



MAY 09-13 - 2016
DRUPALCON NEW ORLEANS

ERNEST N. MORIAL CONVENTION CENTER
NEW ORLEANS, LOUISIANA

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, and joins together for a full week dedicated to sharing and growing Drupal skills.

The North American DrupalCon is the most widely attended Drupal event in the world. Taking place in sunny New Orleans, Louisiana this year, DrupalCon New Orleans 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 New Orleans will be held May 9-13, 2016 at the New Orleans Ernest N. Morial Convention Center in New Orleans, Louisiana.

Send Your Team to DrupalCon

If Drupal is important to your business, you need to send your team to DrupalCon New Orleans to stay competitive. 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 help you get to 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 your employer
- » Make an Impact
- » Sponsor DrupalCon — contact sponsor@association.drupal.org
- » Contribute back to the Drupal project
- » Volunteer on-site - sign up during registration
- » Share your Feedback

We're working to continually improve your DrupalCon experience and want your input!

Please contact us at neworleans2016.drupal.org/contact with comments or suggestions.



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.

Summits

A Summit is a one-day topic intensive meeting where people who share an industry or interest can come together to collaborate, share pain points and solutions, and network in a structured, safe environment. Summits are scheduled on Monday during DrupalCon. DrupalCon New Orleans will have dedicated summits covering Business, Higher-Education, Media and Publishing, Government, and the Community.

Keynotes

Hear from Dries Buytaert, Drupal founder and project lead as he presents the State of Drupal keynote, revealing the current state of Drupal 8, including a glimpse of what's beyond Drupal 8.

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!



Monday Events

Drupal Training

Professional Drupal training is available on Monday, May 9. These courses will cover a variety of topics for users of all experience levels. The cost of attending is \$450 (early-bird), which includes meals and coffee.

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.

Business Summit

After great success in Barcelona, we are changing the North American DrupalCon Business Summit to focus on practical sessions to develop a clear business improvement plan for your company.

Higher-Ed Summit

Back by popular demand after its debut last year, the Higher-Ed Summit will kick-off with a panel of your colleagues from several colleges and universities, then move to breakout discussions throughout the day.

New! Media and Publishing Summit

This new Summit will take a look at the challenges the media and digital publishing industries face in a full-day collaborative environment.

New! Government Summit

City, state, federal and government contracting Drupalers, we have moved you out of the BOF rooms and given you an entire summit devoted to government Drupaling!

Community Summit

Are you a Drupal event organizer or on the board of your country's Drupal Association? Are you interested in meeting others like you, who commit their free time to planning events, mentoring others, and helping cultivate the Drupal Community? Then the Community Summit is the event for you.



Session Tracks

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

Business

This Business and Strategy track is aimed at attendees looking for actionable advice, ideas and challenges from business owners, executives, and project managers. Sessions are intended to be relevant not just to Drupal shops, but the digital experience business as a whole. Sessions in this track will be non-technical by nature.

Coding and Development

With core Drupal 8 now in full swing and the contrib space rapidly maturing, now is an excellent time to get more deeply involved with one of the world's largest open-source development communities. The Coding and Development track is focused on educating developers on the latest techniques and tools for increasing the quality and efficacy of their projects.

Core Conversations

Core Conversations are a place for people actively working on and contributing to Drupal to meet, discuss, and plan the future of Drupal. This is the place for big ideas about the future of Drupal, as well as discussions about where we want to go and how we are going to get there. Where regular tracks and sessions focus on the present and immediate future, Core Conversations are about long-term.

DevOps

DevOps culture is building agile relationships in organizations of all sizes allowing them to build web sites and applications faster and better than ever before. From automating processes to creating dashboards, we see DevOps practices becoming critical to operations' ability to keep pace with the rapid velocity of modern development. In the DevOps track, the Drupal community will share wide-ranging experiences, knowledge and skills that will bring your developers and operations together to work more efficiently.



Drupal.org

The Drupal.org track is a collection of sessions about Drupal.org the website. Community members leading Drupal.org-related initiatives will share progress on their initiatives, solicit community feedback, and attract more volunteers to help push their initiatives forward.

Front End

The Front End ecosystem continues to evolve at a blistering pace, both within Drupal and in general web development. How can developers keep up and marry the best Front End practices with the best of what Drupal offers? This track will focus on the technologies and procedures that are in use in today's Front End development, and how web design has changed to cope with Front End innovations.

New! Horizons

Horizons is a new track to discuss the edges of Drupal. For all the sessions that don't fit the traditional DrupalCon tracks, for ideas that are too big to be just one category, we offer Horizons, an interdisciplinary track that acknowledges our biggest challenges and greatest opportunities are at the messy edges of Drupal.

New! PHP

Drupal is not its own island but a part of the larger PHP and web ecosystem. Becoming a better PHP developer directly helps you become a better Drupal developer, especially with the release of Drupal 8. The PHP track is for intermediate to advanced sessions relating to PHP development or software development as a whole rather than specific to Drupal. Sessions will be approachable for any PHP developer.

New! Project Management

Good management is an integral component to successful projects, and this track aims to discuss and innovate on the practices, principles, and tools that make projects run better and faster. We hope this content will speak to project managers/directors, scrum masters and other "PM" profiles looking to fine-tune their skills and interact with, and encourage a more engaged community. Join us to learn how to better estimate, lead, review, report on and strategically plan your projects and portfolios.



Site Building

The power of Drupal lies not just in the core platform, but also in powerful contributed modules that allow one to build sites quickly and efficiently. The Site Building track is designed to teach you ways to let Drupal do the hard work without needing to write code. This track is aimed at people who are new to Drupal, developers just getting started with Drupal, seasoned developers and freelancers. Sessions in this track will be technical in nature, although they would not usually involve any coding.

Symfony

The Symfony track is dedicated to exploring the Symfony Components that build Drupal 8. Learn from the Symfony core team new and elegant approaches to coding with PHP. Enhance your knowledge of the Symfony components, understand how Drupal 8 runs, and save time when you code. Join industry leading experts for a full day of Symfony, Drupal, and Twig. Whether you're a Symfony aficionado or a novice eager to learn more, this track will have something for everyone.

User Experience

User Experience (UX) design forms the foundation of all interactions on the web and requires consideration beyond the web such as off-screen/non-web interactions the user may have had with your company or product or the environment in which they're interacting with the web. It's inherent in all aspects of production - from strategy and content creation to design and development. Whether you identify yourself as a UX practitioner or not, any part of the web that you touch affects the user's experience. Conceptual thinkers, strategists, decision makers, content creators, designers and developers are encouraged to present topics on their area of expertise.

Business Showcase

For companies serious about growth in today's world, having the right suite of tools and knowledge of current trends is critical. Come hear sponsored business-level content and meet with Drupal businesses to fill up your toolbox with helpful resources from leaders in our industry.



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. Can't get enough? Participate in Extended Sprints on the weekends before and after DrupalCon, check out the 24 hour sprint lounge at the host hotel, and enjoy social events all week!

Monday, May 9

- » Drupal Training
- » Community Summit
- » Business Summit
- » Higher-Ed Summit
- » *New!* Media and Publishing Summit
- » *New!* Government Summit
- » First Time Attendee Social
- » Opening Reception

Tuesday, May 10

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

Wednesday, May 11

- » Keynote: technological thought leader
- » Exhibit Hall
- » Sessions
- » BOF (Birds of a Feather) sessions
- » Drupal Association Public Board Meeting



Thursday, May 12

- » Community Keynote addressing Drupal and community-specific topics
- » Exhibit Hall
- » Sessions
- » BOF (Birds of a Feather) sessions
- » Closing Session
- » Drupal Trivia Night

Friday, May 13

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.



Tickets

DrupalCon remains one of the most affordable tech conferences around thanks to support from our generous sponsors. All pricing is in USD. Ticket prices change at 11:59pm New Orleans local time (UTC -8) on the dates listed below. A DrupalCon ticket includes full conference access to keynotes, sessions, BOFs, sprint lounges, opening reception, exhibit hall, and Friday Sprints. Lunch and coffee breaks are provided.

Full-day training courses and summits on Monday must be purchased separately.

Ticket Prices

DrupalCon Tickets

- » Early-bird - until March 18 \$450
- » Regular - until April 15 \$550
- » Late - until May 6 \$600
- » Onsite - after May 6 \$650

Summits

- » Business Summit - \$199
- » Higher-Ed Summit - \$199
- » Government Summit - \$150
- » Media and Publishing Summit - \$150
- » Community Summit - free to attend, registration required

Training Tickets

- » Early-bird - until April 15 \$450
- » Regular - after April 15 \$500

Student Tickets

Students save 50% off current ticket prices. Students must provide valid student ID in order to pick up their name badge on-site.



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. Attendees wishing to attend more than one day must buy a full conference ticket. The cost of attending for one day is \$150 and includes the benefits of a DrupalCon ticket.

Refund Policy

Tickets are non-refundable, however it's free and easy to transfer your ticket to another person. To transfer your ticket at no charge, simply contact our Help Desk with your transfer request and our awesome support team will help you. Tickets cannot be transferred after DrupalCon begins.



Travel Information

Conference Venue: New Orleans 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 on events.drupal.org for details.

Louis Armstrong New Orleans International Airport (MSY)

MSY is the closest international airport to the Convention Center, located 30 minutes (depending on traffic) southwest of the venue.

Visa Requirements

If you're visiting from outside the US, you may need a visa. Please review the United States 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, please register first and then request your invitation letter. Letters are issued every Friday and the final day to request a visa invitation letter is April 15, 2016.



Hotels

Official Hotel

Official Hotel: New Orleans Marriott

Address: 555 Canal Street (17 minute walk to venue)

Price per night: \$229 + taxes and fees

Rate includes access to the fitness center. Complimentary in-room internet for Marriott Rewards members (\$1 per day for non-members). Sign up for free at marriottrewards.com/freeinternet.

Stay at this hotel and live close to the French Quarter action! The 24-hour Sprint Lounge means you'll be running into Drupalistas at all hours of the day.

Alternate Hotels

The Blake Hotel

Address: 500 Saint Charles Avenue (15 minute walk to venue)

Price per night: \$149 + taxes and fees

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

Omni Riverfront Hotel

Address: 701 Convention Center Boulevard (5 minute walk to venue)

Price per night: \$209 + taxes and fees

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



St. James Hotel

Address: 330 Magazine Street (15 minute walk to venue)

Price per night: \$149 + taxes and fees

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

Hilton New Orleans on St. Charles

Address: 333 St. Charles Avenue (18 minute walk to venue)

Price per night: \$195 + taxes and fees

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

Embassy Suites at the Convention Center

Address: 315 Julia Street (6 minute walk to venue)

Price per night: \$199 - \$219 + taxes and fees

Rate is inclusive of internet.

Staybridge Suites

Address: 501 Tchoupitoulas Street (12 minute walk to venue)

Price per night: \$159 + taxes and fees

Rate is inclusive of internet, daily hot breakfast buffet, and light dinner with beer and wine Tuesday - Thursday.



Plan Your Trip

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.

Transportation from MSY Airport

Public Transportation

The Airport-Downtown Express (E-2) Bus picks up outside airport Entrance #7 on the upper level. The fare for Airport-Downtown Express (E-2) is \$2.00. The fare boxes will accept \$1, \$5, \$10, \$20 dollar bills and all U.S. coins. The Airport-Downtown Express (E-2) provides service from the Louis Armstrong New Orleans International Airport in Kenner, down Airline Drive into New Orleans, which takes approximately 50 minutes. The Airport bus stop is on the second level of the Airport in the outer lanes at Door 7. For more information on public transit in the area, visit the Jefferson Transit website, www.jeffersontransit.org, or the RTA website www.norta.com.

Taxis

Cab ride costs \$36.00 from the airport to the Central Business District (CBD) for one or two persons and \$15.00 (per passenger) for three or more passengers. Pick-up is on the lower level, outside the baggage claim area. There may be an additional charge for extra baggage. Taxis are required to offer a credit card payment option.

Airport Shuttle Service

Shuttle service is available from the airport to the hotels in the CBD for \$24.00 (per person, one-way) or \$44.00 (per person, round-trip). Three bags per person. Call 1-866-596-2699 or (504) 522-3500 for more details or to make a reservation. Advance reservations are required 48 hours prior to travel for all ADA accessible transfers. Please call in advance of your travel date for the specially-equipped shuttle. For group reservations of 50 or more people please dial 1-866-596-2699. Ticket booths are located on the lower level in the baggage claim area. For more information, see www.airportshuttleneworleans.com.



Transportation

New Orleans is home to the longest continually operating streetcars in the world. Visitors to the city may take streetcars, buses, or taxis to get around. The area surrounding the Convention Center and the French Quarter is very walkable, and Uber and Lyft are also options for moving around town.

Hotel

View our special rates on pages 13 - 14.

Meals

Lunch and morning coffee will be provided at DrupalCon for no additional cost.

Conference Ticket

Regular-priced tickets are \$550 USD. See page 10 for the full pricing schedule.

Monday Programs

Join in the educational fun on Monday. \$150 -\$199 for Summits, \$500 for training sessions. See page 10 for the full pricing schedule.



Request Template

I would like to attend DrupalCon New Orleans, to be held in New Orleans from May 9 - 13, 2016. 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 and networking I would receive. As an attendee of DrupalCon, I'll have access to:

- » 13 educational session tracks covering 3 days
- » 3 days of inspirational keynote sessions - 1 of which (Thursday) is dedicated to community issues on the mainstage by our own community
- » 91 Birds of a Feather peer-discussions
- » 143 sessions on 13 tracks
- » Daily keynotes, including Dries Buytaert's 'The State of Drupal'
- » Exhibit hall featuring all the top Drupal businesses
- » Social and business networking opportunities with Drupal users from around the world

DrupalCon is an international gathering of the Drupal Community to learn, share, discuss, and advance the Drupal project. I will have the opportunity to network with Drupal community leaders, top developers, module maintainers, members of the Drupal Association, and potential business partners.

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

EXPENSE	AMOUNT
Airfare	
Transportation	
Hotel	
Meals	
Conference Ticket	
Monday Programs Ticket	
Total expense request	



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 neworleans2016.drupal.org or contact the Drupal Association at neworleans2016.drupal.org/contact.



Trip Report Summary

Attendee Name	
Department	
About DrupalCon	<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>
Goals Met	Identify specifically what was brought back to the organization relevant to your business goals as payback for conference investment.
1. 2. 3.	
Trip Summary	



Trip Report Program Notes

Session	
Speakers	
Key Takeaways	
Session	
Speakers	
Key Takeaways	
Session	
Speakers	
Key Takeaways	
Session	
Speakers	
Key Takeaways	
Session	
Speakers	
Key Takeaways	
Summary	



Trip Report Meeting Notes

Who I Met With	
Topics Covered	
Key Takeaways	
Who I Met With	
Topics Covered	
Key Takeaways	
Who I Met With	
Topics Covered	
Key Takeaways	
Who I Met With	
Topics Covered	
Key Takeaways	
Who I Met With	
Topics Covered	
Key Takeaways	
Summary	



Trip Report Meeting Notes

Full Name		Email	
Company		Phone	
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Full Name		Email	
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Summary			

