



# BARCELONA

DRUPALCON 2015

DrupalCon brings together thousands of people from across the globe who use, develop, design, and support the Drupal platform.

DrupalCon is the heartbeat of the Drupal community. It's where improvements to the project are made, where important business connections are built, and where lifelong friendships bloom. Three times a year, the Drupal community gathers in North America, Europe, and a third geographic region, for a full week dedicated to sharing and growing Drupal skills.

Taking place in sunny Barcelona, Spain this year, DrupalCon Barcelona will feature a full schedule of educational, networking, and contribution opportunities.

Together we will unite in celebration and work together to gain new skills and new friends as we advance the Drupal project.

DrupalCon Barcelona will be held 21 - 25 September, 2015 at the CCIB in Barcelona, Spain.



# Let's Go to DrupalCon

If Drupal is important to your business, you need to send representatives of your organization to DrupalCon Barcelona to stay competitive. You or your staff will spend a full week immersed in all things Drupal, and will gain technical skills to help your organization stand head and shoulders above the competition.

In this packet we will provide resources to understand the importance and value of attending DrupalCon.

## Why attend DrupalCon?

- Learn the latest Drupal technology and grow your Drupal skills
- Build a stronger network in the community
- Find your spot in the program - there's something for everyone!

## Planning for DrupalCon

- Build your trip budget using our trip report template
- Use our letter to help persuade your employer

## Make an Impact

- Sponsor DrupalCon - contact [sponsor@association.drupal.org](mailto:sponsor@association.drupal.org)
- Contribute back to the Drupal project
- Sign up to volunteer during online registration

## Share your Feedback

We're working to continually improve your DrupalCon experience and want your input! Please contact us at [barcelona2015.drupal.org/contact](mailto:barcelona2015.drupal.org/contact) with comments or suggestions about this year's event.



# Why Attend DrupalCon?

Whether you're new to Drupal or you've been using it for a while, DrupalCon is an extremely valuable event for all its attendees. Here's why.

## Learn from the Best

At DrupalCon, you can attend sessions on nearly any given topic. But the learning doesn't stop there: our Birds of a Feather sessions (BOFs) are community-generated, community-led roundtable discussions. There are fantastic training opportunities on Monday, and opportunities to sprint before, during, and after the Con.

## Meet New Partners and Colleagues

Many Drupal businesses and professionals come out to DrupalCon to network, find new business partners, or find work. There are numerous fantastic networking events at every DrupalCon, making it easy to build a great foundation for future collaboration in the Drupal world.

## See the Future of Drupal

The Driesnote is not to be missed... and neither are any of the other amazing sessions on the future of Drupal. DrupalCon is the heartbeat of the Drupal community. It's where the brightest minds in our industry come together for a week of learning, networking, and collaboration to build the future of Drupal.



# Something For Everyone

DrupalCon is a great opportunity to learn and share from the industry's greatest talent. We are thrilled to host some of the web's leading knowledge experts from within and outside of the Drupal community.

## Keynotes

Hear from Dries Buytaert, Drupal founder and project lead as he presents the traditional Driesnote. This focuses on the current state of Drupal, including a glimpse of what's beyond Drupal 8 after we have a successful release.

## Session Tracks

Tracks are a series of sessions sorted by topic which span in experience level from beginner to advanced. Sessions are 60 minutes unless otherwise noted.

## BOF Sessions

Birds of a Feather sessions (or BOFs) are informal gatherings of like-minded individuals who wish to discuss a certain topic without a pre-planned agenda. BOFs allow groups to meet and discuss issues relating to regular conference sessions and talk out common problems facing the community.

## Sprints

Sprints are an important part of Drupal's growth, and are also a great opportunity to get involved, because others are on hand to help you contribute. There are many sprints scheduled before, during, and after DrupalCon, so come and collaborate in person with hundreds of other Drupal community members!



# Planning for DrupalCon

## Drupal Training

We will be offering seven full-day professional Drupal training courses on Monday, 21 September. These courses will cover a variety of topics for users of beginner, intermediate, and advanced experience levels. The cost of attending a training is 450€ +VAT (early-bird) and includes light breakfast, lunch, and breaks.

## First Time Attendee Social

To help ease newcomers into DrupalCon, we've put together an orientation designed to explain all DrupalCon's many moving parts and introduce you to a new friend or two. We think starting out the week with a buddy makes networking and navigating an unfamiliar event so much easier!

## Business Summit

The Business Summit is a one-day business event on Monday, 21 September. This event is designed for business leaders already using Drupal. The cost of attending this summit is 199€ +VAT and includes a full day of collaborative peer discussion, a light breakfast, lunch, breaks, and an afternoon cocktail hour.

## Community Summit

The Community Summit is a full day of community project work on Monday, 21 September. This event is for active Drupal community leaders and Drupal event organizers. This event is free to attend, however registration is required.



# Session Tracks

Sessions take place Tuesday, Wednesday, and Thursday during DrupalCon.

**Business and Strategy**  
**Business Showcase**  
**Coding and Development**  
**Content Strategy**  
**Core Conversations**  
**DevOps**  
**Drupal.org**  
**Frontend**  
**PHP**  
**Project Management**  
**Site Building**  
**Symfony**



# DrupalCon Schedule

DrupalCon is a week-long conference, meaning there is educational content and fun activities lasting Monday until Friday. To make the most of your trip, you should arrive by Sunday to attend summits, sprints, and training on Monday, and depart after participating in Friday sprints.

**Monday, 21  
September**

Drupal Training  
Community Summit  
Business Summit  
First Time Attendee Social - New!  
Opening Reception

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**Tuesday, 22  
September**

Keynote: Dries Buytaert, Drupal Project Founder  
Exhibit Hall  
Group Photo  
Sessions  
BOF (Birds of a Feather) sessions  
Women in Drupal

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**Wednesday, 23  
September**

Keynote  
Exhibit Hall  
Sessions  
BOF (Birds of a Feather) sessions  
Drupal Association Public Board Meeting

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**Thursday, 24  
September**

Keynote  
Exhibit Hall  
Sessions  
BOF (Birds of a Feather) sessions  
Closing Session  
Drupal Trivia Night

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**Friday, 25  
September**

Friday sprints are free to attend to anyone interested in helping make Drupal better. Contribute through code, discussion, documentation, project management, or you can help bring in new contributors by signing up to mentor.

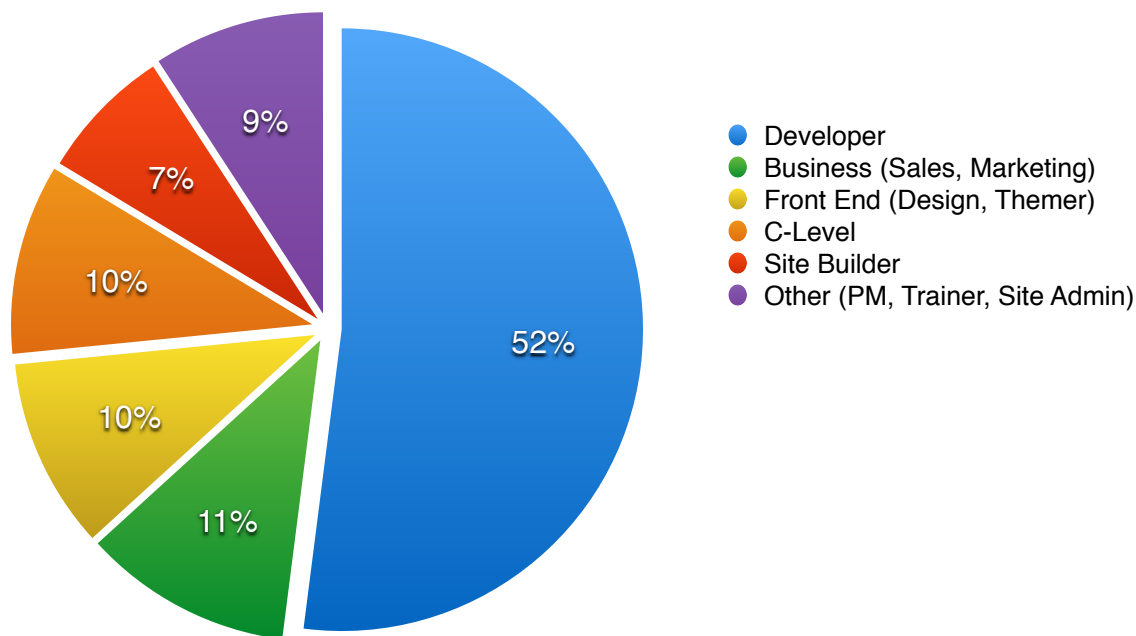
# Attendee Demographics

Learn a little about our typical European audience.

This information is gathered from DrupalCon Amsterdam (2014) and DrupalCon Prague (2013) survey and registration questions.

## Who are we?

Of the 2,370 attendees at DrupalCon Amsterdam, 11% chose to self-identify as female, while 87% of attendees to that same event self-identified as male. They work in the following roles:



76% of DrupalCon Amsterdam attendees were seeking intermediate or advanced content.





# Tickets

DrupalCon remains one of the most affordable tech conferences around thanks to support from our generous sponsors. Ticket prices change at 23:59 Barcelona local time (**UTC +2**) on the dates below.

A DrupalCon ticket includes full conference access to the sprint lounge, the opening reception, the keynotes, sessions, BOFs, exhibit hall, and Friday Sprints. Lunch and morning coffee breaks included.

Monday Training and the Business Summit are not included in a DrupalCon ticket and require additional registration. The Community Summit is free to attend, although participants must register in order to enjoy refreshments.

## Ticket Prices (all prices in Euro)

|                                  |                  |
|----------------------------------|------------------|
| <b>Early-bird - ends July 10</b> | <b>450€ +VAT</b> |
| <b>Regular - ends August 14</b>  | <b>550€ +VAT</b> |
| <b>Late - ends September 18</b>  | <b>600€ +VAT</b> |
| <b>On-site</b>                   | <b>650€ +Vat</b> |

## One-Day Pass

The One-Day Pass is designed for all-day access to DrupalCon on either Tuesday, Wednesday, or Thursday, and is limited to one pass per person. Those wishing to attend more than one day must buy a full conference ticket. The cost of attending for one day is 150€ +VAT and includes the benefits of a DrupalCon ticket.

## Refund Policy

Although tickets are non-refundable, it's free to transfer your ticket to another person. To do so, simply contact our Help Desk with your transfer request and our support team will help you. Tickets cannot be transferred after DrupalCon begins.



# Travel Information

## Venue: Barcelona Convention Center

All general conference programs such as training, summits, sessions, BOFs, and keynotes will be hosted at this venue. Social events may be located off-site; see Social Events listings for details.

## Barcelona - El Prat Airport (BCN)

Address: 08820 El Prat de Llobregat | Barcelona, Spain  
BCN is the closest international airport to the CCIB, located 20 minutes (depending on traffic) southwest of the venue.

You can get to the CCIB by taxi, bus, or train.

## Transit

You can save money by purchasing the Barcelona T-10 card, which allows you to have up to 10 journeys (or up to 10 people in one journey). A journey is any combination of Bus, Metro, Train, Tram or Streetcar (ferrocarril), within 1h15min, with a maximum of 3 changes. This combined ticket costs 9,95€ and can be bought in metro stations, train stations or newspaper kiosks. This ticket also allows you to get from the airport to the city center and vice-versa.

## Visa Invitation Requests

If you're visiting from outside of Spain, you may need a visa. Please review the Spanish Visitor Visa requirements, as you may qualify for the Visa Waiver Program.

The Drupal Association is happy to issue an official letter of invitation to registered attendees. If you need a visa to travel, we will make visa letter requests available as soon as registration opens! Letters are issued every Friday and the final day to request a visa invitation letter is 28 August 2015.



# Hotels

All hotels are within easy walking or public transit distance.

## Official Hotel: Barcelona Princess

Address: Avinguda Diagonal, 1 (2 minutes walking from venue)

Price per night: 180€ - 200€ + VAT

Rate is inclusive of breakfast, internet and access to the fitness center.

Stay at this hotel and live close to the action! The 24 hour sprint lounge means you'll be running into Drupalistas at all hours of the day.

## Alternate Hotel: Tryp Condal Mar

Address: 5 Cristobal de Moura, 138 (14 minute walk from venue)

Price per night: 150€ - 161€ + VAT

Rate is inclusive of internet and breakfast.

## Alternate Hotel: Hesperia del Mar

Address: Espronceda, 6 (15 minute walk from venue)

Price per night: 130€ + VAT

Rate includes discounted internet access.



# Budgeting Worksheet

Sending an employee to a conference is an investment and can be a big expense.

Our great sponsors help keep ticket prices as some of the lowest in the technology conference space, but getting there can eat up a big chunk of a company's travel budget. We've created the following worksheet to help with your trip planning.

Pair this trip budget with the letter to your employer template on the next page.

| Budget Item   | Amount |
|---|--------|
| <b>Airfare to Barcelona</b><br>Travel to BCN Airport  |        |
| <b>Transportation</b><br>Barcelona T-10 card, which allows you to have up to 10 journeys (or up to 10 people in one journey). A journey means any combination of Bus, Metro, Train, Tram or Streetcar (ferrocarril), within 1h15min, with a maximum of 3 changes. | 9,95€  |
| <b>Hotel</b><br>View our special rates on page 11   |        |
| <b>Meals</b><br>Lunch and morning coffee will be provided at DrupalCon for no additional cost.  |        |
| <b>Conference Ticket</b><br>Discounted tickets are available until 10 July.   |        |
| <b>Monday Programs</b><br>Join in the educational fun on Monday. Prices are 199€ +VAT Summits, 500€ +VAT Training.  |        |



# Manager Request Letter

Dear Manager,

I would like to attend DrupalCon Barcelona, the annual European Drupal conference, held this year in Barcelona, Spain from 21 - 25 September. I feel the return on the investment would be a major benefit as the event aligns directly to the priorities of our organization.

It's a very good value for the level of intensive Drupal education I would receive over the course of 5 days. As an attendee of DrupalCon, I'll have access to:

- 130 educational Drupal sessions covering 10 role-based tracks
- 76 hours of BOF (birds of a feather) sessions
- 140 hours of Drupal coding and collaboration with peers (including weekend extended sprints)
- Opportunities to contribute to the project through code sprints
- 3 keynote presentations covering the latest industry trends
- The State of Drupal, presented by Drupal founder and project lead Dries Buytaert
- An exhibit hall featuring 70+ of the top Drupal businesses
- 5 full days of social and business networking with over 1,800 Drupalistas

DrupalCon is an international gathering of the Drupal Community to learn, share, discuss, and advance the Drupal project, as well as to network with other Drupal community members.

I will have the opportunity to meet Drupal community leaders, top developers, my favorite module maintainers, members of the Drupal Association, potential business partners, and future co-workers.



I am seeking approval for the registration fee and following travel expenditures:

| <b>Expense</b>               | <b>Amount</b> |
|------------------------------|---------------|
| Airfare                      |               |
| Transportation               |               |
| Hotel                        |               |
| Meals                        |               |
| Conference Ticket            |               |
| Monday Programs Ticket       |               |
| <b>Total expense request</b> |               |

A more thorough explanation of cost breakdown is available on the budgeting worksheet found in this packet.

In my follow up report I will include a short summary of my education and a list of presenters, exhibitors, and attendees whom I will contact after the event.

The Drupal Association is also happy to issue a Certificate of Attendance for the conference and Drupal Training, should the company require one for our records.

Please accept this proposal to attend as I'm confident in the significant return we will receive for the small investment. For more information on the event, please visit the conference website at [barcelona2015.drupal.org](http://barcelona2015.drupal.org) or contact the Drupal Association at [barcelona2015.drupal.org/contact](http://barcelona2015.drupal.org/contact).



# Trip Report Summary

|                                     |  |
|-------------------------------------|--|
| <b>Attendee Name</b>                |  |
| <b>Department</b>                   |  |
| <b>About DrupalCon</b>              | <p>DrupalCon brings together thousands of people from across the globe who use, develop, design, and support the Drupal platform.</p> <p>DrupalCon is the heartbeat of the Drupal community. It's where improvements to the project are made, where important business connections are built, and where lifelong friendships bloom. Three times a year, the Drupal community gathers in North America, Europe, and a third geographic region, and joins together for a full week dedicated to sharing and growing Drupal skills.</p> |
| <b>Goals Met</b>                    | <p>Identify specifically what was brought back to the organization relevant to your business goals as payback for conference investment.</p>   |
| <b>1.</b><br><b>2.</b><br><b>3.</b> |  |
| <b>Trip Summary</b>                 |  |



# Trip Report Program Notes

**Session**

**Speakers**

**Key Takeaways**

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**Session**

**Speakers**

**Key Takeaways**

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**Session**

**Speakers**

**Key Takeaways**

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**Session**

**Speakers**

**Key Takeaways**

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**Summary**





# Trip Report Meeting Notes

**Who I Met With**

**Topics Covered**

**Key Takeaways**

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**Who I Met With**

**Topics Covered**

**Key Takeaways**

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**Who I Met With**

**Topics Covered**

**Key Takeaways**

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**Who I Met With**

**Topics Covered**

**Key Takeaways**

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**Summary**



# Trip Report Contacts

**Full Name**

**Email**

**Company**

**Phone**

**Notes**

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**Full Name**

**Email**

**Company**

**Phone**

**Notes**

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**Full Name**

**Email**

**Company**

**Phone**

**Notes**

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**Full Name**

**Email**

**Company**

**Phone**

**Notes**

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**Summary**