Proposal of GNOME.Asia Summit 2014

Proposed city: Beijing

Proposal by: Beijing GNOME User Group (BJGUG)

Proposal date: Aug 30 - Oct 31 in 2013

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1. Introduction

Beijing GNOME User Group (BJGUG) team proposed to the GNOME.Asia Committee and the GNOME Foundation that the upcoming GNOME.Asia Summit 2014 to be hosted in Beijing.

Beijing is is the capital of the People's Republic of China, has been the political and cultural center of China for centuries. The city is renowned for its opulent palaces, temples, and huge stone walls and gates, and its art treasures and universities have made it a center of culture and art in China. There are good airport connections, train/bus infrastructure and subway infrastructure.

In China there are a lot of GNOME hackers, especially in Beijing, which are from SUSE, Redhat, Canonical, Oracle, Intel, etc.

The tentative dates of the event will be around the GNOME 3.9/3.10 release and at the weekend.

It's easy to get VISA for foreign participants / speakers, some countries in Asia, such as Japan and Singapore have a 15days visa-free period for travel within Beijing.

Finally, we strongly believe Beijing is the best place to host this upcoming conference and hack-fest.

2. Local Organizers

Let's know more about Beijing GNOME User Group.

1) About us

Beijing GNOME User Group(BJGUG), is a not for profit open-source organization based in Beijing. After the GNOME.Asia 2008 in Beijing, BJGUG was established in 2008 and aimed to spread GNOME for users, developers and translators in Beijing and China.

In 2009 we designed our logo, looks like a butterfly, which is mean BJGUG and GNOME could break the cocoon into a butterfly, spreading and developing quickly in Beijing and China.

We also designed a website — www.bjgug.org

BJGUG have regular meeting/event every month, next we'll give you an event list and show some big events with pictures.

2) What we have done

From 2008 to 2013 we had hold more than 50 events.

2013	Events
Sept 28	SFD 2013 in Chinese Academy of Science(CAS)
Sept 21	SFD 2013 in TsingHua University
Aug 13	Fedora 19 release party
May 06	Ubuntu and UbuntuKylin13.04 release party
May 01	GsoC sharing
Apr 27	OpenSUSE 12.3 release party
Mar 19	The unity of open source community(Fedora, Ubuntu and openSUSE)
Jan 27	Fedora 18 release party
2012	
Dec 15	Touchpad's OS and Firefox OS
Sept 15	Software Freedom Day 2012
Aug 01	A Reunion with Taiwan GNOME User Group
May 19	Opensource computing and OpenStack Salon

Apr 26	openSUSE vs. Ubuntu in openStack
Mar 21	GTK QQ, preexistence, this life and the future life
Feb 8	A Reunion with BLUG(Beijing Linux User Group)
2011	
Dec 21	GNOME Localization and GNOME Appstore
Nov 19	Ubuntu-tweak Introduction
Oct 20	Mozilla Firefox 7 new features
Sept 15	Software Freedom Day 2011
Aug 17	Introduction of Embeded Linux
Jul 23	Reunion with Open-party
Jun 15	GNOME3 install-fest
May 10	GNOME 3.0 demo and openSUSE 11.4
Apr 9	GNOME 3.0 Launch Party
Jan 19	Testopia and Fedora Test Events
2010	
Dec 11	Reunion with Beijing Flamenco Community
Nov 28	BJGUG 2st Anniversary Party
Sept 18	Software Freedom Day 2010
Aug 29	BJGUG 22th meeting - Local community in GNOME and Linux
Jun 6	BJGUG 20th meeting — Development of Meego
May 19	BJGUG 19th meeting — Live USB
May 8	Ubuntu 10.04 LTS Release Party
Apr 19	BJGUG 18th meeting — Free talk
Mar 17	BJGUG 17th meeting — GNOME Install-fest
Feb 17	BJGUG 16th meeting — «Chuan Night» with BLUG
Jan 25	BJGUG 15th meeting — joint with OpenSolaris User Group
2009	
Dec 8	BJGUG 14th meeting — Experience in GNOME.Asia 2009
Nov 18	BJGUG 1st Anniversary Party
Nov 10	Open Source in Schools

Oct 21	Reunion with Beijing Google User Group — Introduction Chromium and GSoC
Sept 16	Gnome Developer Edition and General GNOME Environment
Aug 19	GNOME3.0 first-look and X-moto
Jul 15	HBF from Windows to GNOME/Ubuntu
Jun 17	Ccnet Project
May 20	Reunion with BJOSUG, Unix-center Community and LXDE
Apr 15	BJGUG 6th meeting — Google Gadgets
Mar 18	BJGUG 5th meeting — sTeam and reading
Feb 18	BJGUG 4th meeting — Moblin v2 and Faster Translation
Jan 14	BJGUG 3rd meeting - GNOME + robot = Gnobo and Accessibility Localization Workshop
2008	
Dec 17	BJGUG 2nd meeting — Accessibility Introduction and Discussion Panel
Nov 26	BJGUG 1st meeting — How to orgnizing the BJGUG

3) Took part in GNOME.Asia

We are very active for every years GNOME.Asia.

For the latest two years, a lot of members from BJGUG participated the GNOME.Asia 2013 in Korea and GNOME.Asia 2012 in HongKong as speakers and volunteers. And also we also had a lot of members to participate each GNOME.Asia in different places.

In Korea, six speakers from Beijing took part in the GNOME.Asia 2013 Summit.

In HongKong, also six speakers participated.

4) Big events in Picture

Now we will show several big events which is hold before.

a) Software Freedom Day(SFD)

Software Freedom Day(SFD) is a big festival for BJGUG. From 2009 we had organized four times events for celebrating SFD, each time there are more than 50 audiences. We cooperated with the University and local open source community to organize this festival.

And this year we are still scheduling now. :)

This picture is from SFD2012 which was hold on Sept.15 2012.

b)   Ubuntu 13.04 Release Party

Ubuntu 13.04 release party is also a big event in 2013. More than 200 participants took part in.

http://www.huodongxing.com/event/9174193648700

c) OpenStack Salon

Here is another big events in 2012!

BJGUG organized open-source computing and OpenStack Salon on May 19th, 2012. We jointed ChinaUnix community and got sponsor from it for the venue. There are about 200 people here to participated this meeting.

http://www.it168.com/itclub/openstack/content.html

d) GNOME Launch Party

Each big release of GNOME, we organized the Launch Party for it, to spread the latest GNOME in local area. On Apr 9 2011, we organized the GNOME 3.0 Launch Party successfully.

5) *Proposed organizing committee*

Currently we have more than 30 members in BJGUG, I can't name in below list for everyone, we believe there would be more member like to contribute this event, I just list more active ones in our group.

- Ms. Emily Chen, Oracle engineer, founder of BJGUG.

- Mr. Bin Li, president of BJGUG

- Mr. Born, vice-president of BJGUG

- Mr. ZhenNing Li, CS2c marketing manager

- Mr. TongHui, Contributer of open hardware

- Mr. JunYi Tang, MeiTuan engineer

- Mr. Christopher Meng, Fedora ambassador

- Mr. WenZhe Chui, CS2C engineer

- Mr. Arong Xu, Canonical engineer

- Ms. Elly Liu, Wistron Localization manager

- Mr. BootingMan, ChongQing LUG organizer.

- Mr. Wei Du, SUSE QA engineer

- Ms. Sunny Sun, SUSE RD Manager

- Mr. David Liang, SUSE Desktop Manager

- Mr. ChangJun Hu, China OSS Promotion Union

- Mr. Alick Zhao, Fedora ambassador

- Mr./Ms. …

6) Proposed supporting organizations

We've already cooperated with local community, company and organization. And they support BJGUG actively when we need their help, such as place for holding events and spreading the event.

- Beijing Linux User Group(BLUG) (http://blug.chinalug.org/)

  Started on November 19th, 2002, by Linux enthusiasts, the Beijing GNU/Linux User Group - aka **BLUG** - has now become a very influential group in the realm of Linux and Free and Open Source in China.

- ChinaUnix (http://www.chinaunix.net/)

  ChinaUnix is a BBS which is more than 10 years to spread Linux and Unix.

- Tsinghua University Network Administrators(TUNA)

  TsingHua University is the top one in China, and have a very big influence between students.

  You find more information from http://tuna.tsinghua.edu.cn/.

- School of Computer Science and Engineering, Beihang University. http://scse.buaa.edu.cn

- OSCLUB-CAS, Chinese Academy of Science

  We cooperate several times, see also https://blog-ossclub.rhcloud.com/

7) Proposed joint with openSUSE.Asia

openSUSE.Asia will be host in Beijing in 2014, and we have cooperated several times, if we joint together, we can attract more people to participate this conference, at the same time we can save the resource for hosting, such as volunteers, meeting room. And as you know a lot of local team member from SUSE.

How?

About how to cooperate with OpenSUSE.Asia/SUSE.Asia, we discuss that there are two possible options:

The first one, openSUSE.Asia as workshop in GNOME.Asia, but currently SUSE don't agree with this solution.

The second one, GNOME.Asia and openSUSE.Asia host parallelized, finally we got a concurrence with openSUSE.Asia, as we know we called it co-location, so we prepare to use the second option.

The items we need as independent:

- Budget

- Brand/T-shirt

- Sponsorship (Travel and Hotel)

- Website

- Registration

The items we can share:

- keynotes

- party

- BOF

- booths

Advantage

- Save resource and expense

- Get more marketing in China university and community

- Attract more people and students

- Got support form SUSE and openSUSE community

Disadvantage

- Reduce our session cause we also need arrange some speaker for openSUSE

Potential sponsor

openSUSE community will mainly sponsor openSUSE.Asia.

Travel subsidy

They will have their own travel program for applicants, please refer to https://en.opensuse.org/openSUSE:Travel_Support_Program .

Support from community

openSUSE communities had spread very quickly in Aisa. As we know, Beijing, Taiwan, Singapore, Japan, India had the openSUSE community to spread it in their own country.

Core Members

Sunny(Yan Sun) (syun@suse.com) SUSE RD Manager

Jos Poortvliet (jos@opensuse.org) openSUSE Community Manager

David Liang, SUSE Desktop Manager

Wei Du, SUSE QA engineer

8) *Proposed joint with FUDCon*

FUDCon is Fedora Users and Developers Conference, a major free software event held in various regions around the world, usually annually per region. Now the Fedora community in Beijing doing bid for hosting in Beijing in 2014, and they very hope to joint with us if they bid successfully. If we joint together, just like joint with openSUSE.Asia, we can attract more people to participate this conference and share the resource.

How?

Like OpenSUSE.Asia, GNOME.Asia and FUDCon host parallelized, as we know we called it co-location.

The items we need as independent:

- Budget

- Brand/T-shirt

- Sponsorship (Travel and Hotel)

- Website

- Registration

Potential sponsor

Fedora community will mainly sponsor FUDCon.

Travel subsidy

They will have their own travel program for applicants.

Support from community

Fedora community in Beijing is very actively. As we know, a lot of students in university work for this community. And TUNA also help to provide support for hosting.

Core Members

Alick Zhao (alick9188@gmail.com) Fedora ambassador

Cheer Xiao (xiaqqaix@gmail.com) TUNA's chairman

3. Objectives

We have some small objectives in GNOME.Asia 2014.

1) Grow GNOME contributors, users and developers in China/Asia

Currently very few people really use GNOME as an desktop, we'll have some training session or launch party or hack-fest, so that we can attract more and more in China.

2) Grow Women participation in GNOME

The Outreach Program for Women is very quickly grow up in Europe, so we hope more people from Asia could participate.

3) Communicate with more local Linux company

Now there are a lot of local Linux organization such as Deepin, Ubuntukylin, so hope we have a chance to know each other.

4) Promote GSoC in Asia, especially in students

In GSoC 2013 there are 31 GNOME projects accepted, so we hope more students in Asia could have chance to apply it.

4. Date & Venue

1) Tentative dates

Possible periods: ~~May 17-18 in 2014~~, May 24-25 in 2014

Pre-event: Before the beginning day, ~~May 16 or~~ May 23 (Friday)

Ice-break session or training session

Conference: ~~May 17/~~May 24(Saturday), ~~May 18/~~May 25 (Sunday)

Hack-fest: After the ending day, ~~May 19/~~May 26(Monday)

NOTE: Cause we got an discount for Venue in BeiHang University, we reserved it on May 24-25, I just set another option date invalid.

2) Suggested Venue

a) College Software of BeiHang University

Environment of BeiHang University

As you know in GNOME.Asia 2008 in Beijing we selected this place. And we had cooperated with BeiHang University sever times recently, some small meeting room(~30 persons) is free to use, but for the bigger one, it will need pay, I got the price list from them, we'll talk it later.

Address: BeiHang University, No.37 XueYuan Lu, HaiDian District, Beijing.

Currently we still can't got the picture by ourselves, we could use classroom(~30p) as the hacking room, and the biggest hall looks like below, has 433 seats, which is could be used as our proposed venue.

BeiHang University Meeting Centre

Also it's very convenient for public transportation, there have an subway station, and also bus stations.

And in Students dining hall, there a variety of delicious and cheap food to eat.

For Hotel, near from university is usually at a low price.

b) University of Chinese Academy of Sciences

This is the another choice for the Venue.

Address: No.80 ZhongGuanChunDongLu, HaiDian District, Beijing.

We had an GNOME3.0 Launch Parth at in 2011, and there are a big classroom looks like above photo, it's about 200 seats, which is could be used as our proposed venue, there are also some smaller room(~30 seats) can be used for free.

c) TsingHua University

TsingHua University is the No.1 in Beijing and China, it's very famous, in recent event we cooperate with TsingHua several times, we had hold some release party in their meeting room, we could get an discount for rent the meeting room, so I thought it should be an option for our venue.

The FIT in TsingHua is modern and new building, have a lot of classroom and meeting room, but unfortunately I still can't get the picture of it now.

5. Target audiences

Hack-fest (~ 15 GNOME contributors / developers):

If we have a good topic and gather cool developers, we'll have an hack-fest and we can attract people from below to take part in.

- GNOME Localization Team

- GNOME Documentation Team

- GNOME contributors working on the GNOME 3.9 (or beyond)

Conference (200 - 400 people):

- Existing and potential GNOME contributors, users and developers

- University students

- Interested in open source and Linux people

- People might never listen GNOME before.

Women Program

- Women want to know about GNOME

- Female Students

6. Activities and schedule

1) Hack-fest

The hack-fest will be similar to an non-conference, a wiki page can be put up to allow participants to write down their proposed topics. The whole day event is free schedule.

After the ending day, May 19/May 26(Monday)

Possible activities include localization, discussion and some cool topic to hacking GNOME.

2) Training

Training session, one day before the summit, certification, training topics, refer to previous training topic.

Another option is to have an Install-fest to help students install the GNOME Desktop.

Before the beginning day, May 16 or May 23 (Friday)

3) Conference

Conference just like previous GNOME.Asia, no very big difference.

It will include Keynotes, Talks, Lightning Talks. Please view the blow list for specific schedule.

We also prepare Booths for sponsor(exhibitions from 8:00 to 17:00).

May 17/May 24(Saturday), May 18/May 25 (Sunday)

4) Party

For Women dinner/lunch, we will have it for sure.

Organizers and speakers dinner

At night of Conference day.

5) Tour

We could provide several choice for 1 day city tour, such as Temple of Heaven, Bird Nest, Great wall, etc.

After the ending day, if someone don't take part in hack-fest, the local team will provide some guide, and we'll share the expense.

Schedule		
	Hall(Day 1)	Hall(Day 2)
09:00	Party starts	
09:10	Welcome speech - Local organizer & GNOME.Asia Committee	
9:30	Keynote #1 - the latest GNOME	Keynote #3
10:30	Keynote #2 - The GNOME Foundation	Keynote #4
11:30	Talk #1	Talk #6
12:20	Lunch Break	
14:00	Talk #2	Talk #7
14:40	Talk #3	Talk #8
15:20	Talk #4	Talk #9
16:00	Talk #5	Talk #10
16:40	Lightning talks	Lightning talks
17:40	Lighting talks	Closing speech, Local organizer & GNOME.Asia Committee
18:00	Take a bus to go to the dinner party	

6) OpenSUSE.Asia supplement

We could arrange half of the session for openSUSE.Asia and FUDCon, if we arrange the first party, the openSUSE.Asia/FUDCon could arrange the last day party.

7. Expectation and marketing

We will send out "call for participation" 2 months before the event. We expect to have around 15 people joining the Hack-fest while around 300 participants joining the conference.

Please find below the communication channels:

Hack-fest/Training

1. GNOME.org website and bjgug.org website

2. Selected mailing lists or IRC channels from GNOME and other related communities

3. GNOME developers from different companies e.g. SUSE, Red Hat, Oracle, Canonical, ...

4. Blog posting @PlanetGNOME and other planets

5. Invitations to selected GNOME contributors

6. Social Networks e.g. Twitter, Weibo, Groups, BBS

Conference

We intend to invite participants from China and other Asian countries to attend the conference. On top of the above marketing channels, mass scale marketing will also be carried out 2 months before the conference in Beijing and other Asian countries.

1. Advertising in the universities, IT related colleges and some secondary schools in Beijing.

2. Articles and/or website banners at all FOSS communities and distributions in Beijing

3. Mailing list of GNOME.Asia@gnome.org, every FOSS communities and distributions that use GNOME

4. Word of mouth

5. Social Networks e.g. Weibo, Twitter, Groups, BBS

8. Budget Estimation

1) Budget in Table

Category	description	Qty	U/P (USD)	Amount (USD)
Conference Venue	BeiHang University, main hall (433 people) and Exhibition area	2days	400	800
Conference Venue	BeiHang University, secondary hall (40 people)	2 days	100	200
Conference Venue	Classroom (~20 people)	2 days	100	200
Conference coffee/cookie	Coffee and cookies from university	300	1	300
Marketing materials	T shirts	300	9	2700
	Banner	1	1	50
	Conference schedule(with name)	300	0.2	60
	Posters	20	5	100
Women Dinner	Interested in OPW	1	200	200
Thanks Dinner	Volunteers, speaker and orgnizer	1	300	300
Sub-total				4910
Travel subsidy	Average amount according previous years	30 people	500	15,000
Accommodation	standard room for 2 person shared	3days x 20 room	50	3000
Miscellaneous (10%)				2291
Grant-Total				25201

2) Highlights

a) Every item is subject to 10% Miscellaneous Fee just in case to cover some unexpected expenses

b) The budget ignore the meals and transportation like previous years, and it's very cheaper in Beijing.

c) For party and dinner, If we can't got sponsor we could share the price.

3) OpenSUSE.Asia/FUDCon supplement

a) Share the Conference venue

b) Share Conference coffee/cookie

c) Reduce Travel sponsorship and Accommodation

So the below budget table is that after joint with openSUSE.Asia.

Category	description	Qty	U/P (USD)	Share Amount (USD)
Conference Venue	BeiHang University, main hall (433 people) and Exhibition area	2days	200	400
Conference Venue	BeiHang University, secondary hall (206 people)	2 days	50	100
Conference Venue	Classroom (~50 people)	2 days	50	100
Conference coffee/cookie	Coffee and cookies from university	300	1	150
Marketing materials	T shirts	300	9	2700
	Banner	1	1	50
	Conference schedule(with name)	300	0.2	60
	Posters	20	5	100
Women Dinner	Interested in OPW	1	200	200
Thanks Dinner	Volunteers, speaker and orgnizer	1	300	300
Sub-total				4160
Travel subsidy	Average amount according previous years	15 people	500	7500
Accommodation	standard room for 2 person shared	3days x 10 room	50	1500
Miscellaneous (10%)				1316
Grant-Total				14476

9. Potential sponsors & media partners

Our members had contact with different company, community and university, and also we will help to send out "call for sponsors" to find local sponsors in Beijing.

Potential Sponsors

- SUSE, Joint with openSUSE Conference in Beijing

- Canonical

- Oracle

- Red Hat

- Intel

- cs2c (http://www.cs2c.com.cn/)

- China OSS Promotion Union(http://www.copu.org.cn/)

- Wistron(http://www.wistronits.com/)

- ChinaUnix (http://www.chinaunix.net/)

- Others

Potential Media Partners

- Linux Sir (http://www.linuxsir.org/)

- ChinaUnix (http://www.chinaunix.net/)

- CSDN (http://www.csdn.net/)

- 51CTO (http://www.51cto.com/)

- Others

Booths

- We will have it for sure, according to sponsorship level, we'll arrange the size of it.

10. Conclusion

Beijing GNOME User Group(BJGUG) have a great team of passionate people and plenty of experience in hosting events and conferences. We have been talking to different local FOSS communities and potential sponsors as well as media partners about this proposal, all of them showed their supports to this GNOME event. We strongly believe Beijing is the best place to host this upcoming conference!

If you have any questions, please feel free to contact us.

Thanks for your time reading and consideration.