YAPC::2014 PROPOSAL

Evozon Systems

in partnership with

Cluj.pm, UBB Cluj and UT Cluj

-June 2013-

YAPC::2014 PROPOSAL

Cluj-Napoca is "the Heart of Transylvania": a cosmopolitan European city and an important destination for business in South-Eastern Europe. We are a multicultural city and we invest in consistently developing the urban infrastructure.

Cluj-Napoca is the second largest city in Romania, after the capital Bucharest. Due to the 11 universities present here, our city is considered one of the best places to study in, from this part of Europe. The focus of our development strategy is ensuring that our city becomes one of the most welcoming cities in Eastern Europe, a great place to live and a great place to visit.

Moreover, Cluj Napoca has extremely good chances of becoming a "European Cultural Capital".

The local business community is actively contributing to our city's growth and they are our key partners in the development strategies we implement.

More details: www.visitclujnapoca.ro

1. INTENT

Evozon Systems (http://www.evozon.com) in partnership with **Cluj.pm Perl Mongers** group (http://www.cluj.pm) propose to organize YAPC::Europe 2014 in Cluj Napoca, the heart of Transylvania, Romania.

We have organized a number of IT events in Cluj and Romania, including Cluj.pm conferences. In addition, our staff and partners are experienced event organizers, having been involved in many events, as main or co-organizers.

Evozon Systems has been attending various European Perl events, 2013 being the third year we are sponsoring YAPC::Europe. Other Perl events we've attended and sponsored as a company are, for instance, London Perl Workshop or this year's QA Hackathon. Our objective is to support the Perl Community as much as possible and contribute to the development of Perl both by sponsoring Perl events and organizing them.

As far as Cluj. PM is concerned, the next goal is to go national, by organizing a Perl Romanian Workshop.

In addition, we've got a strong partnership with one of the most renowned local universities, namely "Babes-Bolyai" University of Cluj Napoca. They can provide support for organizing large events (such as venue or technical support) and they have a lot of experience with hosting international events.

2. DATES

The conference is expected to take place in August 2014 (sometime between 10 – 30 August, but dates are flexible as venues such as universities are available all summer long, until mid-September). The final dates will be set until the end of 2013.

3. VENUE

We have already contacted a few potential venues, all of them are available for the summer of 2014.

The venues have facilities to organize catering, sponsor booths, as well as all the needed audio/multimedia equipment for talks and keynotes. We will review all of them once again to choose the best one by considering their distance from the centre, price, interior and catering options.

3.1. "Babes-Bolyai" University of Cluj Napoca - http://ubbcluj.ro/

We consider this venue the **main candidate** for the venue of the conference because of its location and capacity. "Babes-Bolyai" University is one of Evozon's partners for many years now, and they are offering the venue free of charge.

It is located in the city centre and has got access to the main attractions in Cluj, not mentioning the spacious rooms. Moreover, right beside the University, there is a huge conference space, which is also administered by the University.

The Main Building of the University has a number of rooms and halls of different capacity. We would rent 4 or 5 main rooms for the conference, and we have the option of renting many others, depending on the needs:

- Main Room, Theatre set-up: 500 seats
- Nicolae Iorga Room – 186 seats, theatre set-up;

- Gr. Calugareanu Room – 138 seats, theatre set-up;
- Popoviciu Room – 90 seats;
- Ionescu Room – 80 seats;

Wireless internet available; Catering both inside the venue and a few meters away. There are plenty options. The venue is equipped for disabled access.

Moreover, the University can provide accommodation in their Campus, student dorms being a good option as they are not inhabited by students during the summer break. The cost per night would be around **10 Eur/pax.**

3.2. Students' House of Culture (Casa de Cultura a Studenţilor) - http://www.ccsclujnapoca.ro/

Another very good candidate is "Casa de Cultura a Studentilor", this venue is extremely well situated, being located in the very heart of Cluj. Concerning rooms and their capacities, please find below the details. Again, we would rent about 4 rooms.
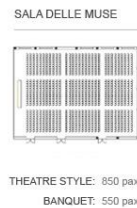
Main Room – 830 seats; theatre set-up;

Secondary Room – 250 seats; Theatre set-up;

Room III – 80 seats;

Rooms IV, V, VI – 30 seats each

- Wireless internet and video recording is available upon request.
- Catering inside the venue, with standing or seating places for lunch.
- Equipped for disabled access; They have got access ramps to the ground floor.

3.3. Grand Hotel Italia

Grand Hotel Italia is located in a quiet residential area, 2 km away from the city centre and 20-30 minutes away from the international airport.

Grand Hotel Italia can host any kind of event, a company event or a private one: from the major international conventions to the top meetings, from conferences to fashion shows, from training courses to team building activities, but also, banquets, wedding receptions, lunches and gala dinners for large numbers .

The plenary room can hold up to 850 participants and can be divided into 3 smaller rooms with a capacity of 240 people each. The remaining 9 meeting rooms, set on the mezzanine floor, have a capacity varying from 10 to 100 people.

They can provide catering services, and Evozon has established a partnership with this hotel, therefore rates will be lower than what they have listed on their website.

- Wireless internet and video recording is available upon request.
- Equipped for disabled access, namely access for people with disabilities is provided for all the conference rooms and toilets located at the ground floor;

3.4. Napoca Hotel

The conference centre has 4 conference rooms with a total capacity of 416 seats, equipped with the latest features in the domain of event planning. The Conference halls offer space and capacity that can be adapted to suit different needs. In a unique setting, they are especially designed to optimize the comfort. Regarding the access of people with disabilities, there are access ramps to the elevators and throughout the hotel;

Napoca Hotel is one of the biggest conference centres in Transylvania, having a total capacity of 4000 seats and a huge conference room seating 1600 people (Europa, theatre set-up).

	Ballroom	Theatre	Classroom
Atrium	290	200	100
Ambasador	120	150	80
Privee	30	40	25
Forum	250	500	300
Lobby	480 mp	-	-
Europa	950	1600	1200
Atena	300	500	350
Viena	100	220	150
Roma	580	750	600
Diplomat	40	70	40
Foyer	270 mp	-	-

*Besides the aforementioned venues, there are many others that can be contracted for the event.

4. ATTENDANCE FEE LEVELS

We propose four different fee levels:

— 110 € regular fee;
— 90 € early bird price (valid before 1st of April);
— 60 € student price (proof of enrolment and/or other documentation required);
— 400 € business price

Attendees paying any of these fees will receive:

- The ability to attend any talk during the main conference time (three days);
- Coffee-breaks, lunch and entrance to a trip we want to organize to a Salt Mine located not so far from Cluj Napoca (40 km);
- A personal badge;
- A T-shirt;

4.1. Zero fees

Speakers (except those who give lightning talks only) do not pay for the conference and catering.

5. EXPENSES

The main expenses we expect are:

- Venue rent (except we go for "Babes-Bolyai" University, whom we got a partnership with and they are providing the building free of charge);
- Catering services;
- Guest speakers / Trainers / Workshop Facilitators

The budget estimation calculations will be sent to the Venue Committee as a separate document (worst case estimates).

6. WEBSITE

The conference's website will be a traditional Act-based site with wiki pages, along with pages about Cluj (and general interest information). Canonical URL will be used: yapc.eu/2014.

6.1. Hotel search in Cluj

We will negotiate with several hotels to get discounts for the attendees. Evozon is already getting discounts from various hotels nearby, so this won't be an issue.

6.2. Air tickets online search

We will be implementing a flight search functionality, to make everything easier for the conference attendees. We'll also have a dedicated person among the organizers who will be responsible with helping attendees with flight and hotel reservations.

6.3. Wireless internet

Wi-Fi access will be available free of charge for every attendee. Cluj is pretty famous for its very good internet coverage and speed, both Wi-Fi and broadband. It seems cool to foreign visitors to find Wi-Fi even in the salt mine near Cluj (several feet underground). ☺ Internet will be provided by the venue owners. In addition, we have a dedicated team of system administrators and network specialists who are going to take care of this aspect during the entire event (volunteers).

They are going to provide the users with the ability to connect without hard work.

6.4. Electricity

It is standard 220 V / 40, 50 Hz electricity, and commonly used F sockets will be found in the venue. We'll provide enough power sockets to let people use their laptops during the conference.

7. SPEAKERS, SCHEDULE AND TALKS

7.1. The beginner track

This is a separate one day track specially intended to those who are not fluent in Perl yet. The track will be placed in the schedule in the first of three days of conference. We know it has been tested during the last YAPC conferences and it would be good to have it again.

7.2. Speaker rooms

There will be a couple of rooms in the venue where the speakers of the conference can prepare their talks and test their slides.

7.3. Speaker trainings

It is a free seminar for those who are going to speak at the conference and have questions regarding the style of their presentations etc. We have a couple of specialists in Evozon who are glad to take care of this aspect free of charge.

7.4. Lightning talks

Regular set of three 1 hour slots in the end of every day.

7.5. Guest keynotes

We will reserve morning slots for the keynotes.

20, 40 and 60 minute talks - These duration options seem to be the best and will fit the talks so that the gaps between them happen simultaneously. That allows the attendees to switch talk rooms easily.

7.6. Workshops, seminars and master classes

Traditional workshop/seminar days will be added to the conference days (before) to allow hackathons and paid classes.

The number, pricing, and schedule of such events depend on the class trainers, hackathon leaders, and others who would like to volunteer to organize such events.

7.7. Video recordings

We'd like to hire camera operators to ensure video quality and camera safety. Each of the conference rooms will be provided a camera operator.

7.8. Additional program

Cluj-Napoca is the beneficiary of a rich and interesting cultural heritage, the architecture and the archaeological site preserving the memory and the identity of Cluj, defining its personality and offering the modern society a unique experience from an aesthetic and emotional point of view. Arranged since medieval times and then in the modern and contemporary era, as economic and leisure spaces, the squares and the pedestrian areas

of the city will delight through the diversity of architectural ensembles. For the pre-conference meeting and partner program, we'll be choosing the best of the attractions.

Pre-conference meetings will happen in the evening, most probably in the pedestrian area of the city known as "Museum Square", where the terraces accommodate about 500 people. More about what can visitors see in Cluj: http://www.visitclujnapoca.ro/en/despre-cluj/cuvantul-primarului/

7.9. Food & Drinks

There will be two coffee breaks and a lunch during each day of the conference. In the evening before the conference, there will be organized a pre-conference meetings and a pre-conference dinner for speakers.

Depending on the demand, we will take care of vegetarians, lacto-vegetarians and ovo-lacto-vegetarians. There will be dedicated staff to care of the guests during each coffee break/lunch.

7.10. Promotion

The YAPC event will be promoted through Perl websites such as perl.org, and also in mailing lists of PM-groups participating in the organizational process. Facebook, Twitter, lanyard.com and RSS feeds will certainly be launched. Over the years, Evozon has established media connections, these connections having local, national, and international coverage.

7.11. Survey

There will be a standard option which allows building up a personal schedule, marking talks with a star, to have an overall view upon the number of attendees for each talk, to be able to allocate the right room in terms of capacity.

After the conference we'll send YAPC evaluation questionnaires to all the attendees (http://yapc-surveys.org/).
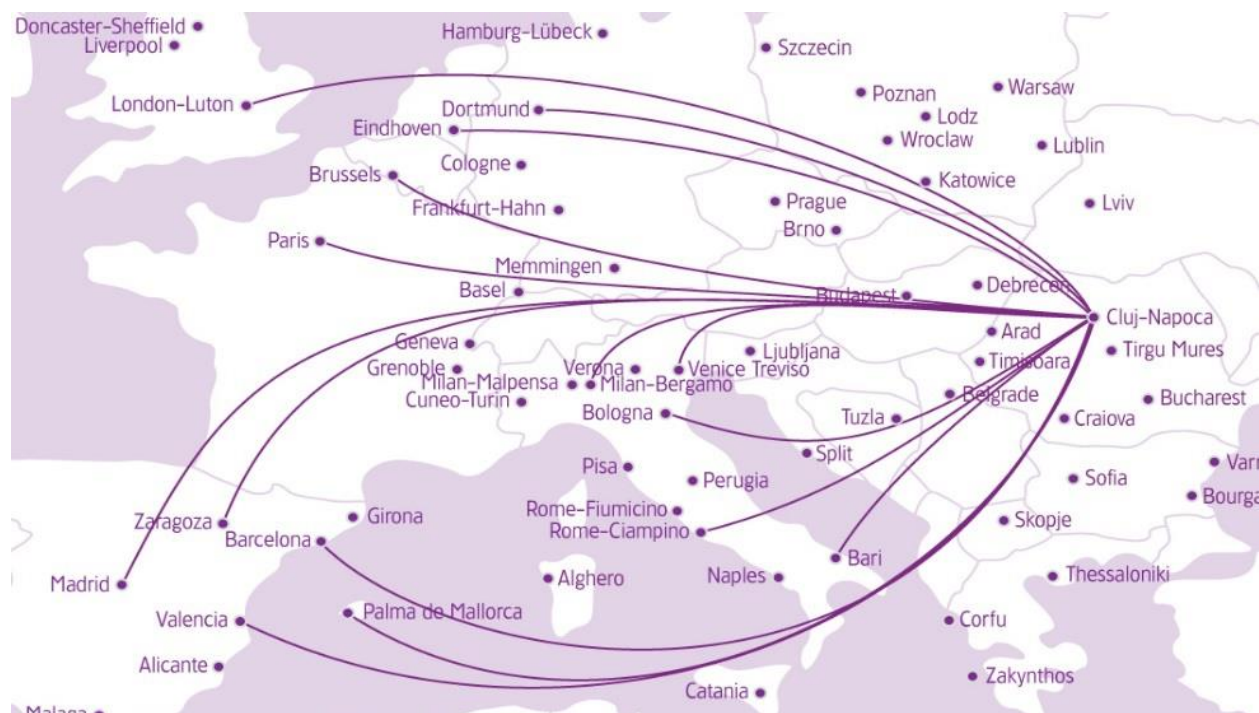
8. GETTING TO CLUJ NAPOCA

Located in the North-West of Romania, one of the richest areas of the country, Cluj-Napoca is roughly equidistant from Bucharest (441 km / 276 mi), Budapest (409 km / 256 mi) and Belgrade (465 km / 291 mi). Located in the Someşul Mic River valley, the city is considered the unofficial capital to the historical province of Transylvania.

8.1. Accessibility

By airway: Cluj-Napoca is directly connected to 21 cities.

- Flights to Cluj operated by Wizzair:
- Flights from Belgium, Brussels Charleroi to Cluj-Napoca
- Flights from France, Paris Beauvais to Cluj-Napoca
- Flights from Germany, Dortmund to Cluj-Napoca
- Flights from Germany, Frankfurt Hahn to Cluj-Napoca
- Flights from Germany, Memmingen to Cluj-Napoca
- Flights from Hungary, Budapest to Cluj-Napoca
- Flights from Israel, Tel Aviv to Cluj-Napoca
- Flights from Italy, Bari to Cluj-Napoca
- Flights from Italy, Bologna to Cluj-Napoca
- Flights from Italy, Bologna Forli to Cluj-Napoca
- Flights from Italy, Milan Bergamo to Cluj-Napoca
- Flights from Italy, Rome Ciampino to Cluj-Napoca
- Flights from Italy, Rome Fiumicino to Cluj-Napoca
- Flights from Italy, Venice Treviso to Cluj-Napoca
- Flights from Netherlands, Eindhoven to Cluj-Napoca
- Flights from Spain, Barcelona El Prat to Cluj-Napoca
- Flights from Spain, Madrid to Cluj-Napoca
- Flights from Spain, Palma de Mallorca to Cluj-Napoca
- Flights from Spain, Valencia to Cluj-Napoca
- Flights from Spain, Zaragoza to Cluj-Napoca
- Flights from United Kingdom, London Luton to Cluj-Napoca

Plus, there are other operators like Lufthansa or Tarom, which have a lot of connections to Cluj-Napoca (either direct, or with 1 or more stops). In order to check the flight schedule please visit www.airportcluj.ro

By road: At the junction of four European roads (E60, E576, E58, E81) and crossed by Transylvanian Highway, Cluj is accessible both by car and by bus, in which case we recommend you to visit www.autogari.ro

By railway:

For traveling in and outside Romania: www.bahn.de

8.2. Tickets

Sample prices for local transport are as follows:

Taxi - Since the city centre is located about 8 km from the airport and 4 km from the train station.

You shouldn't have to pay more than 5 Euro for a one way trip from the airport to the city centre.

http://www.taxipronapoca.ro/

City public transport — ~0.90 € for two bus rides

Transfer from the airport to the city centre

Duration of the trip: Airport → Cluj-Napoca - City centre: approx. 30 minutes

Public transportation line no. 8

TIMETABLE
Monday-Friday → **5:30 a.m. - 10:30 p.m.**, waiting time approx. 10 minutes.

Saturday-Sunday and legal holidays, **5:30 a.m. - 10:00 a.m.**, waiting time approx. 30 minutes.

http://www.ratuc.ro/

9. ACCOMMODATION

9.1. Hotels

There are many hotels in the city, situated both in the centre and downtown. In addition, some of the venues we proposed above are hotels that can accommodate quite a number of guests.

Prices may vary. Usually, you can find accommodation starting from 30 €/night/guest to 100€/night/guest and above this rate, depending on the type of accommodation.

9.2. Hostels

A few hostels around in the centre offer sleep space from 10 to 20 € per night. For instance, Retro Youth Hostel.

9.3. Apartments

Renting an apartment at ~20 € a night is an option as well. Organizers will be advising you regarding the best options.

This website gives an idea of the number of hotels in Cluj:
http://www.visitclujnapoca.ro/en/unde-poti-sta/

For cheaper accommodation, student dorms could be a very good option as they are not inhabited by students during the summer break. The cost per night is approx. **5 – 10 Eur/person.**

10. CLUJ SIGHTSEEING

Cluj Napoca is a city of many legends and a spectacular history. And if Cluj itself does not convince you to come to Romania, wait until we take you to visit the very place which Dracula called his "home".

If you wish to know more about Cluj, you can enrol into several city tours. They can take 2-3 hours, up to all day tours where you can discover fascinating attractions through a tour that lasts all day.

These tours are focused on various aspects of the city, such as: Baroque Cluj, Cluj yesterday and today, Museums Route, Tour of gardens and parks, Underground incursion or Cluj Palaces. If you have more than a couple of hours to spend visiting Transylvania, there is an itinerary called "In search of Dracula". (~3 days, but it can be shortened)

If you're in Cluj, you must see:

"Alexandru Borza" Botanical Garden - http://www.visitclujnapoca.ro/en/atractii-turistice/best-of-cluj-napoca/alexandru-borza-botanical-garden.html

Eroilor Pedestrian Area - http://www.visitclujnapoca.ro/en/atractii-turistice/imi-place/page/2/eroilor-pedestrian-area.html

Mathia Corvin , the central square: http://www.visitclujnapoca.ro/en/atractii-turistice/imi-place/page/2/matia-corvin.html

Emil Racovita Speology Museum: http://www.visitclujnapoca.ro/en/atractii-turistice/imi-place/page/4/the-emil-racovita-speleology-museum.html
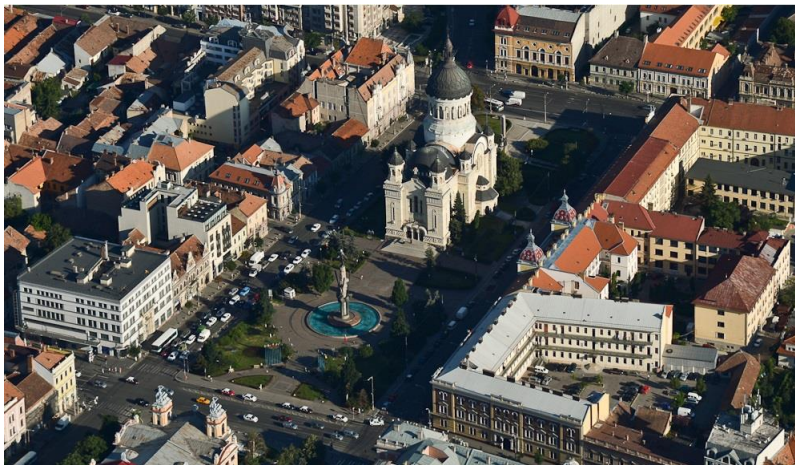
Turda Gorges - http://www.visitclujnapoca.ro/en/atractii-turistice/imi-place/page/5/turda-gorges.html

The Romulus Viua National Ethnographic Park - http://www.visitclujnapoca.ro/en/atractii-turistice/imi-place/page/6/the-romulus-vuia-national-ethnographic-park.html

Avram Iancu Square: http://www.visitclujnapoca.ro/en/atractii-turistice/imi-place/page/9/avran-iancu-square.html

The Cetatuia Park http://www.visitclujnapoca.ro/en/atractii-turistice/imi-place/page/9/the-cetatuia-park.html

Turda Salt Mine: http://www.visitclujnapoca.ro/en/atractii-turistice/imi-place/page/14/turda-salt-mine.html

11.   VISAS

The citizens of the following countries may enter Romania with no visas:

Austria, Belgium, the Czech Republic, Estonia, France, Finland, Germany, Greece, Hungary, Italy, Latvia, Lithuania, Luxembourg, Malta, The Netherlands, Poland, Portugal, Spain, Slovenia, Slovakia, Sweden, United Kingdom, Albania(*), Denmark, Switzerland, Liechtenstein, Iceland and Norway.

Andorra, Antigua and Barbuda(1), Argentina, Australia, Bahamas(2), Barbados(3), Bosnia and Herzegovina(*), Brazil, Brunei Darussalam, Canada, Chile, Costa Rica, Croatia, Former Yugoslav Republic of Macedonia (*), Guatemala, Holy See, Honduras, Israel, Japan, Malaysia, Mauritius(4), Mexico, Monaco, Montenegro(*), New Zealand, Nicaragua, Panama ,Paraguay, Saint Kitts and Nevis(5), Salvador, San Marino, Serbia [excluding holders of Serbian passports issued by the Serbian Coordination Directorate (in Serbian: Koordinaciona uprava)] (*), Seychelle(6), Singapore, South Korea, United States of America, Uruguay, Venezuela

The list of the countries whose nationals must be in possession of visas when entering the territory of Romania are:
Afghanistan*, Algeria*, Angola, Armenia, Azerbaijan, Bahrain, Bangladesh* (2), Belarus, Belize, Benin, Bhutan, Bolivia, Botswana, Burkina Faso, Burma/Myanmar, Burundi, Cambodia, Cameroon, Cape Verde
Central African Republic, Chad*, China*, Colombia, Congo, Côte d'Ivoire, Cuba, Democratic Republic of the Congo* (2), Djibouti, Dominica, Dominican Republic, Ecuador, Egypt*, Equatorial Guinea, Eritrea (2), Ethiopia (2), Fiji, Gabon, Gambia, Georgia, Ghana (2), Grenada, Guinea, Guinea-Bissau, Guyana, Haiti, India*, Indonesia*, Iran* (2), Iraq* (2), Jamaica, Jordan*, Kazakhstan, Kenya, Kiribati, Kuwait, Kyrgyzstan, Laos, Lebanon*, Lesotho, Liberia, Libya, Madagascar, Malawi, Maldives, Mali*, Marshall Islands, Mauritania*, Micronesia, Moldova, Mongolia, Morocco*, Mozambique, Namibia, Nauru,

Nepal, Niger, Nigeria* (2), North Korea*, Oman, Pakistan* (2), Palau, Papua New Guinea, Peru, Philippines, Qatar, Russia, Rwanda, Saint Lucia, Saint Vincent and the Grenadines, Samoa, São Tomé and Príncipe, Saudi Arabia, Senegal, Sierra Leone, Solomon Islands, Somalia* (2), South Africa, Sri Lanka* (2), Sudan*, Surinam, Swaziland, Syria*, Tajikistan, Tanzania, Thailand, Timor-Leste, The Comoros, Togo, Tonga, Trinidad and Tobago, Tunisia*, Turkey, Turkmenistan, Tuvalu, Uganda, Ukraine
United Arab Emirates, Uzbekistan*, Vanuatu, Vietnam, Yemen*, Zambia, Zimbabwe

More details on visas can be found here: http://www.mae.ro/en/node/2040

12. LANGUAGES IN CLUJ AND ROMANIA

People living in Cluj are often bilingual and speak Romanian and/or Hungarian (or at least understand one of them). Most of the people living in Cluj speak English.

13. MONEY, CURRENCY AND CREDIT CARDS

ATM machines can be found everywhere, starting from the airport: in hotels, on the streets, and in large stores. Credit cards are in use but be aware that they are not widely accepted in taxis, smaller shops, although it is possible to pay in hotels and stores.

The national currency is the Romanian leu (RON). The current (June 2013) exchange rate is ~ 4.45 RON per EUR (exchange rate valid today, 25.06.2013). RON is the only official currency in the country, but you can exchange euros, pounds, dollars or any other currency in exchange bureaus, located in banks, hotels, or on street.

14.   CLUJ.PM

Born on March the 2nd 2012, Cluj.PM is the youngest of the Perl Mongers. The local community had a huge support in having this first event. The support came from Evozon, a Cluj-based company, which hosted and planned the entire event. Their wish was to set-up the Perl community and to introduce and provide resources that will support it.

Events we've organized before:

The organizers that made this proposal is an experienced group of people that has organized a lot of events in the past years, smaller or bigger, starting with events having 10 participants up to 800 guests.

We have also organized four Cluj.pm meetings, with an average number of attendees of 75. Evozon and its event organizers were the starters of the Perl community here in Cluj, being the first ever to organize a Cluj.pm meeting.

The launching of this Perl community has been very received by the local developers, given that there was no such group before, and the fact that we had some great guest speakers definitely contributed to its further development and cohesiveness. Among the guest speakers that attended our meetings, we must mention:

- Matt S. Trout
- Mark Keating
- Sawyer X

Their talks have been of great help for a young group as ours to learn about the challenges and opportunities one gets when starting a Perl Mongers group. All three guest speakers came from very experienced communities and pointed out the most important aspects, allowing us to learn about what makes Perl and Perl people so special.

However, our target is to organize more Perl events and contribute to the development of the Perl Community.

15.   CONTACT INFORMATION

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