DRUPALCON
AUSTIN
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.

SEND YOUR TEAM TO DRUPALCON

If Drupal is important to your business, send your team to DrupalCon 2014 and help your business stay competitive by spending one full week immersed in al things Drupal.

In this packet we'll provide resources to help you get to DrupalCon.

Why attend DrupalCon?
- Learn the latest Drupal technology and grow your Drupal skills
- Build a stronger network in the community
- Get to know the program - there's something for everyone!

Who comes to DrupalCon?
- Attendee Demographics

Planning for DrupalCon
- Build your trip budget with
- Use our trip report template
- Letter to your employer

Make an impact through:
- Sponsor opportunities   https://austin2014.drupal.org/sponsor/packages
- Speaking opportunities   https://austin2014.drupal.org/submit-session
- Volunteer opportunities   sign up at registration

Share your feedback
We're working to continually improve your DrupalCon experience and want your input! Please email us at support@drupalcon.zendesk.com with your additional comments or suggestions about this year's event.

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 Business Summit 24 Hour Supporting Partner Coder Lounge Blisstering Solution's $100k App Showdown Contest Opening Reception After hours social events
Tuesday, June 3	Keynote: Dries Buytaert, Drupal Project Founder Exhibit Hall (Exhibitors, book store, activities, and more) Group Photo Sessions and labs Birds of a Feather sessions 24 Hour Supporting Partner Coder Lounge Women in Drupal Reception After hours social events
Wednesday, June 4	Keynote: Erynn Petersen Exhibit Hall (Exhibitors, book store, activities, and more) Sessions and labs Birds of a Feather sessions 24 Hour Supporting Partner Coder Lounge Drupal Association Public Board Meeting After hours social events
Thursday, June 5	Exhibit Hall (Exhibitors, book store, activities, and more) Sessions and labs Birds of a Feather sessions 24 Hour Supporting Partner Coder Lounge DrupalCon Austin Closing Session Drupal Trivia Night After hours social events
Friday, June 6	Contribution Sprints Get Involved with Core Core Mentoring

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

Business Summit
The DrupalCon Business Summit 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 Training and the Business Summit 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.

Coding and 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.

Symfony by SensioLabs
(Tuesday only) Join industry leading experts for a full day of Symfony, Drupal, Twig, and PHP talks. Whether you're a Symfony aficionado or a novice eager to learn more, this track will have something for everyone.

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.
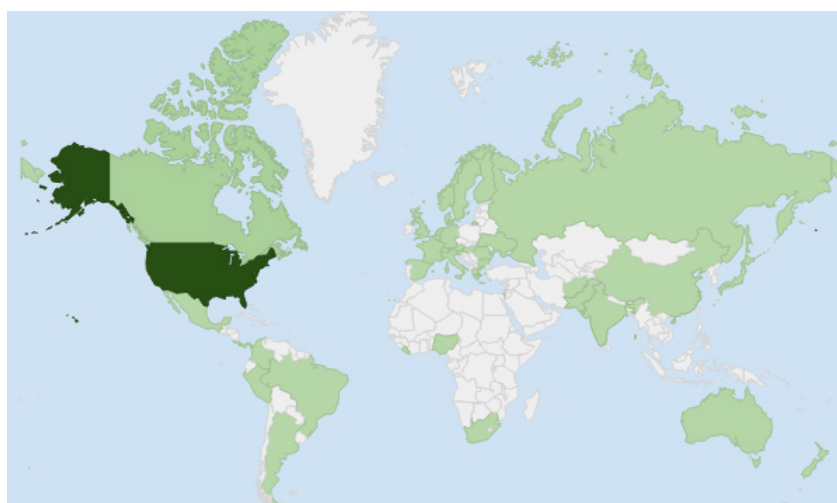
Who are we?

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 registsrations

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%

Plan your Trip

Sending an employee to a conference is an investment and can be a big expense.

Our great sponsors help keep ticket prices one of the lowest in the technology conference space, but even then travel can eat up a big chunk of a company's travel budget.

We've created the following worksheet to help with your trip planning:

Pro-tip: Pair this trip budget with a letter to your employer.
We've created a template on the next page.

Budget Item	Estimated	Actual
Airfare Flights to (AUS) Austin–Bergstrom International Airport		
Transportation Austin is a walkable city and public transportation from AUS is $2 USD.		
Hotel View our special rates at https://resweb.passkey.com/go/6f4b2c0e		
Meals Lunches and AM coffee are incluided each day.		
Conference Ticket Earlybird rate is $400 USD + tax	$500 USD	
Drupal Training (optional)	$475 USD	
Additional		
Total		

Tickets

Earlybird	$400+tax	ends April 4
Regular	$500+tax	ends May 2
Late	$550+tax	ends May 30
Onsite	$600+tax	ends June 5

Other ticket options
Students receive 50% off current ticket prices with code: STUDENT
    Students must show student ID to collect badge

Non-profit and Education employees receive 20% off current ticket prices with code: NPROFIT

Purchase 6 or more prepaid tickets and receive 20% off at checkout (no code needed!)

Additional Programs
Drupal Training $475 +tax - Save $75 on any training before May 2nd!
Business Summit $195 +tax

I would like to attend DrupalCon Austin, the annual North American Drupal conference, held this year in Austin, Texas from June 2-6. I feel the return on the investment would be a major benefit as the event aligns directly to the priorities of our organization.

It's a very good value for the level of intensive Drupal education I would receive over the course of 5 days. As an attendee of DrupalCon, I'll have access to:

· 130 educational Drupal sessions covering 10 role-based tracks
· 65 hours of BOF (birds of a feather) sessions
· 87 hours of continuous Drupal coding and collaboration with peers
· Opportunities to contribute to the project through code sprints
· 3 keynote presentations covering the latest industry trends
· The State of Drupal, presented by Drupal founder and project lead Dries Buytaert
· An exhibit hall featuring 70+ of the top Drupal businesses
· 5 full days of social and business networking with 4,000 Drupalistas

DrupalCon is an international gathering of the Drupal Community to learn, share, discuss, and advance the Drupal project, as well as to network with other Drupal community members.

I will have the opportunity to meet Drupal community leaders, top developers, my favorite module maintainers, members of the Drupal Association, potential business partners, and future co-workers.

I am seeking approval for the registration fee and following travel expenditures:

Airfare	_____
Transportation	_____
Hotel	_____
Meals	_____
Conference Ticket	$500 +tax
Drupal Training (optional)	_____
Total expense request	_____

Should 6 or more of the team wish to attend the event, we will receive a 20% discount on tickets.

In my follow up report I will include a short summary of my education as well as my networking goals, including presenters, exhibitors, and attendees whom I will contact after the event.

The Drupal Association is also happy to issue a Certificate of Attendance for the conference and Drupal Training, should the company require one for our records.

Please accept this proposal to attend as I'm confident in the significant return we will receive for the small investment.

For more information on the event, please visit the conference website at austin2014.drupal.org or contact the help desk at austin2014.drupal.org/contact.

Thank you for your consideration.

Trip Report - Executive Summary

Executive Summary	
Attendee Name	
Attendee Title	
Department	
About DrupalCon	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. 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.
Conference URL	austin2014.drupal.org
Goals Met	Identify specifically what was brought back to the organization relevant to your business goals as payback for conference investment.
1.	
2.	
3.	
Summary	Outline additional details on the ROI value to you and your company. In your summary, we suggest offering to train others on what you learned.

Trip Report - Program Highlights

Program Highlights	
Program Title	
Speaker/s	
Summary	
Key takeaways	
Program Title	
Speaker/s	
Summary	
Key takeaways	
Program Title	
Speaker/s	
Summary	
Key takeaways	
Program Title	
Speaker/s	
Summary	
Key takeaways	
Summary	

Trip Report - Meeting Highlights

Meeting Highlights	
Who I met with	
What we talked about	
Actions or takeaways	
Who I met with	
What we talked about	
Actions or takeaways	
Who I met with	
What we talked about	
Actions or takeaways	
Who I met with	
What we talked about	
Actions or takeaways	
Who I met with	
What we talked about	
Actions or takeaways	
Summary	

Trip Report - Contacts

Contacts	
Full Name	Email
Company	Phone
Notes	
Full Name	Email
Company	Phone
Notes	
Full Name	Email
Company	Phone
Notes	
Full Name	Email
Company	Phone
Notes	
Full Name	Email
Company	Phone
Notes	
Summary	