

EuroPython 2014/2015 - Call for Proposals

The EuroPython Society (EPS) is happy to announce the Call for Proposals for EuroPython 2014 and 2015.

Goals

This Call for Proposals is meant to collect proposals from teams that volunteer for organizing the EuroPython conference in 2014-2015. These teams (from now on: “local teams”) should be geographically located in a specific country within Europe, and thus represent the Python community in that country.

EPS strives to keep the EuroPython conference quality as high as possible, in all of its components. We expect local team to take their proposals very seriously, knowing that they will need to work hard to make the conference a real success making sure that the whole Python eco-system is represented in terms of content.

The Call for Proposals will run until Friday, June14th. Proposals must be submitted before that day, and must adhere the requirements specified in this document. Please make sure to read the whole document carefully.

Timeline for proposals:

June14th	Deadline for Call for Proposals	
June 21st	Deadline for EPS to review proposals	1 week
June 28th	Deadline for amended proposals	2 weeks
July 3rd	Decision on the next EP host	1 week

Workflow

- Send to the board list (private)
- Amendements happen in private
- Final version of each proposal released in public
- Public announcement of winner

What is EuroPython

EuroPython is one of the largest Python conference in the world, second only to PyCon in North

America. We present some general statistics from the previous years, to give local teams an idea of what they should be ready to handle:

- 800/900 participants
- 7 days of conference
- 7 parallel tracks (5 talks, 2 trainings)
- Total revenue of about € 200,000 (VAT ex.), between tickets and sponsorships
- 20 on-site volunteers (yellow tshirts) to run the conference
- About 2500 man/hours estimated for the organization (excluding the conference itself)

A detailed budget of EuroPython 2012 is attached to this proposal, to give more information on all the different expenses and contracts needed for the conference. Analyzing the budget will give lots of information.

How EuroPython is run

The EuroPython brand is a property of the EPS, and the EPS will grant permission to use it to a local team through a signed agreement. The contract will be valid for organizing the conference in the years 2014 and 2015 (though EPS reserves the right to terminate it after one year in case of a particularly bad organization, more details available in the contract).

The local team will be in charge of the **most** of the organization of the event. EPS is a small non-profit association and does not have employees that are able to help with organizing EuroPython, but can still provide a few services (free and paid, see list below).

If the conference ends up with a net profit after payback of the loan, it will be split in half between the EPS and the local team. If the conference ends up with a net loss, the EPS will help covering that with 50% of the loss, up to the total loan amount.

EPS will provide an optional initial funding of **€7,500.00** each year, as a non interest bearing loan to the local team. This allows the local team to have some financial basis for the organization. The loan is supposed to be returned immediately after the conference. The local team can decide to not take advantage of the EPS loan if it's not needed.

Examples on how loan and P&L are calculated:

	Good scenario	Bad scenario	Terrible scenario	No loan scenario
Loan	€7,500	€7,500	€7,500	€0
Income	€200,000	€170,000	€150,000	€200,000
Expenses	-€180,000	-€180,000	-€180,000	-€180,000
P&L	€27,500	-€2,500	-€22,500	€20,000
To EPS	€17,500	€2,500	€0	€10,000
Final P&L for local team	€10,000	-€5,000	-€22,500	€10,000

Requirements

All requirements marked with a strong “**must**” are binding for the acceptance of the proposal.

1. The conference **must** be financially and legally run by a legal entity registered in the country in which it will take place. This entity can be a non-profit association, a for-profit company, or any other entity that the local team is comfortable either founding or working with. This means that this entity **must** be able to sign the agreement with the EPS, sign contracts with suppliers (venue, etc.), and emit proper invoices for ticket registrations.
2. The local team **must** be composed of at least 5 active people. We feel that 5 is the bare minimum that would allow the team to successfully work on the event. The team is required to grow significantly during the confence days. The team can be made of either volunteers or professionals (paid off the budget the conference); eg: in EuroPython 2012 about €18,000 were used as compensation fees to organizers of the local team (so excluding other costs for hired professionals, eg: A/V guys).
3. The local team **should** use the current EuroPython structure: a whole week, in which 5 days are used for parallels talks and trainings, and 2 days (weekend) for sprints. In particular, splitting talks and trainings in different days is highly discouraged as it has a deep negative impact on revenues. Any change to this structure should be motivated in details in the proposal.
4. The local team **must** use the following infrastructure provided by EPS:
 - Communication channels: twitter account, facebook page, mailing lists
 - Domain name
 - Current website platform, originally written by Python Italia. The platform is a Django-based application and is available as free software on GitHub

(<https://github.com/pythonitalia>). Python Italia will run a sprint during EuroPython 2013 on the platform, and local teams are encouraged to join it to get more familiar with the platform.

5. Notice that EPS is able to optionally provide both free hosting and a paid support contract. If the local team decides to pay for the support contract, the website will be fully run by professionals nominated by EPS, and thus the local team will only have to work on contents (basically, running the platform will be fully outsourced).
6. The conference **must** provide the following services to all attendees as part of the ticket price:
 - Food and drinks for lunches and breaks
 - Wireless LAN service to access the Internet during the conference
 - Discounted tickets for students
7. The conference **must** take place within the following timeframe: May 1st - August 31st.
8. The local team **must** provide at least 2 venue location options. For each location proposal the minimum information required is: maximum number of attendees, geographical location, number of rooms and their capacity. Locations **must** have a minimum cap of 500 attendees.
9. The local team **must** provide a conference budget proposal.
10. The local team **must** be able to provide supporting letters for VISA applicants wanting to attend the conference.

What EPS provides

EPS is able to provide a mix of free and paid services to help local organizers organizing EuroPython.

- Free initial loan (discussed above). The loan does not bear interests.
- Free hosting for the EuroPython website, including archives of the previous editions.
- Free handling of international sponsors. Sponsors represent about 30% of the total income. EPS has a multi-year relationships with many sponsors, and sponsors prefer continuity of relationship rather than discontinuity. The person responsible in the local team for sponsors will work closely with the EPS, so there is no overlap.
- Paid support for website. Cost: ¹. This allows the local team to outsource management of the web platform and only focus on its contents. This contract will be executed by Python Italia, and includes the following:
 - Setting up the website, with totally refreshed theme
 - Integration with a new payment method / merchant account of choice of the local team in case PayPal cannot be used.
 - Running the website day by day
 - Support to local team for content editing and backend administration

¹ please contact europython board for further details

- Monitoring and fixing any bug
- Reviewing pull requests (if any)
- *Excluded*: new features (to be quoted separately), contents (must be edited by local team through the admin interface). Extra will be billed at €40+VAT per hour.
- Paid turn-key service for video recording/streaming. Cost: ². This contract will be executed by Python Italia, and covers the following items:
 - Live-streaming the whole conference (through YouTube, but can be tested on different services, and might bring additional costs)
 - Recording, editing and publishing videos of the whole conference
 - Includes all the required hardware (cameras, lights, computers) and manpower (operators, directors, etc.).

Proposal structure

The proposal must cover **all** of the following points:

1. A description of the local team, its organizational structure and its members.
2. Short biography of the key organizers and their previous experience in conference and events organizations.
3. Previous conference history of the local team (if any). Describe which conferences were run and provide some figures on their size (registrations, tracks, total income)
4. Assignment of key positions to local team members. Positions to be assigned (not necessary all different members):
 - a. Chairperson of the conference: head of the organization (and liason with EPS)
 - b. Treasurer of the conference: budget and financing
 - c. Schedule manager: handling the call for proposals, contacts with all the speakers, arrangement of schedule and rooms
 - d. Sponsor manager: handling all the sponsorships.
 - e. Venue manager: handling all contracting with the venue
 - f. Communication manager: writing blog posts, making sure Twitter is updated very often.
5. List of all team members that will be present during the conference itself as volunteers (but not necessarily help before the conference begins), and/or sources from which these people will be “hired” (eg: existing associations, etc.). Foreign volunteers can be accepted but we highly recommend the local team to have a large number of members helping during the conference days. We can tell from our past conferences that speaking the same language helps in coordinating the efforts.
6. List of potential local sponsors. While EPS will handle international sponsors, EuroPython will also be funded through local sponsors, which are usually smaller

² please contact europython board for further details

- companies with a more local reach.
7. Proposed dates for EuroPython 2014.
 8. Structure of the conference (what will happen in each day). As explained the “requirements” section, the current structure is highly recommended.
 9. Conference Events. Describe which kind of events you are planning to provide
 10. Expected differences from EuroPython 2010/2011/2012. Please highlight what you intend to change in the way the conference is run day by day. Examples of things we would consider worthwhile to be mentioned:
 - a. “We intend to serve meals in a different venue”
 - b. “There will not be a sponsor exhibition”
 - c. “We want to have a keynote sessions with only talks by our sponsors”
 - d. “We want to have one day with full open sessions”
 - e. etc.
 11. Venue proposal. Describe the following subitems:
 - a. Position (eg: where it is located, how can be reached)
 - b. Availability of accomodation for the nights (eg: special concession) at the conference venue (if available) and nearby with costs estimates during the proposed dates for EP 2014.
 - c. Total capacity for both talks rooms, training rooms, plenary sessions, and catering/restaurants
 - d. A/V equipment
 - e. Upstream internet connection (EP2012 had peak traffic of 50Mbit/s down and 30Mbit/s up)
 - f. WLAN structure (who is providing the service, and previous experiences with large conferences or fairs)
 - g. Video recording (how and if videos of talks are going to be recorded and edited to be put online)
 - h. Available space for booth, sponsor, registration/help desk, etc.
 12. City tourist information. Describe the following subitems:
 - a. General information: touristic information, restaurants, mobility
 - b. Travel information (how to get to the city and to the conference venue). This information should indicate how easily the conference city and venue are accessible from accros Europe and from overseas. It should alls answer questions like: is there convenient ways to get to the conference venue from airports/trains and bus stations and without having a car/taxi?
 - c. Travel costs from the previous mentioned travel hubs to the conference venue
 13. VISA: if European citizens require a VISA to visit the country/city, please provide detailed information.
 14. Proposed budget. We expect the proposed budget to be detailed in about 10-15 items (it will have to look like the first page of the attached EP2012 budget).
 15. The budget must actually handle two different scenarios:
 - a. Normal scenario. This should include the expected number of attendees, the expected conference ticket price, the expected income from local sponsors.

- b. Worst case scenario. This should consider critical situations where the number of attendees decreases by 30/40 %, compared to the normal scenario. This scenario should highlight the critical items in the budgets and should provide ways to limit the risk of losses.
- 16. Payment gateway / merchant account that will be used. The web platform allows for paying via bank transfers and credit cards, and it currently uses PayPal as both a payment gateway and a merchant account. The local team must evaluate options available in their country for the legal entity running the event, and thus making sure there is at least one valid option for accepting credit cards payments on the website. Integration with the web platform will need to be implemented.