DrupalCon Europe Task Force Event Planning Framework

Purpose: This document creates a framework for thinking through what DrupalCon should or should not achieve

DrupalCon Programming - Supply Side (aka Contribution Journey)

DrupalCon	Competition
Core Conversation	Drupaldevdays 2016 program: http://milan2016.drupaldays.org/sites/default/files/conference-schedule-v6.pdf Drupal Dev Days 2017 in Seville, Spain from March 21st through March 25th! Website unavailable right now, but see Twitter https://twitter.com/drupaldevdays https://seville2017.drupaldays.org Drupal.org discussions Blogposts Slack Channels
Sprints for all skill level with emphasis on first time sprinters. Largest sprint in the world	Drupal Business & Community Days (sprints with mentors) Drupal Dev Days (basically a whole week of sprinting, with many mentors around) Almost every Camp provides some kind of sprinting and sprint mentoring Global Sprint Weekend
BOFs	Camps Drupal User Groups Slack Channels

DrupalCon Programming - Demand Side (aka Adoption/User Journey)

Note: this helps a people working at a company (or a freelancer) evaluate Drupal for the first time or deepen their understand/use of Drupal if they already adopted it. These may be freelancers or people working at a Drupal Shop/Agency or at an end user organization.

DrupalCon Attendees	Competition Attendees
Developers and technical teams at agencies and *some* end users.	To gain more knowledge in skills: Drupal Camps with focus on skill levels (Front end united, Dev Days) To generally learn about Drupal: Drupal Camps with a region focus.

DrupalCon	Competition
Training	Global Training Days (intro level) Training providers, both in-person and online Workshops at Camps
Business Summit (for agencies)	European Drupal Business Days Drupal Business & Community Days (German biz only) DrupalCamp London CXO Business summits at camps
Sessions - beginner	camps
Session - intermediate	camps
Session - advanced - the Horizons track is unique in that it provides advanced developers with content from other projects	Camps, Dev Days
Exhibit Hall	DrupalCamp London has a smaller version.

Large exhibit hall compared to Camps, but less intimate. Also, hosting and technology companies find value connecting with the developer attendance. Drupal Shops/ Agencies do not find many leads.	Almost every Camp has a small exhibitor hall, where discussions are mostly much more personal than at Cons. Camps are less expensive and a Drupal Shop *can* get a more qualified lead because evaluators are coming from the country that the camp is in. Not all shops can sell into multiple countries.

DrupalCon Programming - Uniting and Strengthening the Community

DrupalCon	Competition
Being Human Track	Sessions about Being Human appear at Camps
Trivia Night	Parties, Dinners together at Camps DrupalBeers (Agency invites people just for having beers)
Large venue to hold largest Drupal event in Europe, showing power in numbers	DrupalCamp London is not as large as DrupalCon but is a good sized camp that attracts people from many countries.

DrupalCon Programming - Marketing Drupal to businesses

DrupalCon	Competition
A few technical decision makers at an end user organization come to DrupalCon	Splash Awards and country collectives (I believe one exists in the Netherlands and Germany)

Competitive Technology Conferences

Some attendees are branching out beyond DrupalCon. Here are some kinds of events they go to:

- General Web conferences
- PHP conferences
- Symfony
- Javascript
- Agile conferences