



POD Translation
by *pod2pdf*

***Frankfurt.pm bid for
hosting YAPC::EU
2012***

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Frankfurt.pm bid for hosting YAPC::EU 2012

Frankfurt.pm, one of the biggest Perlomonger groups in Germany, would like to host the YAPC::Europe 2011 Perl conference in Frankfurt/Main (Germany)

Organizers

If Frankfurt.pm is selected to host next year's YAPC::Europe, we will form a "Verein" (registered association) to handle everything regarding the event.

Frankfurt.pm members have some experience in organizing events:

- Some of us were in the organizing committee of the German Perl-Workshop (GPW) for many years
 - Frankfurt.pm has organized the 11th German Perl-Workshop in 2009 and 13th German Perl-Workshop in 2011
 - Frankfurt.pm organizes a small workshop every year for 6 years now
- These Frankfurt.pm members have already committed to organize YAPC::Europe 2012:

- Renée Bäcker
- Max Maischein
- Harald Vajkonny
- Rolf Langsdorf
- Thomas Fahle
- Heiko Honrath
- Wieland Pusch

And these persons have also committed their help:

- Michael Lang
- Herbert Breunung

And we get some support of other Perlomongers in Germany:

- Steffen Schwigon - Dresden.pm (also in the organizing committee of GPW 2004 - 2010)
- Bernhard Schmalhofer - Munich.pm

Most of us have attended a YAPC for several years.

Contact

Questions? Comments? Please contact the organizers at yapceu@perl-magazin.de

Venue

We have no contract yet, but we are already in contact with two venues. Sadly both venues are not for free, but the price is ok.

Saalbau Titus

Situated amidst modern architecture and surrounded by over 120 retail shops, banks and service companies, one finds the SAALBAU Titus Forum, located in Frankfurt's "Nordwestzentrum". This building is ideal for hosting large-scale events such as congresses, seminars, presentations and exhibitions. Thanks to the neighbouring hotel, the Titus-Forum is also suitable for events lasting several days.

The location is nearby the an area called "Nordwestzentrum" with several opportunities to get lunch and one hotel (Courtyard Marriot). Other hotels are in the city - that is 25min by subway.

The Saalbau Titus has several rooms:

- "Großer Saal", 580 sqm, 356 seats (classroom style capacity) up to 647 seats (row seating).
- "Clubraum 3", 67 sqm, 80 seats (row seating)
- "Clubraum 4", 58 sqm, 50 seats (row seating)

There are several other options in the Saalbau (1 bigger room, several smaller rooms).

In case, we can't find a sponsor for lunch, there are several opportunities in the "Nordwestzentrum", see <http://www.nwz-frankfurt.de/nc/geschaefte/branchen/gastronomie/> (german).

University of Frankfurt / Campus Bockenheim

The old "headquarters" in Merton Street ? Domicile of the Economics and Business Administration Department

The traditional campus of the university is located close to Frankfurt's trade fair and main train station. The university's administrative offices as well as some departments can be found here.

- H1 300 seats
- H1 60 seats
- H2 120 seats

We can book several of the smaller rooms if needed.

Hotels are very close to the venue.

In case, we can't find a sponsor for lunch, there are several opportunities for lunch located nearby.

Catering

The attendance fees include coffee breaks in the morning and afternoon.

Depending on the level of sponsorship, we could also consider more expensive scenarios: for example, including high-quality lunches and coffee breaks.

Conference Details

The subsequent paragraphs give an overview over the conference itself.

Date

We choose August for the conference.

Since August is quiet in terms of fairs and other events, prices for hotels should be relatively small. And last YAPCs have been in August, too.

Exact dates have to be announced.

Theme

If Frankfurt is elected to host next year's YAPC, the Conference Theme is likely "Powerhouse Perl".

A powerhouse generates the energy we all need - and most businesses need power, too. Many businesses run with Perl, either built a product with Perl or use it for several tasks to work more efficiently. We hope, that this theme leads to many talks that show how Perl can be used to run or at least helps to run a business.

Website

We plan to use the conference toolkit "Act!" as this is proven by many YAPCs and it provides everything we need.

Auction

At the end of the conference we plan to hold an auction of Perl-(non)related stuff. All the talks will be done to that moment, and the large room is big enough to have all attendees and their auction goods together, well, as well as money. Public offensive sexual-related activity will not be allowed during the action (that doesn't mean it is allowed in the conference itself though). Possible auction profit is not included in the initial budget.

Promotion

The proposed event will be promoted through standard Perl-related websites such as blogs.perl.org, Perl-Community.de, Perl-Nachrichten.de, Perl community ad server, and also in mailing lists of German speaking PM-groups. We will also create pages in Social Networks like Facebook, LinkedIn and XING. Of course we won't forget sites like Twitter et al.

Those of us who attend Perl-related (and not only) events may give lightning talks of what YAPC is and where it will happen next time. This could start the weekend after 2011's YAPC::EU when some of us attend the FrOSCon (Free and Open Source Conference) in St. Augustin (Germany).

We will also promote the event among local people via online magazines and local user groups of other techniques (e.g. Frankfurt Unix User Group, Darmstädter IT-Stammtisch).

Survey

We do not plan to make preliminary voting for the talks (letting approval right to the organizers), but there will be standard option which allows to build up a personal schedule, marking talks with a star.

After the conference is completed we'll send e-mails proposing to take part in the YAPC Survey questionnaire (<http://yapc-surveys.org/>).

Additional Program

The "Partner Program" introduced to YAPC::EU in 2009 is a great idea, so we plan to offer a "Partner Program", too. And additional courses before and after the YAPC are good opportunities to learn some things in detail.

Additional Courses

We know, that some attendees try to cover their costs with income of courses. We do not offer these courses at the venue, but we will help to organize these courses (book the rooms, handling invoices and payment).

Partner Program

Families are important and hopefully some attendees bring their families. So we plan to have a Partner Program. The details for the program have to be defined, but some ideas follow

- Visit Frankfurt Airport (Airport tour)
- Ebbelwoi-Express ride
- Sightseeing
- Visit the Maintower
- Cruise on the River Rhine

Budget

Here some information about the income and costs that we expect.

Attendees

Attendees make the biggest part in income and costs.

Income

Planned attendance fees:

Guests, Speakers, Orga:	0 EUR
Full-time students:	50 EUR
Early-bird:	80 EUR
Regular price:	110 EUR
Corporate tariff:	900 EUR

final fees have to be announced.

Costs

There are several costs per attendee:

T-shirt:	5 EUR
Catering:	25 EUR
Bag:	3 EUR
badge, and other stuff:	2 EUR
Attendees dinner:	30 EUR

And we plan to invite some guests and we assume that this will cost us 8,000 EUR

Venue

Unfortunately, "venue" means "costs". Currently we know two scenarios

Saalbau Titus-Forum:	9,000 EUR
University of Frankfurt:	5,000 EUR

some calculations

attendee type	%	# of attendees		
guests, speaker	(0 EUR)	75 (#)	75 (0 EUR)	75 (0 EUR)
students	(50 EUR)	5%	9 (450 EUR)	11 (550 EUR)
early bird	(80 EUR)	80%	140 (11,200 EUR)	164 (13,120 EUR)
standard	(110 EUR)	10%	18 (1,980 EUR)	20 (2,200 EUR)
corporate	(900 EUR)	5%	8 (7,200 EUR)	10 (9,000 EUR)
costs (variable)			250 (16,250 EUR)	280 (18,200 EUR)

costs (fix)		(20,000 EUR)	(20,000 EUR)
sum		-15,420 EUR	-13,330 EUR

attendee type	%	# of attendees	
guests, speaker (0 EUR)	75 (#)	75 (0 EUR)	75 (0 EUR)
students (50 EUR)	5%	12 (600 EUR)	13 (650 EUR)
early bird (80 EUR)	80%	180 (14,400 EUR)	196 (15,680 EUR)
standard (110 EUR)	10%	22 (2,420 EUR)	24 (2,640 EUR)
corporate (900 EUR)	5%	11 (9,900 EUR)	12 (10,800 EUR)

costs (variable)		300 (19,500 EUR)	320 (20,800 EUR)
costs (fix)		(20,000 EUR)	(20,000 EUR)
sum		-12,180 EUR	-11,030 EUR

These are pessimistic calculations (assumed high fix costs and the ratio of the attendees type may change).

Sponsors

Sponsors are very important to host an event like the YAPC::EU.

Dt. Perl-Workshop GbR

The "company" that is behind the the German Perl-Workshop has already committed that they will grant financial support.

\$foo - Perl-Magazin

The German Perl magazin has already committed their support.

OTRS AG

((otrs)) provides the ticketing system that we use for orga stuff and they said, that they are interested in sponsoring us.

others

We have good contacts to other German companies using Perl. We will ask them for sponsorship. And we will talk to the companies that supported earlier YAPCs as well.

About Frankfurt

Frankfurt am Main - better known as simply Frankfurt - is the largest city in the German state of Hesse and the fifth largest city in Germany. In 2009 over 600,000 peopled lived there and the Rhein-Main-Area (which is the second largest metropolitan area in Germany) has a population of about 5,600,000.

Frankfurt is the financial and transportation center of Germany: It is the seat of the European Central Bank, the German Federal Bank, the German Stock Exchange and the Frankfurt Trade Fair.

But Frankfurt was an important city in the history, too. The very first democratic elected German parliament had its seat in Frankfurt.

More info about Frankfurt: <http://en.wikipedia.org/wiki/Frankfurt>

Sightseeing

Those who set out on a discovery tour of Frankfurt can easily reach many of the sites on foot or by bus and train. Many attractions are not very far from one another in the city centre. And with public transport, you can quickly reach further sights such as the Palm Garden and the Zoo. A city tour with the nostalgic tram, the ?Ebbelwei Express? is particularly popular. And culture lovers will find an impressive selection of renowned museums on both banks of the Main.

Some of the intresting things to see:

Römer

The Römer, a Frankfurt landmark, is among the most beautiful and oldest town halls. Its silhouette, with three gables and the famous balcony, is known throughout the world.

Ebbelwei Express

This colourful tram carriage, which takes you to the finest sights in Frankfurt, offers an original city tour. Guests can enjoy the trip over a glass of cider.

Imperial Cathedral

Visible from far away and of exceptional historical significance: Saint Bartholomew's Imperial Cathedral is a Frankfurt landmark and the coronation site of German emperors.

Saal Lane

The numerous postmodern façades behind the Schirn bridge the gap between contemporary architecture and the medieval buildings on the Römerberg.

Getting there

It's very easy to come to Frankfurt (like the claim of the state Hesse says: "Hessen - no way around us" ;-))

By Plane

There are excellent connections to Frankfurt. Frankfurt Airport is one of the busiest airports in the world and all major cities have flight connections to Germany. Some connections from other cities (as of June 17th, 2011):

- Munich - Lufthansa - 114,90 EUR
- Vienna - Austrian Airlines - 84,39 EUR
- Lisbon - TAP Portugal - 208,18 EUR
- Birmingham - Lufthansa - 109,94 EUR
- Copenhagen - Lufthansa - 145,60 EUR
- Paris - Lufthansa - 103,59 EUR
- Amsterdam - Lufthansa - 94,30 EUR
- and many more

And Frankfurt-Hahn is an excellent low-cost airport (it's an 2-hours-ride by bus from Hahn to Frankfurt). The bus transfer from Airport Frankfurt-Hahn to Frankfurt is 12 EUR (one way).

By Bus

Several bus agencies offer travellings by bus from several cities (see Eurolines - <http://www.touring.de/index.php?id=2&L=1>)

By Car

Thanks to its central location, Frankfurt is an important traffic hub and can be easily reached from all directions. The motorway interchange with the highest volume of traffic, the Frankfurt Interchange, connects the federal motorways A3 and A5 and is used by more than 305,000 cars and lorries every day.

Depending on the direction of travel, you can reach Frankfurt in the following ways:

From the north (e.g. Hamburg, Kassel, Hanover), via the federal motorway A5 to the Frankfurt interchange
From the south (e.g. Basle, Karlsruhe, Darmstadt), via the federal motorway A67, then onto the A5 to the Frankfurt interchange
From the west (e.g. Cologne): via the federal motorway A3 to the Frankfurt interchange
From the south-east (e.g. Munich, Würzburg): via the federal motorway A3 to the Frankfurt interchange
From the south-west (e.g. Saarbrücken) via the federal motorway A6 and then A5 to the Frankfurt interchange.

By Train

Frankfurt central station is the most important rail transport hub in Germany. Every day, more than 1,100 trains connect the city with many national and international destinations and around 700 suburban railway trains take passengers to stations within Frankfurt and the surrounding area. More than 350,000 passengers and visitors from home and abroad use this station every day. To be able to manage this great volume of traffic, the central station has more than 25 platforms in five departure halls.

Getting around

Public transport in Frankfurt is done with several carriers. There are underground, busses, trams, "S-Bahn" (rapid transit rail) and trains. So it's very easy to get around in Frankfurt.

More info about public transport in Frankfurt is available at http://en.wikipedia.org/wiki/Public_transport_in_Frankfurt_am_Main
A single ticket from city center to the venue is 2,40 EUR (as of June 17th, 2011).

Accommodations

Frankfurt has a variety of accommodations - for every budget. From youth hostel (<http://www.jugendherberge-frankfurt.de>) over "bed and breakfast" to 5-star hotels like the Steigenberger (<http://www.steigenberger.com/Frankfurt>). We will provide a list of accommodations on the conference website.

Summary

We think, that Frankfurt is a great place for a YAPC::Europe and we are confident that we can organize a great YAPC::EU 2012. We are a team of motivated people.
Max Maischein, Renée Bäcker et al. on behalf of the Frankfurt.pm

Questions and Answers

The YAPC::Europe Foundation (YEF) Venue Committee had several questions regarding our proposal for hosting YAPC::EU 2012 in Frankfurt.

Unfortunately there is the summer break at the University so we were not able to talk to somebody there. But we've talked to the guys from Saalbau Titus.

These are the questions and answers:

What's the price of beer?

We know, that many attendees love beer. In restaurants the prices are

- 0.3l approx. 2.30 EUR
- 0.5l approx. 3.90 EUR

What's the weather like in August?

It's still warm in August. There is an average daily maximum temperature of 23.5°C. At night, it remains an average of 12.4°C. So it is also very mild. In August about 10 rainy days can be expected. Each day the sun shines 6.5 h in average.

Can people get receipts? (Is that what's meant with the OTRS AG sponsorship?)

If we are elected to host YAPC::EU 2012 in Frankfurt, we will found an association and then we will be able to create invoices. So the answer is "yes".

How easy is it for people to navigate the city without speaking German?

It's hard to answer this question as a non-non-native-speaker ;-) But I think it should be quite easy for attendees even when they do not speak German. Frankfurt is "the most international city in Germany (http://frankfurt.de/sixcms/detail.php?id=stadtfrankfurt_eval01.c.317693.en&template=hp_flash)" and there are several global players and international events each year. So Frankfurt is prepared for international guests.

It would be nice to have more details on accommodation, with a range of the prices that can be expected for different levels of accommodation. Can most attendees fit in one hotel? Is internet access widely available in accommodations?

We will look for a date when there is no big fair in Frankfurt, as the prices for accommodation will be much lower then. There are all kind of accommodations in Frankfurt. From youth hostel (starts at 18 EUR/night) over hotels like MotelOne (starts at 59 EUR/night) to Deluxe Suite in the 5-star-Steigenberger Frankfurter Hof. booking.com lists over 200 hotels in the Frankfurt area.

Most hotels offer WLAN some for free, some very cheap (5 EUR for your stay), some not so cheap.

We will try to make an arrangement with two or three hotels, but we cannot promise anything yet.

Are there any plans to stream or record talks? If so, how will the recordings be made and how will authorization be sought?

Own efforts

Currently we are thinking about how we can record the talks in a good quality by ourself (e.g. capturing a screencast and blending it with a recording of the speaker). If we find a good solution, we will record the talks. We will ask the speakers for permission right before the conference. The German Perl Workshop 2011 will be used as a test run for recording.

Uni Frankfurt

Additionally Frankfurt University has an e-learning department offering a similar recording service, including conversion to flash and podcast and even lifestreaming from their servers (which we don't really consider necessary). But they haven't told us yet how much they would charge us in total. (Many people are on holidays ATM)

You may want to check this flash video of an IT lecture to have an impression:

<http://electure-ms.studiumdigitale.uni-frankfurt.de/vod/clips/HmS7jzQbZ2/flash.html>

Are any social events planned, other than the partner's program?

Currently we have these events in mind:

- partner's program
- pre-conference meeting
- attendees dinner

Do you have any plans for an associated hackathon?

We do not plan a hackathon, but we will ask the attendees long before the conference if they want to do a hackathon. We will provide rooms then.

Do you plan to provide anything to speakers? (Such as water, a person to time things and keep the schedule on track, etc)

Each speaker gets water or softdrinks ("all you can drink") during their talks and we will have session chairs in each room.

How many tracks are planned?

We plan to have three tracks.

How many days do you expect the event to run, and what days of the week are you considering?

The conference will last three days most likely on Monday till Wednesday or Wednesday till Friday.

What plans do you have concerning special diets for the coffee breaks (and lunch, if sponsored)?

The catering for the coffee breaks will depend on the location. We will most likely be able to offer a vegetarian option for the coffee breaks and lunch if sponsored.

Please give more details about modern the venues are in terms of power plugs. Are there many plugs in the rooms, or will you need to run extension cords? Are there places outside of the rooms where people can charge equipment?

The Saalbau Titus is very modern and we can extend the power plug capabilities as far as we need to. We've spoken to the Saalbau employees and they told us that they can arrange anything we need. But in any case we will provide some extension cords as well.

Shouldn't be a problem at Uni, but no answer yet.

How accessible are the venues to people in wheelchairs, people with hearing difficulties, etc?

All rooms in Saalbau Titus are accessible with wheelchairs.

Frankfurt University of course too!

Will any wired connectivity be offered?

Yes, in Saalbau Titus wired connectivity is offered.

Uni see wireless!

Please tell us more about the wireless network. How many people can it support? Is it part of the venue, or will you set it up?

Titus

We will buy wireless network for the conference from the German Telekom. It's about 500 EUR for these 3 days. So there will be Wireless.

Uni

University has a high scalable WLAN for all students. 250 guest accounts can be booked for about 50-150EUR. We got an informal assurance that more accounts are no problem.

Is it possible to have a cloakroom? Will there be a staffed help desk?

We will have a staffed help desk.

Are there projectors in all rooms?

Yes

Will there be provided interfacing connectors (for Macs, for example)?

We will ask the speakers right before the conference what they need and we will provide the connectors - unless it is too esoteric ;-)

Are microphones available for speakers?

Yes

We do plan to make your proposal public. Since it is a PDF document, could you please remove any information you don't want included and send us a 'for publication' copy of the proposal?

You will receive a new PDF version with these Q&A answered ;-)

Please indicate airline/train ticket prices from some major cities for this August to give an indication of transportation costs.

Frankfurt is a major hub in in the centre of Europe, probably the biggest. Getting there is always easy.

RIX -> FRA: 170 - 390 EUR
 LON -> FRA: 95 - 180 EUR (train: 98 EUR / 6h+ special offer)
 LIS -> FRA: 304 - 440 EUR
 CPH -> FRA: 185 - 210 EUR
 AMS -> FRA: 175 - 310 EUR (train: 78 EUR / 4h special offer)
 MUC -> FRA: 100 - 130 EUR (train: 58 EUR special offer)
 CDG -> FRA: 135 - 260 EUR (train: 78 EUR special offer)
 BHX -> FRA: 140 - 250 EUR

More train offers here:

<http://www.bahn.de/p/view/angebot/international/europaspezial/europakarte.shtml>

Are the rooms in your proposed venue flat or auditorium-style (or whatever you would use in English to describe an ascending seating) If the rooms have different layouts, please tell us which are of which type

Titusbau: flat style

Uni: Both styles available, but mostly auditorium (see link further down)

There are a number of different side activities which are sometimes organized in conjunction with Y::E, such as training courses, hackathons, partner's program, welcome dinner, pub crawl, job fair, auction, and sight seeing trips. Your application mentioned some of these. If you have plans to also organize any of the other activities mentioned (or not mentioned!) please also tell us about them.

We will search for various sponsors. In our sponsors packages we will offer booths for a job fair. But we don't know if the companies are interested in such a job fair.

We will head into the planning of activities when we know the date of the conference.

If lunch is not provided, please describe the possibilities for attendees to go out and find their own lunch. Take into account that one cafe or restaurant will not be able to feed 300 people arriving at the same time, and that conditions may differ significantly between weekdays (Friday) and weekend days (e.g. Sunday). Also please include the expected price range.

Titus

The Saalbau Titus is located near a shopping mall with around 15 restaurants/cafes etc. The expected price range is from 1 EUR per Cheesburger (McDonald's) to ~15 EUR in other restaurants. There are restaurants with Mexican, Chinese, Turkish food and many more.

And there are supermarkets where people can buy other food.

Uni

Frankfurt University offers us large and cheap student canteens with a big variety of foods.

The normal prizes range from 2-9 EUR for individual access.

Additionally we could provide our guests with lunch coupons ranging from 4-7 EUR. The restaurant would collect them and bill us only for the sold food.

The third option is to have a separated restaurant / hall and a special menu / buffet for 9-11 EUR per person. (has to be booked in advance)

Saalbau Titus seems to be the choice number 1; however, other things being about equal, University of Frankfurt is cheaper and more centrally located; what is the reason for preferring Saalbau Titus?

Our main contact to University is on holidays now, someone else had to step in and checked the details.

Initially we thought that Titus has a better infrastructure and it's more modern!

As it turns out we just asked for the cheapest, i.e. the old part of University ("Campus Bockenheimer").

But they acquired a pretty new campus with better infrastructure ("Campus Westend"). The prices there may vary up to 30% more. But we might be able to apply for a big discount for non-profit organizations.

You can check the locations with pictures here:

<http://www.campuslocation-frankfurt.de/index.php?site=loc>

