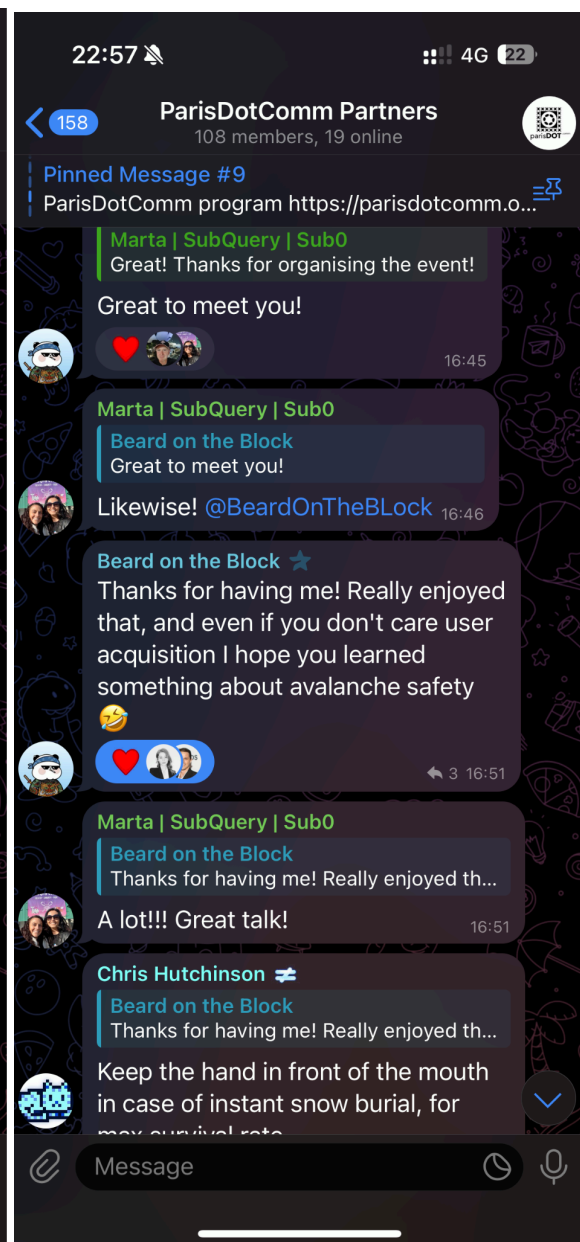
orga@parisdotcomm.org

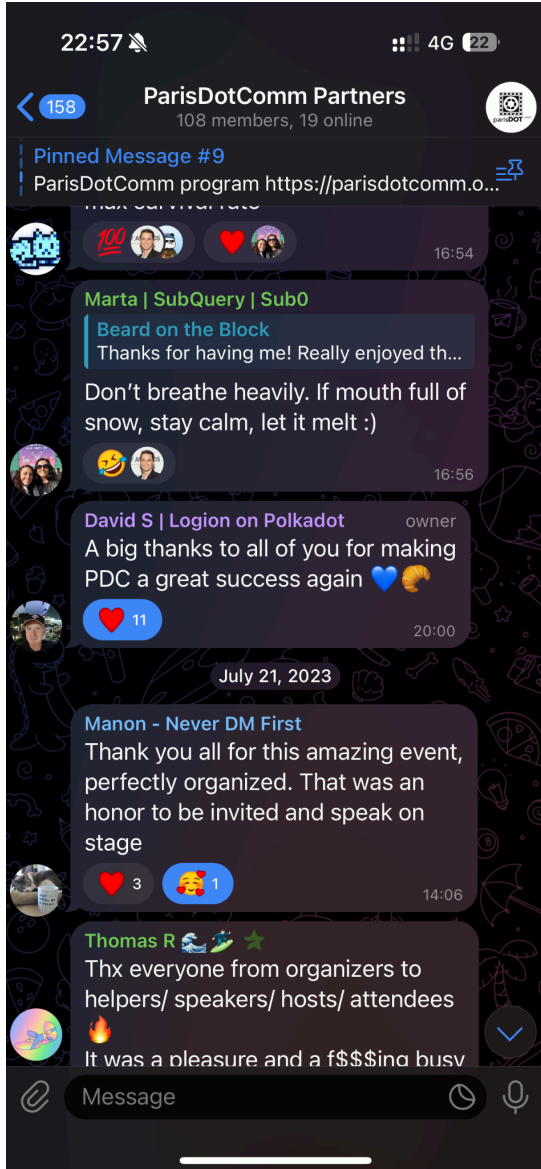
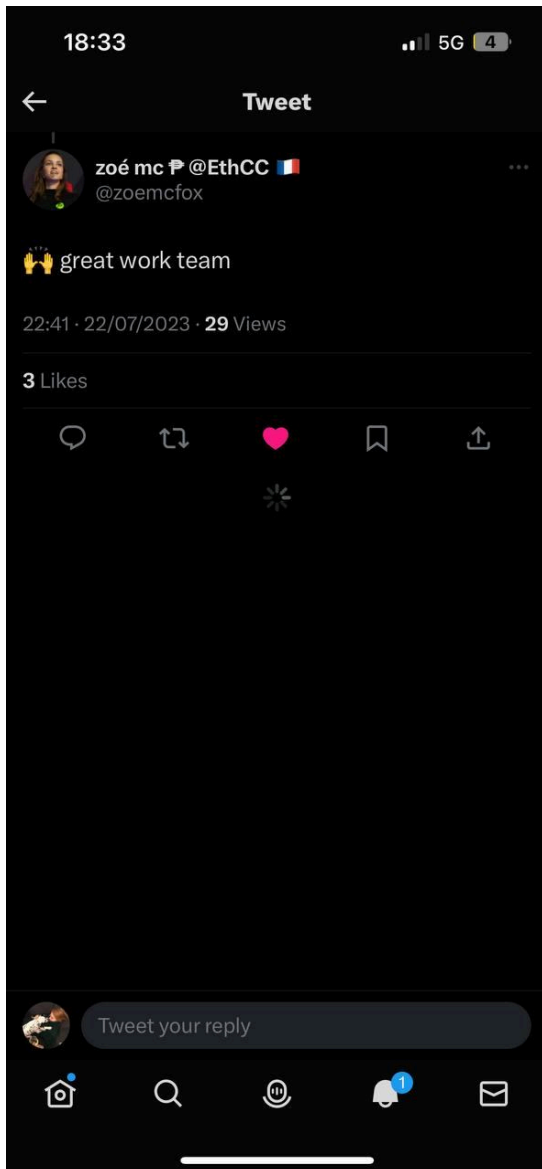
✓ Addendum



Some initial reactions and feedback, noteworthy mentions:









Gavin Wood reposted a post you were tagged in

#ParisDotComm is a 3 days of conference and workshops sessions organized with the leading projects of the Polkadot and Kusama ecosystems.

Offering an inclusive space to meet, greet, talk and exchange, targeting the wider crypto community.

Register here 📌

parisdotcomm.org pic.twitter.com/gvHZz8n4Pq

