Ubucon Europe and Asia

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November 8, 2022 - Ubuntu Summit @ Prague

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Who we are?

Youngbin Han

- Organizer of Ubuntu Korean LoCo & UbuCon Asia 2021-2022
- Work for Cloudmate Co., Ltd. - Building products for internal use at Service Dev Team

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Who we are?

Tiago Carrondo

- Portuguese LoCo
- Co-Organizer of Ubuntu Europe 2019, Sintra
- Podcaster
- DevOps at Ângulo Sólido

Agenda

- Ubucon?: Difference with Ubuntu Summit & UDS
- Previous Editions of Ubucon Europe and Asia
- Organizing Ubucon - What to prepare & Pain points
- During Ubucon
- After Ubucon - Post event tasks

What's Ubucon?

- Another huge place for Ubuntu folks! Just like Ubuntu Summit and UDS.
- Fully Community driven and organized event.
  - Canonical is more like an sponsor here - rather than an organizer.
- More focus on local communities (LoCo)

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Previous editions: Europe

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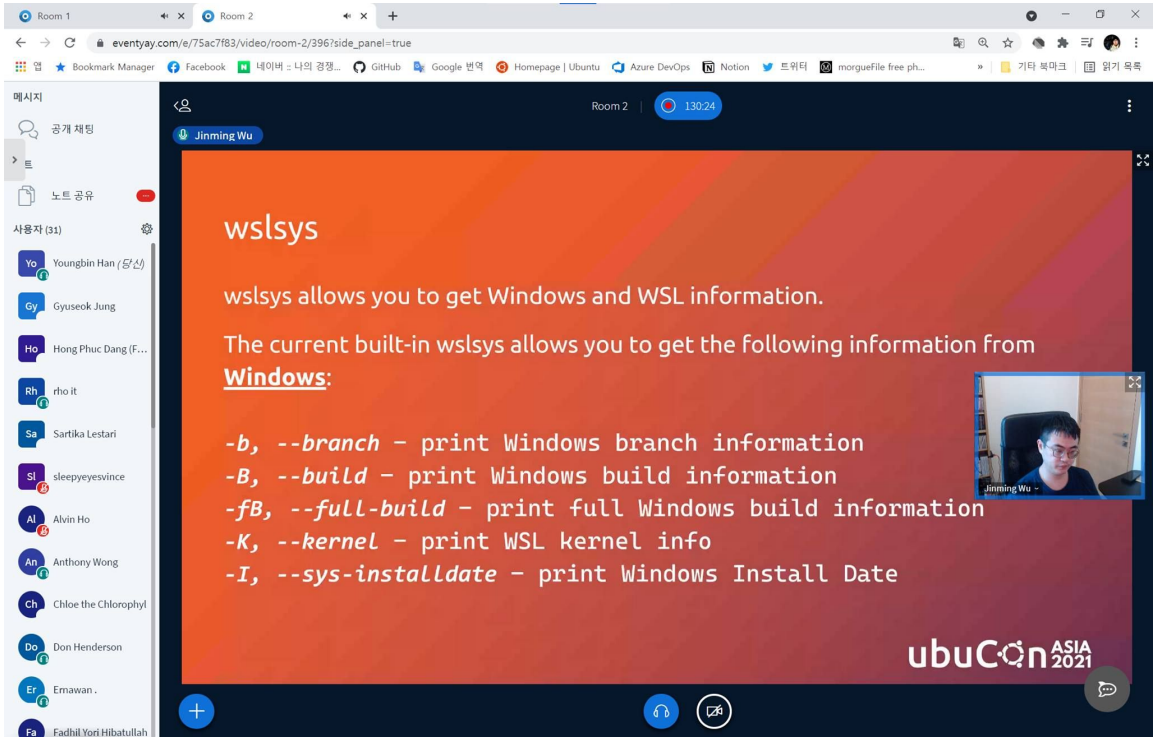
Previous editions: Asia (2021 Online)



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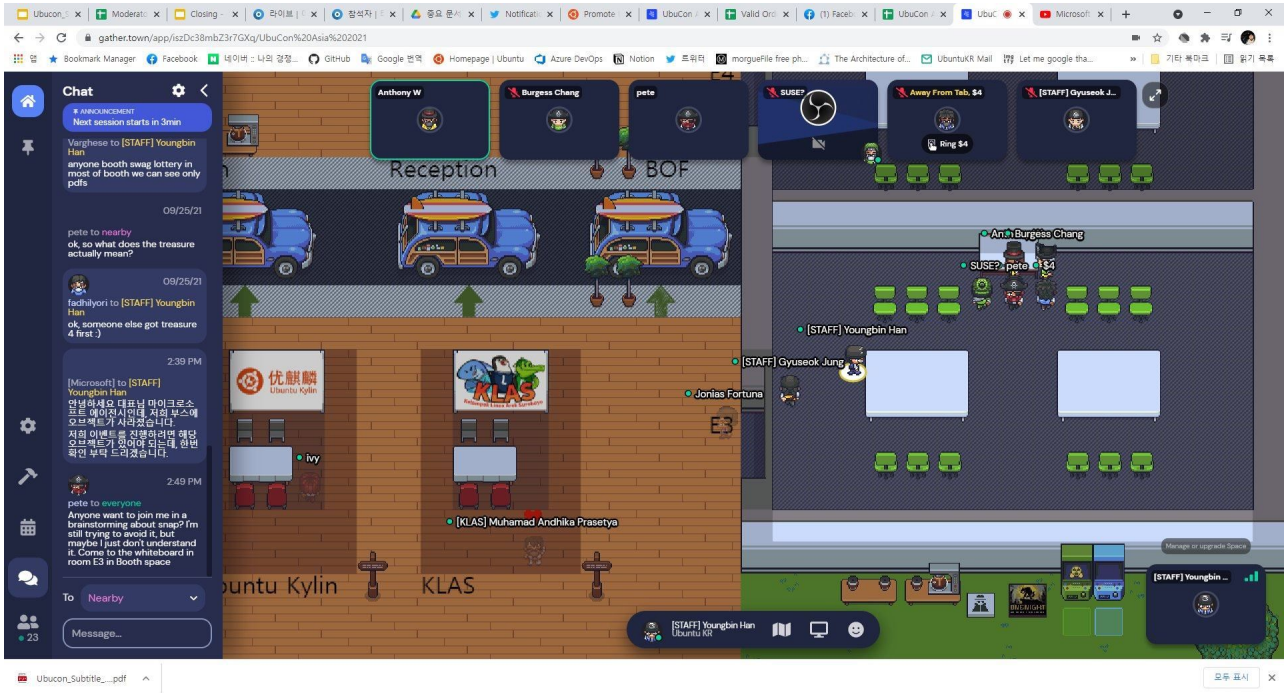

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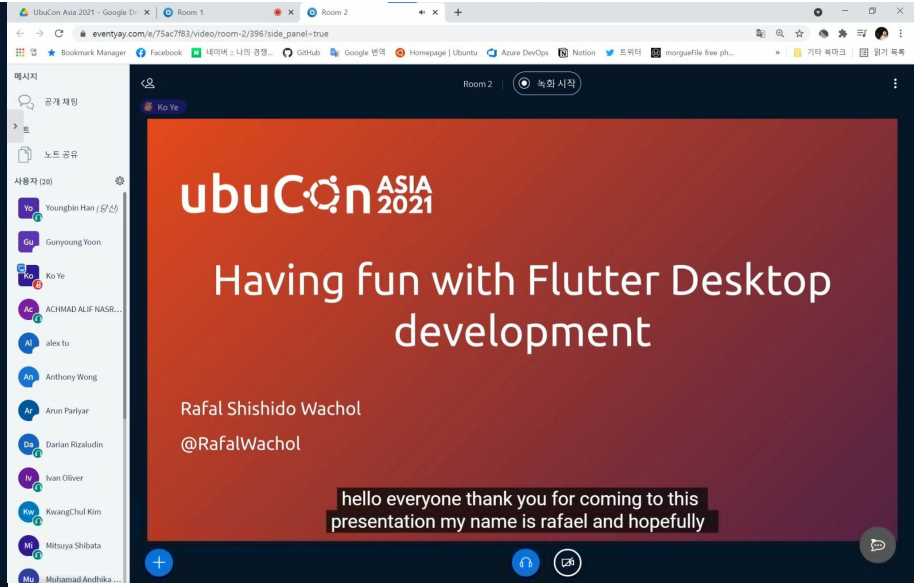

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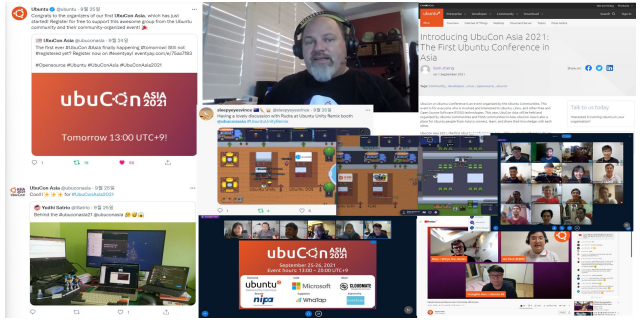

ubuCon ASIA 2021

UbuCon Asia 2021 - Virtual event, Sep 25-26
The first edition of UbuCon Asia
https://2021.ubucon.asia/news/2021-12-01-ubucon-asia-2021-final-report/

UbuCon Asia 2022 - Seoul, South Korea, Sep 25-26
The in-person UbuCon Asia
https://2022.ubucon.asia/tickets/

Organizing Ubucon

Organizing: Make overall plan

- Build a team - You can’t make it alone!
- When - Dates
- Where - Venue
- How many sessions and attendees
- Timelines

Organizing: First things to do

- Find and Acquire a venue - Earlier better!
  - You should also consider infrastructures nearby!: Metro, Restaurants, Banquets, Hotels, etc.
- Get quotations and make budget plans
- Find fiscal host (or legal partner)
  - Who will manage funds, tax, issue invoice, sign on sponsorship contract and receive funds from sponsors.

Call for proposals and sponsors

- Call for proposals
  - Stress during CFP periods
    - Not enough proposal even with promoting hard
    - Duplicates, Spams, Too long abstracts
- Call for sponsors
  - Marketing team usually sponsors event and their sponsorship budgets are limited. - early contact better for sponsorship.
  - Sponsors or attendees? Who’s more important?
    - No sponsors, no budget. No attendees, no event.
  - Sending sponsorship proposal mail is like spreading resume via mail for getting a first job.

Selecting proposals and scheduling

- Slots are always limited due to time and physical spaces.
  - You need to drop some proposals even it’s good one.
  - Not every session can be assigned on main hall.
- Inviting speakers in-person
  - Providing hotels and flights - If they need support
  - Visas (on next page…)

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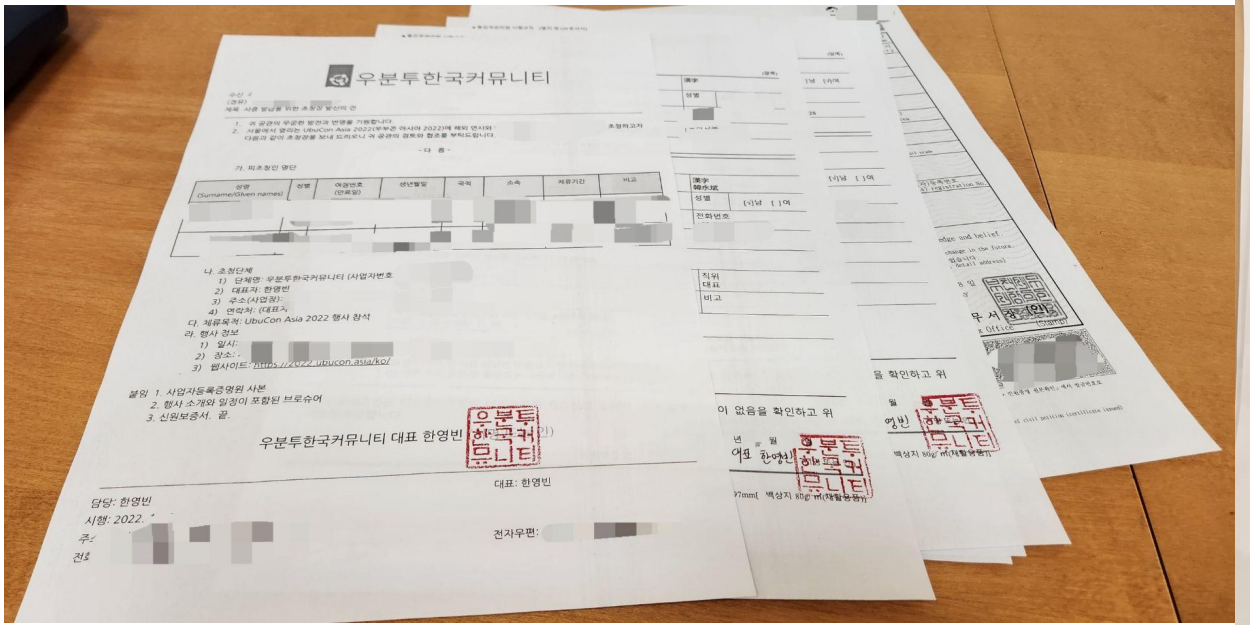
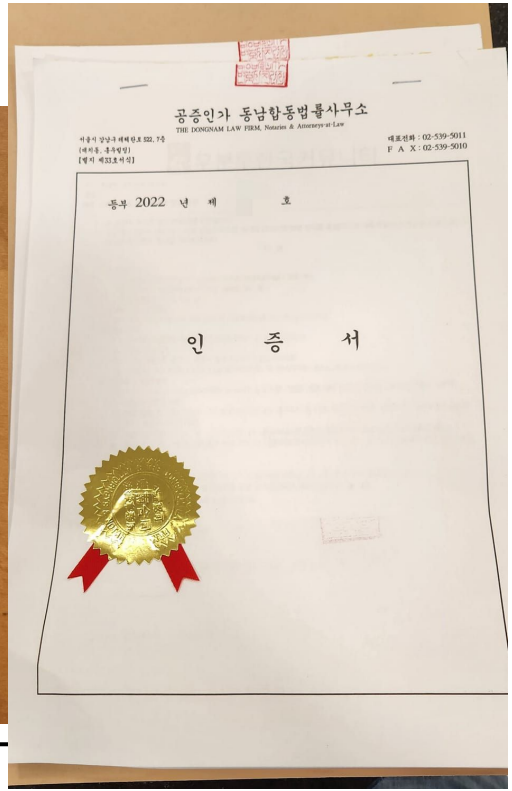
Visa letters: Please get help from travel agency…





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Call for volunteers

Website and other infrastructures

- Website (and address)
- Mail address for team contact inbound
- Event manager (pretalx, eventyay…)
- Social networks
- Payments (for paid tickets)
    - Asia: 2 Seperate event platform due to payment regulation in South Korea

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Marketing

- Nice design materials helped a lot for spreading the event
- Community partner, Social media (some attractive posting), Posting on Ubuntu Discourse
- Marketing help from Canonical
- Publishing paper poster on university
- Paid ADs (FB)

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Marketing

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Swag!

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Marketing: Some eye-catching promos

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Marketing: Help from community partners

During Ubucon

Managing logistics

- Logistics
- Recording/streaming
- MC/moderator
  - Shift schedules for MCs
- coffee-breaks?
- Distributing swags

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Social events

- Day Trip
- Cultural visits
- Dinners
- Drinks
- Parties

After Ubucon

Post Ubucon tasks

- Editing/publishing photos/videos
- Publishing numbers and statistics
- Choosing next location
  - provide help and resources
- Close accounting & Managing remaining funds
  - Receive post-event sponsorship funds. and pay balance.
    - Hotels, venue usually allow organizer to pay 10% contract fee first and pay balance after event.
    - Check if any financial loss
  - Keep remaining funds for next event
  - Donate

Some advices for next Ubucon organizers

- Start organizing earlier!
- Ask for help, don’t be shy
- Reuse!
- Sometimes, you need to say “No”

Resources that can be provided to next Ubucon organizers

- Access to Ubucon’s social accounts;
- All the coded stuff is on GitHub;
- Access to DNS management;
- Some extra-time to help the next LoCo.

Questions?

Additional resources

- https://sintra2019.ubucon.org
- https://carrondo.pt/posts/2019-10-21-a-comunidade-ubuntu-portugal-esta-viva-e-recomenda-se/
- https://2022.ubucon.asia/
- https://2021.ubucon.asia/news/2021-12-01-ubucon-asia-2021-final-report/