

Stage 1) Brainstorm meeting notes - 14/06/2012

Date: 14/6/2012

Time: 18:00:00

Length: 1 hour

Venue: BrightLemon office

Description: A meeting with some key decision makers from the Drupal community to discuss how we can plan and host a Drupal Camp London.

Agenda

- 1 - Introductions / forming a committee
- 2 - Discuss the level of people's involvement and skill set
- 3 - Outline the event objective (what do we want to achieve?)
- 4 - Event brainstorm - third parties, tech city, olympics
- 5 - Event logistics - date, venue, time, length, sponsorship
- 6 - DrupalCamp London website

Present

- Sinead Hunt – io1
- Tim Deeson – Deeson
- Alasdair – Code Enigma
- David O'dwyer
- Farez Rahman – Red Key Digital
- Jonathan Smith – Catch Digital
- Hedley Smith – Agile Collective
- Ben Wilding – Cameron and Wilding
- Leon Tong – BrightLemon
- Edward Davies – BrightLemon
- Dean Riley - BrightLemon

Meeting notes (Leon)

Questions to ask to committee (these questions will be expanded and sent via a form for everybody to complete)

Target sectors?

What would you like to see covered?

Target audiences- users?

What do you want to get out of it as an agency?

What can you put in?

How time have you got available on monthly basis?

How much funding can you give for the Camp?

Do you know any venues?

The event needs to be manageable. Promotion will not be problem, we need scale down the amount of tickets available – we don't want to create a beast.

Drupal Camp Scotland – 200

Drupal Camp Oxford – 150

Drupal camp Ireland - ?

We should consider the international audience – especially where London is placed within Europe.

Meet the 'module maintainer' – they can come from Europe

Categorise the sessions into tracks / divide by interest.

Ask the community what tracks they would like to see in the DrupalCamp – voting system

X-factor type auditions for the presentations

Two lines of event:

- 1) Drupal Camp – rough round the edges – developers meeting developers
- 2) Business – case studies, corporate introductions, developers mixing with the client side – more open to project wins and business development

Benefits for both event types coming together – not to be separate

Heldey to contact a contact on the DrupalCamp website - <http://drupalcamp.fi/sponsors>

We should encourage involvement and participation from outside the Drupal community. The Drupal community talking within each other is not helpful for business development – we need to encourage other communities to attend.

Get an events company to work with us. Figure out the amount of funding we have – then approach event companies. Saves time (which is more valuable) and resource. Use Tim Deeson's contacts.

NEEDS/WANTS

INPUTS/OUTPUTS

Exposure

io1- government > venue, sponsorship

Redkey - exposure, Startups > time, Drupal community Malaysia...

Catch Digital - recruitment, exposure, staff retention > time
(limited), funding, venue, help with sponsorship...

Hedley/Finn - furthering community, exposure > sponsorship, time, web
site (Helsinki DrupalCamp), DJ

CodeEnigma - Higher Level Drupal Camp? > some members have organised
DrupalCamps, Sponsorship

DoD - exposure > time, tin

BrightLemon - > organisation, event experience; sectors: education, charity, government, Digital Community

Deeson - cool: Non Drupal Blood... wider digital, wider open source,

PHP london, Symfony, > sponsorship, time...

recommendation - don't engage with the community on certain aspects
(requiring commitment)

RESOURCE

realistic

money v time

next steps

- questions for the committee to submit
- basecamp setup – DONE
- approach event companies