



**DRUPALCON**  
**AUSTIN**  
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**2014**

**JUNE 2-6, 2014**

**DrupalCon Austin,  
Austin Convention Center,  
Austin, Texas, USA**

DrupalCon is the heartbeat of the Drupal community. It's an expression of our software innovation, our commitment to collaboration, and our extreme nerdiness.

This event, held annually in Europe and North America brings together thousands of people from across the globe to drain a city of all its coffee and fill a venue with energy, companionship and code unmatched by any other tech community.

Part SxSW, part DreamForce, and part college dorm room, DrupalCon is an integral element of the Drupal experience.

Developers, site builders, UX/designers, project managers, business owners, CMS evaluators, job seekers and companies looking to hire will be pouring into the halls of the Austin Convention Center in June.

Together we will unite in celebration of the Drupal 8 release and work together to gain new skills and new friends as we advance the Project.

# SCHEDULE

## Get to know the program

Join us in Austin, Texas and be part of the largest, most anticipated DrupalCon as thousands of Drupalers come together to celebrate the release of Drupal 8.

DrupalCon is a week long conference, meaning there is content and activities Monday-Friday. To make the most of your trip, you should arrive by Sunday and depart the following Friday night.

Monday, June 2	Drupal Training Community Summit DrupalCon CXO (C-level only) Coder Lounge Opening Reception
Tuesday, June 3	Keynote: Dries Buytaert Group Photo Exhibit Hall Sessions and Labs BOF Sessions / Hallway Track Women in Drupal Party
Wednesday, June 4	Day 2 Keynote TBA Exhibit Hall Sessions and Labs BOF Sessions / Hallway Track Drupal Association Board Meeting Sponsor After-Hours Parties
Thursday, June 5	Day 3 Keynote TBA Exhibit Hall Sessions and Labs BOF Sessions / Hallway Track Closing Session Drupal Pub Quiz
Friday, June 6	Contribution Sprints Get Involved with Core Core Mentoring
Bonus: Saturday/Sunday	Extended Sprints Location TBA

# Something for everyone

Our program is filled with a variety of content to appease all roles and experience types. If you don't find something in the formal program for you, try the BOFs and lead your own talk.

## **Sessions Tracks**

Formal 60 minute presentations from the Drupal community.

Learn the latest in Drupal from the industry's leading experts, module maintainers, and core initiative leads. Ask questions and learn how you can get involved.

Tracks are structured by role to help guide you to the content that is the best fit for you.

## **BOF sessions**

Informal sessions proposed and presented by you! BoF (Birds of a Feather) sessions run concurrently with sessions and are designed to bring together like minded people for candid peer discussions. Sorry, no sales pitches, product demos, or non-community content.

## **Labs**

Our newest program at DrupalCon. Labs are 130 minute deep dives and demos for the topics that are just too hairy to cover and understand in 60 minutes.

## **Community Summit**

A full day for active Drupal leaders to work on important initiatives like growing camps, building a strong mentor program, and sprinting on projects to benefit the community.

## **Drupal Training**

Formal training for as many as 500 people, provided by some of the world's top Drupal Trainers. View our lineup and register at [www.austin2014.drupal.org/training](http://www.austin2014.drupal.org/training)

## **DrupalCon CXO**

CXO is a one-day business event primarily aimed at Drupal business leaders. Join us for candid peer discussion and networking with other Drupal executives.

Please note access to the Drupal Training and CXO events are not included in a DrupalCon ticket and must be purchased separately.

For more: <https://austin2014.drupal.org/program>

# Session Tracks

## Drupal Business

The Business track will provide insight for effectively managing and growing a Drupal company. In this track, you will learn how leading Drupal shops approach project management, client communication, and the business of building websites; see how technology teams across the globe are successfully adopting Drupal and hear lessons learned from product creators in the community.

## Development

The Developer track aims to educate, inspire, and facilitate communication on all aspects of coding in the Drupal ecosystem. This track will introduce people to new tools and techniques or expand on existing tools and techniques to make developing for Drupal better and easier, and demonstrate the power of Drupal 8 to deliver and transform content across disparate platforms.

## Case Studies

The Case Studies track is designed to highlight the wins, realities, and strategies involved in deploying a Drupal project. This is the place to share and learn about the latest innovations and community resources that impact big projects in the public, private, non-profit, and educational sectors.

## Core Conversations

While regular sessions focus on educating and illuminating, core conversations focus on discussions and planning. This is where people actively working and contributing to Drupal core or Drupal.org meet, discuss, and plan the future of Drupal. This is the place for big ideas about the future of Drupal, as well as discussions about where we want to go and how we're going to get there.

## DevOps

DevOps bridges the gap between developers and operations, making sure deployment and (security) upgrades of sites will go smoother than ever before. DevOps targets product delivery, quality testing, feature development and maintenance releases in order to improve reliability and security and faster development and deployment cycles.

## Frontend

The Frontend track covers all technical aspects of front-end Drupal web development.

## User Experience Design

The User Experience Design track covers all aspects of design, usability (including IA and accessibility) and theming of Drupal sites.

## Site Building

Site Building is the art of building Drupal websites using core and contributed modules. Whether you're a seasoned developer or a newcomer, Drupal's modules and browser-based administration allows you to create rich, powerful features without writing a single line of code.

## Business Showcase

For companies serious about growth in today's world, having the right suite of tools and knowledge of current trends is critical. Come hear sponsored business-level content and meet with Drupal businesses to fill up your toolbox with helpful resources from leaders in our industry.

For more: <https://austin2014.drupal.org/tracks>

# Attendee Demographics

Learn a little about our typical North American audience.  
This information is gathered from DrupalCon Portland survey and registration questions.

## Who are we?

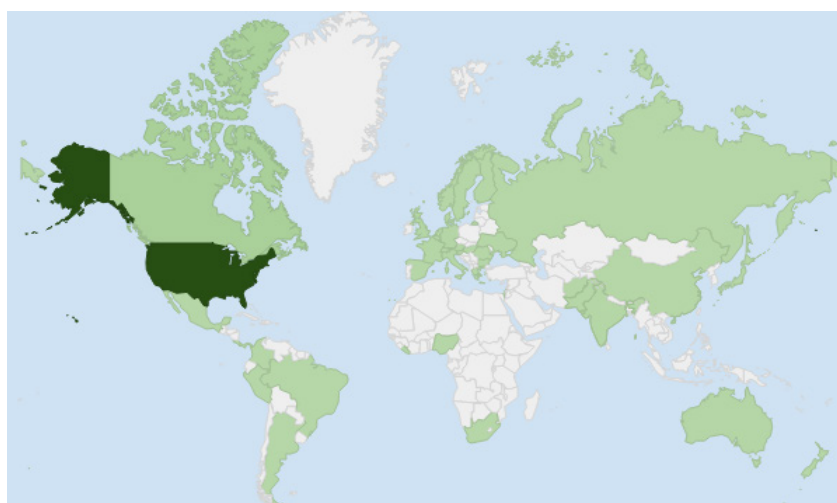
Site administrator (inc. content editor)	22%
Developer	20%
Frontend (Developer, themer, designer)	19%
Business	17%
Site Builder	15%
Other (inc. trainer)	7%

Female 21%  
Male 79%

Seeking Intermediate to Advanced content 89%

Attendees from organizations with 16+ employees 72%  
Attendees from organizations with 100+ employees 42%

## Where are we from?



3,452 unique registrations

43 total countries

6 continents

Top 12 countries in attendance (in no particular order)

Mexico	Netherlands	India
Denmark	France	Belgium
Germany	Australia	United Kingdom
Canada	United States	Finland

Highest attendance by country: United States, 86%