Introduction and Nomination - Berlin

The German Drupal community is proud and excited to propose the European DrupalCon be held in the German capital Berlin. Just as Berlin represents the unification of East, West, immigrant and other cultures, Drupalistas from all over the country and all walks of life stand behind this proposal and are committed to making DrupalCon Germany an event to remember.

Berlin is a truly international city with the facilities, transport and accommodation to host everything from trade fairs to concerts and cultural events to the 2006 Football World Cup.

The German *Drupal Initiative* (aka "DI"), the first official national Drupal Association, fully supports this proposal and will assist in planning, coordination and execution. Its legally recognized non-profit status will be of great value when it comes to booking venues, tax issues and so on.

When? The 1st half of September seems to be the best compromise between educational and vacation schedules in North America and Europe.

Arrival, Transportation and Accommodation

Two airports connect Berlin to all major national and international destinations and a number of low-cost airlines serve Germany's capital city. Berlin is also connected to the European high-speed railway network.

Every possible location in the city of Berlin for events with up to 2000 attendees is reached by Berlin's extensive public transport system, which also runs during the night.

Berlin offers accommodation to suit every pocketbook with more than 500 hotels, motels, hostels and guest-rooms. The possibilities range from backpacker hostels to five-star hotels. The DrupalCon team will approach various hotels, to book discounted blocks of rooms at various price points.

About the City
(SCORECARD ITEM: Location has nice local attractions)

Berlin offers more than 2,500 public green spaces, parks, lakes and recreational areas. With the typical lovely late-summer weather expected in early September, there should be ample opportunity for DruplCon Germany attendees to find rest and recreation to recover from an intensive Con schedule.

Berlin is full of world-famous attractions from Checkpoint Charlie, the Brandenburg Gate, the Reichstag and the remains of the Berlin Wall to dozens of museums, galleries, concerts and cultural events of all kinds. Berlin's nightlife is notoriously lively and can cater to most every taste and budget, from paddle boats in the park, to clubbing to five-star restaurants and much, much more. The city of Potsdam is a short train journey away and offers historical buildings, residences, and "Sans Souci" palace as well as extensive public parks.

Goals of DrupalCon Germany
Building Drupal Connections in Germany, Europe and the World
(SCORECARD ITEMS: Location reaches a new European DrupalCon audience (spread the love - there are plenty of places to go before we repeat any locations, Location has strong business or media interest/ involvement in Drupal)

Ready for a tipping point: Germany has an incredibly rich and active Drupal scene, a relatively healthy economy, Berlin is at the heart of the European Open Source and Linux communities. Germany is ready for an open source revolution. The DrupalCon Germany team believes that a major international event like a DrupalCon could be a real tipping point for Drupal and Open Source adoption in German-speaking countries. Given Germany's traditional role as a leader in technology and innovation and the growing ties between the German Drupal scene and the rest of Europe, this could have widespread beneficial knock-on effects across Europe in terms of adoption and winning new developers for the Drupal project.

Germany is influential: Along with the leadership factors mentioned above, german is the 2nd most common language on the Internet, the 3rd most commonly taught 2nd language in the world, the 2nd most used language on production Drupal sites and the most-spoken mother tongue in Europe with over 100 million native speakers. The more German businesses, NGOs, governments and developers can be convinced to use Drupal, the better off the project will be. If properly managed and promoted, a DrupalCon next door to the German Parliament and government institutions could really benefit the Drupal project.

Germany's Drupalistas are coming together and the scene is growing:
drupalcenter.de, the main site for the German Drupal community, has almost 9000 registered users, close to 20,000 forum threads, around 550 handbook pages and maintains the German Drupal translation at over 95% complete. Germany has the first authorized National Drupal Association, the *Drupal Initiative*, a legally chartered, non-profit group with the mission to promote the Drupal project. There are dozens of Drupal development shops and Drupal Users Groups (DUG) sprouting up all over the country and attracting ever larger groups to their regular meetings. DUGs can be found in Cologne, Berlin, Essen, Düsseldorf, Munich, Hanover, and elsewhere, organizing national DrupalCamps for hundreds of guest, regional camps, theming camps and much more is in the pipeline for the future!

This growing and excited community needs the chance to meet you and learn from you, while you should have the chance to meet this bunch of dedicated, enthusiastic Drupalistas on their home turf.

DrupalCon Germany Production Team
(SCORECARD ITEMS: Team meets regularly, Team has hosted events, Team is large and structured)

Consensus decision: Although only a preliminary proposal, Berlin has a lot going for it: The German Drupal community reached a consensus decision in selecting Berlin and the Berlin users group as project leaders. Many Drupalistas all over the country are ready, willing able to make DrupalCon Germany a success.

National Team: The core of this application centers on the strong local users groups in German: First and foremost the team leaders, DUG Berlin, founded in 2007, with over 50 members and regular twice-monthly meetings, but also Essen, Düsseldorf, Cologne/ Bonn, Munich, Hanover and others.

Event experience: Between them, these groups have hosted numerous events of all sizes, from regular users group meetings, to regional and national DrupalCamps with hundreds of attendees to the hugely popular Drupal stand at the Berlin LinuxTag, an event with over 10,000 visitors every year.

Team Roles: No final, specific assignments have been made in the short time available for planning so far, but the team has developed a series of roles and areas of responsibility that should cover planning, execution and coordination with Blue Event and the Drupal Association:
- **Chairperson/Con Lead**
- **Accommodation Lead**
- **Food/Environmental Lead(s)** (best practices, recycling, carbon credits, etc.)
- **Speaker Recruitment/Scheduling Team**
  - **BOF lead + Track Leads**
- **Social/Recreation/After Hours Lead**
- **Sprint Leads** (code-, theming-, documentation-sprints, etc.)
- **Media Lead** (PR planning/placement/coordination)
- **Local Sponsorship**
- **Information/Volunteer/Registration Team**
- **Branding/Swag/Design/Website-Design Team**
- **Website Team** (technical)

Among others, many prominent German Drupalistas have contributed to this proposal and committed to being a part of the organizing group. These include:
- **Stephan Luckow** (DUG Berlin, LinuxTag Drupal Stand)
- **Florian Latzel** (DI, DUG Berlin, DUG Cologne/Bonn, DrupalCamp Cologne)
- **Jeffrey A. McGuire** (DI, DUG Cologne/Bonn, DrupalCamp Cologne, Acquia Inc.)
- **Daniel Niehaus** (DI, DUG Cologne/Bonn, DurpalCamp Cologne)
- **Sebastian Daniel** (DUG Rhein Neckar, DI, wobster.de)
- **Stefan Borchert** (DUG Hanover, drupalcenter.de)
- **Konstantin Käfer** (DI, DUG Berlin, Author: "Front End Drupal")
- **Björn Voss** (drupalcenter.de, DI)
- **Anja Schirwinski** (DI, DUG Hanover, Technology Journalist)
- **Johannes Haseitl** (DUG Hanover)
- **Ralf Hendel & Karsten Frohwein** (comm-press GmbH, Hamburg)

Tracks, BOFs, Sessions, oh my!
(SCORECARD ITEMS: Proposal includes space/infrastructure for BOFs, multiple presentation tracks, trade fair.)

Proposed Conference Tracks (preliminary):

- **Get on Board with Drupal**
- **Theming/Design**
- **Development**
  - Core
  - Module
  - Other
- **DrupalPlus**
  - Drupal+Business
  - Drupal+Media
  - Drupal+NGOs
  - Drupal+Government
  - Drupal+?
- **BOFs**
- **Localization/Translation**
- **Open Source Unity**
  - Track, event(s) with invited representative from other open source projects, especially Drupal's direct competitors: Typo3, Joomla!, etc.
  - We, the Drupal community, need to reach out to these communities to learn form what they do well and to position Open Source against closed source, rather than wasting energy and creativity on fan-boy style inter-project flame wars.
  - Bridges to other projects indicate the beginning of a real FOSS revolution in Germany. This could lead to paradigm change across Europe, where Germany is traditionally considered a technology leader.
- **Code and other sprints** (traditionally last day, post-con)

Greening the Con

(SCORECARD ITEMS: Proposal includes "green stuff": public transport, short (walking) distances, rail connections from airport(s) and so on. Innovative concepts for "greening" cons highly encouraged,)

- **Public Transit:** Included in the Con ticket price - at every price point - will include a public transit pass for the period of the DrupalCon
- **Con on Foot:** The proposed venue, the Berlin Technical University is within walking distance and/or a short public transit ride of accommodation at all price points. All things being equal, Con participants will not need to drive cars or take taxis during the entire Con.
- **German Environmental Leadership:** Germany is a world-leader in environmental innovation, technologies and recycling (Germany recycles over 80% of commercial packaging and still maintains huge networks for the collection, cleaning and reuse of glass and plastic bottles and containers). This will play a part in every aspect of Con planning and execution that is practicable. If one can be found for a reasonable price, the German team's Con plans can be pre-audited by an environmental consultancy to learn how and where the Con can be made more environmentally friendly.
- **Less paper:** The planning team intends to limit the amount of printed material and research the options around attractive, but 100% recycled papers for Con brochures, programs and schedules. Making environmentally low-impact swag: stickers, t-shirts, etc. will present challenges that need to be researched and met in typical Drupal style - with creativity, enthusiasm and energy!
- **Carbon offsets** for travel can be included in ticket price. Calculations would need to be carried out based on attendance numbers, average travel distance and so on. This needs research and discussion, especially with regard to cost to the DA vs. image vs overall benefit.
- **Catering, water, coffee:** It should be possible without any problem to: provide bottled water in reusable, deposit bottles; coffee, snacks and meals will be served in porcelain, glass and metal wherever possible. This needs to be investigated and coordinated with venue and catering services, but this is very common in Germany. No plastic cups. Paper cups (recyclable) cup if necessary.
- **Local produce:** Efforts will be made with caterers to provide as much local fruit, vegetable and other produce as possible.
- **Local sponsors** for food and drink will be sought out wherever possible.
- **Large packages** of sugar, milk, biscuits, etc. will be provided rather than individual portions.
- **More to come** as this proposal is turned into a real DrupalCon!

A Potential Venue in Berlin: The Berlin Technical University

(SCORECARD ITEMS: Venue can support 1500-2000 people, Venue is close to hotels and restaurants, Venue costs are reasonable, Venue contracts are reasonable, Location is easily accessible in terms of public transport, Location is easily accessible in terms of "barrier free" for all.)

Initial contacts have been made with the local technical university, the "TU-Berlin," one of the oldest universities in Berlin and specialized in mathematics and computer sciences. Its mixture of modern and historic architecture give the campus a unique character. a unique overall picture of the campus. Most of all rooms are barrier free. Most of public transport are barrier free too.

Key facts:

Size:
- Large enough to hold 1500-2000 DrupalCon Germany attendees.
- It has a halls large enough for keynote, opening and closing sessions, plus a selection of rooms of various sizes for more and less formal presentations, BOFs, workshops and other sessions.

Location:
- Central Berlin, both eastern and western parts of the center city are within a few minutes walk or public transit ride.
- Near the large, famous *Tiergarten* Park, Berlin's so-called "Green Lung."

Accessibility:
- Most of the university is constructed or retro-fitted to be as "barrier free" as possible.
- Most of the public transport system that comes to the TU is also barrier free.

Technical Requirements:
- All session room will be equipped with projectors and audio amplification where necessary.
- The entire facility is equipped with WiFi internet connectivity that will be available to the Con.

A Potential Venue in Berlin: The Berlin Technical University (continued)

Price/Discount:

If the facility is booked by a registered not-for-profit organization (such as the Drupal Initiative), **it comes at half price.**

TU-Berlin room pricing structure:

- 50 person room - €150/day
- 200 person room - €410 /day
- 1200 person room - €2500 /day
- Glassed-roofed atrium for display/exhibition/etc. €2500

Room distribution for a DrupalCon with 1500-2000 attendees:

10 x 50 person room x 5 days	= €7,500
2 x 200 person room x 5 days	= €4,100
2 x 1200 person room x 5 days	= €25,000
Atrium x 5 days	= €12,500
Sub-Total	= €49,100
-50% Discount for not-for-profit organizations	
Final total	**= €24,550**

Requires clarification:

- Wifi Internet connection not included in the above sum, the team has been told it is not a large additional cost.
- Technical equipment (projectors, microphones, etc.) also not included in above price.
- There are multiple cafeterias on campus, cost ca. €5 per person per day. The team needs to clarify issues around menus, organic/local produce and so on. But established, on-site kitchens and catering will make use of non-disposable plates, cups, etc. easy to realize.

Special Accessibility Bonus Issues: Transport and Ticket Price
(SCORECARD ITEM: Location is accessible in terms of "barrier free" for all)

Transport: It is the intention of the DrupalCon Germany organizing group to include a full public transport pass in the ticket price for the con. All DrupalCon attendees will be able to travel on Berlin's public transit system for the duration of the con. An "Environment Class" Berlin public transit ticket for the duration of the Con will cost ca. €25.

Ticket for €100 (Social Accessibility): The German Con team wants to make the DrupalCon itself accessible to those who may not be able to afford even a moderately high ticket price. It intends to provide a certain number of "early bird" tickets and a special discounted ticket rate for students, senior citizens and the unemployed. This is also an essential element in the overall equation for the Drupal Initiative's overall public mission as a non-profit organization.

It is early days, but rough, early calculations indicate that this will be possible without financial loss. If the DrupalCon sells 1000 tickets total, the current cost-prognosis is:

Facility costs ca. €30,000/1,000	= €30
TU-Berlin Cafeteria 5x€5	= €25
Public transit ticket	= €25
Total	**= €80**
Open spread for further costs	= €20

Given a normal spread of non-discounted ticket prices on top of this, it would seem that the Con can break even on the discounted tickets and thereby enable people to be part of the Con who might not have been able to otherwise.

Scholarships: Continuing the tradition begun at the Paris DrupalCon, the team intends to offer a number of DrupalCon scholarships so that those who cannot afford to come to the Con even with a discounted ticket are able to take part. Scholarships may come at several level and could include hostel accommodation, train fare from other parts of Germany, and so on. Some scholarships may require some form of volunteering in return, others may not.

Last Scorecard Items

(SCORECARD ITEMS NOT INCLUDED IN PROPOSAL BODY: Proposal is well crafted and carefully prepared, Proposal was submitted on time, Location is popular among Drupal Community (open poll))