

Interview Summaries

Participant 1

“Hello, [name], I’m Suzanne. As you know, I’m trying to learn how Fedora community members interact with local or regional Fedora groups. I’d like to get a general idea of your background before we start. [pause]

How would you describe what you do with Fedora? “

Lead UX designer for Fedora Engineering Team at Red Hat. Run Fedora design team, so run weekly meetings, help recruit & onboard new designers, lot of other random stuff around Fedora. Write blog posts, currently helping organize bid for FLOCK: a lot of related to what you’re looking into. Contacting venues, contacting vendors, getting price quotes, trying to organize different people from Fedora who are flying in to be together and spend some time meeting up in real life.

[What is FLOCK?]

Up til now, do a FLOCK conference yearly, alternating between America and Europe. Annual conference for people in North America and Europe. There is also a yearly Latin American and an APAC FUDCON, but may be changing up the model so that FLOCK is bigger and global and every year. Rather than just being NA and Europe. This may change planning process. Basically, annual contributor conference.

[what time of year is that, given that FUDCON just happened?]

FUDCON APAC just happened last week, or week before. FLOCK tends to be first or second week of august, but this may change along with the change where we might co-locate with another conference called DEVCON.

[sounds like you have a pretty strong connect with trying to schedule things for people to get together and do stuff together]

FLOCK would be the biggest one that I’ve been involved with, have also organized two Fedora Activity Days in the past. These are way smaller scale than FLOCK; might be a group of 5-6 Fedora contributors. They call it Fedora Activity_Day_ - I think the original intent was, you have a handful of people that tend to be working together (go to the same university, live in the same city), so here’s some stipend money to get pizza and beer and a space and hack on something for a day. A lot of teams started using it as a... get people who are on this specific small team together in the same location for a weekend and have them hash stuff out that way. Planned two of these events with people flying in internationally, to come meet in Boston. Was very pregnant at the time of the first one, so couldn’t go to FLOCK because wasn’t allowed on an airplane, so team was like ‘how about we have this event, and do it right before FLOCK ‘cause we’re flying anyway, we’ll share budget with FLOCK and then we can see you and say hi to you and do our thing and then go to FLOCK’. So we did it like that last time.

[ok, nice. I have a general idea of that now]

So there's like a range of scale now; fedora activity day being smallest, with a single team of 5 people, and then FLOCK being sort of like everybody.

[What is 'everybody'?]

All four areas (NA, Europe, LA, APAC) that Fedora events are divided into.

Fedora contributors from all four regions.

[what defines who goes? Cost, probably!]

Yeah, cost is big. If Red Hat employee, depending on how related it is to what you do for your day job, your manager can kick in funding for you to go. That tends to be not too bad. If community contributor, then accepted speakers (giving talk or workshop or something) get bumped to the top of list (editor: what list? Comped people?), and location matters too – if you are near you are much more likely to get funding. So, what are your funding sources, on your own or with company help, student, contributing to conference, how far away are you?

[what happens at conference? Talks? Workshops?]

For Fedora Activity Day, it's small and people who work together and know each other and are in close contact. There doesn't tend to be a formalized agenda. We put together a rough outline of what we mean to accomplish to qualify for the funding, but that was more like "coming into this, we are going to talk about 'this', and we're hoping our output is 'that'." So it's more of a theme; the last one, I think our theme was... Fedora hubs and our ticket system. That was the theme, so coming out of it we were telling the Fedora budget people 'if you fund this event, it'll cost this much, and this is what Fedora gets out of it'. So you kind of have that, but beyond that there's not talks or sessions or things like that. It's just a group of people working together.

With a FUDCON, there's talks and sessions. Way back when, traditionally, FUDCONs were run as Bar Camps (editor: this is like unconferences. The cons got too big and the initiating process took too much of the con time), but we don't do that anymore. So there is a predefined people proposing talks and workshops, process for organizers to vet those things and accept or reject the proposals. And then, FLOCK is the same. It's formalized and I think that FUDCON doesn't necessarily have tracks, but FLOCK does. The tracks are determined by what people submit. 1 cloud talk, no cloud track. But 30, there will. There may be a couple of topics on which the organizers specify that they want talks, and those will definitely be tracks. Those are well known before people propose, so they know what sorts of things to try to touch on to increase their chances of getting their topic accepted.

[adjusted to make more sense when it might not be local to people. Use the concepts they describe!] "You mentioned that you [thing they do relating to fedora events]. I'd be interested in seeing websites or other things you use to do it. I'd like you to turn on screensharing using the green icon on the left with an arrow in it so that you can more easily show me those artifacts. Thank you!"

[you were talking about working on a FLOCK for next year, and I'm not sure what you currently use to organize your events or keep other people involved in them and things like that. If it's a thing you would be willing to show me using screensharing, that would be great]

Walk through FLOCK stuff. Maybe activity day also.

Start with Wiki. Example of a FLOCK proposal for 2015 (fedoraproject.org/wiki/Flock2015-CapeCod-proposal). Every year up til now, a flock happens, and then there is a call for people to propose the next year's flock. There can be different teams around Fedora putting together a bid/proposal. Like "Hey, I'd like Flock in my city".

So this is from 2015 when I put together a proposal to have Flock in Cape Cod. Another team was working on a proposal to have it in Utah. And another for Rochester. The Rochester team won. So this is a proposal that I put together that didn't actually end up getting chosen. So you have these different groups of volunteers that for various reasons want Flock to be in their city. So they do the ground work to kind of price things out and put together a plan. There's a central Flock group of organizers that have control of the budget, and they look through the proposals and vote – actually, I think it's a community-wide vote – to see where people want to go. And inform their decision on which one to pick based on that.

Some of it could be 'everybody wants to go to Hawaii', but it's not in our budget, so. We're not doing that one. They are the adults in the room, understanding the budget constraints and knowing which would be the most successful.

That said, the beginning of the process was me thinking 'hey, they're looking for another Flock, it's going to be in NA, we haven't had a Fedora event in NA since like 2017? Wouldn't it be nice if it was local so I didn't have to travel! And it would be nice if people in the Westford office could go. Because sometimes there are people very interested in Fedora but it doesn't fit into their team's budget, but if it was close enough they could drive, that might be nice! OK, maybe I should put together a bid?'

So the first thing I did, I contacted a bunch of people that I knew who who are interested in Fedora or would be interested in going to the conference and live in the local area. I said I was going to do this, and asked if they wanted to help out. (individual emails, chatting with people on IRC, very informal. I might even have tweeted "hey, if anyone's interested in Flock in the New England area, talk to me". Using multiple channels, gathered a group of people who were interested.

Did a little bit of up front research about what hotels/venues could we use? Came up with a rough list. We met, I brought my list of venues [[How decide when/where to meet?](#)], and any time you put together some information like 'hey, here's my rough cut', people will have additional suggestions or will say that something doesn't work. We went through that process, different people volunteered to call different hotels. Calling different venues is called an RFP (request for proposal), where you talk to the events coordinator for that venue and ask for a formal proposal [[they have a form letter; should be in my email](#)]. How much would this cost, given different information.

[pain: to-do lists from meetings, central storage place?]

Form letter includes Eg: expecting 275 guests, of whom we expect to need 150 double occupancy rooms per night. 4 day event, technical conference so will need wifi, Ballroom that can hold 275 people in the morning, afternoons at least 4 breakout rooms (if not 5 or 6). They should hold 15-20 people. Informal group, so buffet or box lunch options are good [and probably cheaper!]. Need to know if minimum cost for food, and what it is (and if that changes the rate for the rental of the facility, etc). Basically, it explains Flock, what we need, the dates, that kind of thing.

Had trouble contacting facilities on Cape Cod, but then thought to talk to the chamber of commerce. Woman there was super helpful and got everyone to respond to us. Had been trying hotel by hotel on own, but going through her meant she chased them down and made them respond to us so that was a good find. Send her the document about Flock and needs, and she sent it to hotels that she knew had the space. We didn't know who would have enough rooms, and were sending to people who didn't have the space to facilitate a group that big. [Pain: keep track of this kind of info centrally to help reduce annoyances for others in the future!]

Once we figured out which hotels we liked, (this is where it's different from last year. This year, there is a spreadsheet [is this provided by the people who decide the budget?]). Spreadsheet has multiple options for venues in tabs along the bottom.

Some fields cannot change (eg: budget, estimated attendance, number of conference days). Want to maximize the number of people can fund/subsidize – presenters, workshop organizers, and maybe even other people.

Look up example flights (Vienna, Europe. Raleigh, NA. Bangalore, APAC. Lima, LATAM). Estimate based on assume that funding ¼ attendees from each region. Also estimate cost of double-occupancy hotel rooms. Plugs in things for you when you fill them in. Some facilities charge rental fees for meeting rooms, the one in Cape Code doesn't if you have a minimum cost for number of hotel rooms. Breakfast may be an optional thing to include; can remove to afford to fund more people? Usually at least one evening activity scheduled/funded. A/V estimates. Plug things in. Didn't have any swag; probably need it. Knows that t-shirts for that many people is ~\$2k from experience (otherwise would have to call places and guestimate. Usually t-shirts are \$6 or \$7 per). As for the venue, can negotiate things. Say if we guarantee this thing, can you reduce this other thing, etc (eg: not charging for meeting rooms because sufficient occupancy of hotel rooms; box lunch instead of plated buffet lunch. 5 breakout rooms instead of 6, etc). Try to get the cost down that way. Could not fund breakfast. [Adjust things is possible and needed. Complex. Making this more sane may not be within the scope of my project, but damn] Diff options for A/V, etc. [Keeping track of what the options _are_ can be annoying. Centralized or otherwise made easier?]

We're not the Flock planning team. We just want Flock in our city. Trying to put together a proposal for the Flock planning team that they will like. We meet every couple weeks or so. Discuss which venues you talked to, could you get price down, what do you think about this or that? Try to figure out what would be a competitive proposal for the Flock organizers so that they would choose it.

Go back and forth with the organizers: is 30 funded contributors enough? [No. Pain: But how does one know without having to go back and forth? Central info about this kind of thing needed! Same for budget.]

[Meet regularly. In person? IRC? Something else?]

We meet at Red Hat to plan, for the one at Cape Cod.

For Fedora Activity Day, it was all remote [so IRC?].

[So it depends on the event in question]

Right. But generally a Flock it's going to be people who are located in the same city, because the team whose bid wins are the official people 'on the ground' to help organize stuff. Has to be co-located.

[Makes sense. What defines overall budget?]

Fedora Project Leader, Matt Knowler and community outreach coordinator, Brian Exlebeard (bex). Bex does budget stuff. Gets handed down to us and in part that number comes from costs in previous Flocks.

[Some places much more expensive than others?]

Less expensive is an advantage to that area, for sure. Eg looking at Cape Cod past prime but still nice outside. So _could_ go to the beach. Makes it appealing, but also if it pulls the budget too high it can be a liability for the proposal. At the same time, some cities are hard to access (eg getting people from the airport. Lowell is hard that way, with Cape Cod much easier. Cape Cod has a shuttle bus from the airport.).

[So are you including the cost of getting to the hotel from the airport in the price?]

Yes, see BOS<->Cape Code is \$47. And adding in to estimated flight costs.

In Lowell, BOS<->Lowell is a cab ride or shuttle or something of \$150.

The other thing is that – you just flew a 3 or 4 leg flight from Bangalore, do you really want to be leaving Logan, taking two subway lines to the commuter rail, then taking the commuter rail to Lowell, and then finding a cab to the hotel? You have to think about that, too. Maybe people from Bangalore would use a cab from the airport to the hotel, and people from Raleigh use subway? Cost savings worth it, and American so probably can figure it out. Dunno. We can do little things like that, or propose them anyway.

The larger the city, the more facilities they have, the more able they are to accommodate different allergies or dining preferences, the more stuff there is to do (evening events, more options), transportation less of an issue. Further out from the city, costs go down, but then transportation becomes a problem, and things to do, variety of food options, etc.

Neither is a better option. Just trade-offs.

[Sounds like Flock has a specific date/time set up ahead of time. You guys just know when it's going to be? Is that true?]

In the past, they've generally aimed for the first or second week of August. Reasons: avoid overlap with other conferences (avoid competition with other conferences that we know our audience wants to go to):

Don't know what the actual dates 'should be' for 2017 because we don't know eg when Guadic (sp?), Fosdam, other things that are competing with are going to be. Once their dates come out, might choose ours, or vis versa.

If Europeans, tend to have a long summer break, and if volunteer/contributor want to travel during it. If work for RedHat, it's fine to go when working. Volunteers don't want to take time off work that they don't have to attend. So summer season is what Europeans prefer.

Also, students. Gone for summer. If Flock on a campus with students participating, summer won't work. This year not trying to get students involved.

Have in past, esp FUDCONs. Idea was all Fedora people meeting together, why not try to recruit new people and we'll talk to students and get them involved. Pushing that to the side a bit, because not on campus in summer. Doesn't work out.

When is facility available? Eg, university dorms available in summer. But, say, Cape Cod's high season is partially the 1st and 2nd week of august. So with them we're getting quotes for September. Hoping pushing out to Sept is acceptable, but don't know. Maybe a problem! But best possible rates/deal, for area looking in. For Lowell, late July. Last week of July because that's when they have it available. Start getting students coming in in August. So, it all depends.

[I would imagine it's easier to figure out locations for the smaller things you do like Fedora Activity Days? And timing.]

Yeah. Basically, who's the person on the ground organizing it. Ok, everybody will come to you. Eg, Mo is pregnant and can't get on a plane, we'll go to Boston. And since I was the person in Boston, I did the figuring out where to go. We ended up both times using the Red Hat offices, because free. And Mo worked out catering, and all that stuff. Called and booked all that stuff in advance so that we could just start the day out. We had the hotel, I booked the hotels, too, and got a deal on the hotel. That was all booked and prepared, ready to go. We could just meet, do our stuff, food showed up, it was all delivery. And it just worked out.

It's way less formal when you're at the activity day level because it's people who work together all the time, they just work remotely from each other. So there's no bid process or anything.

Although there is a process where you have to ask for the budget! For that I had to go out and price out who I wanted to go, which can be contentious because you only have a certain amount of money (budget for FAD is typically \$5k max). So we had to figure out how many people we could fly for that rate, including hotels and food (with no facility fee [because at Red Hat]. Others might have a facility fee depending on where they are meeting).

"It's great that you live in [somewhere random like] Abudabi and you want to come to this meeting in Boston, but your flight's half the budget and you just started as a contributor so I think we're maybe not going to have you come this time. Maybe next time." You know what I mean? You have to figure out if the event can even happen if you have one person whose round-trip flight is \$2500 with a budget of \$5K. You can't. So you just kind of have to work it out. We didn't have a formal structure that we followed in doing that. We didn't have a vote or anything. It was more "Hey guys, I'm the one organizing this, these are the people I suggest we do because I think that we can afford to send you guys." Maximizing the number of people with the budget we have. There wasn't any contention about it. I think part of it is that it's a small team that works together or knows each other and they understand that it's not a popularity contest or something. That is a thing that was a little tricky, but then once we figured out who could go, we needed to figure out the dates. We figured out a date that would work for everyone [did you have people talking remotely at any point, or was it for people there only?], then I went out and got price quotes for stuff.

Actually, let me show you that before I show you the Flock thing.

https://fedoraproject.org/wiki/FAD_DesignTeam_2016 - proposal for the budget for most recent FAD became the page's organizational page. Required for budget proposal: goals for event, actually do something other than eat pizza and drink beer all day. Eg in this case, community outreach, onboarding new contributors, and a badges hackfest and a Hubs design hackfest. And then there were secondary goals too, which we did as we got to them. This is giving the people providing us with the budget a prospectus of what they are going to get when they spend the money. We talked a bit about why we picked these things and connected them to the greater goals of Fedora. We talk a bit about the impact: if we are able to do this event and it's successful, things that will happen that are good. Then nitty gritty: people who are going to attend, checklist of things to do ahead of time, logistics (food cost and where getting it; budget of travel, housing, space, meals, supplies). Travel costs was tricky because budget shared with another event (Flock) because some people did three leg flight -home->Boston->Flock (Europe)->home. Cheaper than booking separately, so split cost down middle. Were actually under budget by ~\$50.

For the Flock bid, it's part of the process to make a wiki page that's your official proposal. [demoed the 2015 bid page] Talk about the volunteer team. Can put photos of areas to entice people. Describe city, explain travel to and around the hotel, sample airfares, venue info including map (stuff that they got from the venue), breakdown of costs, dates, proposed evening events, Pros and Cons for the location and timing.

When doing spreadsheets and gathering info about potential places, they eventually pick one to go with for the official proposal. They would put together a page like the 2015 one to pitch it to the organizing team.

[how do negotiations and organization?]

Flock: co-located, some face-to-face meetings, lots of email,

People who are point for specific hotels will call or email with that hotel to get information and report back in to the greater team. As proposals come in, they usually get a bunch of PDFs or a spreadsheet or something (from the venue) which will be forwarded amongst the team. What sucks about that is it would be really nice to have a place to put that stuff. Could make a wiki page, and upload proposals to have docs together, but pain in the butt to do. [Pain: nowhere to keep documents centrally related to meeting/event planning or other purposes]

[I was thinking it must be really annoying to keep track of all of the information you deal with!]

It is. Oh, I want to show you something I have open already. Ethercalc [ethercalc.com] to track high level stuff to compare places. But it kind of sucks. It's not ideal. Doesn't have all the details, just an overview for what any specific place will be like.

[Better than nothing, but certainly hard to deal with all that information.]

And the other thing is we're getting all these quotes and stuff, and maybe we won't use any of these places this year, but what if next year someone's interested in holding a Fedora event at a venue we already talked to. Could someone get this info? Right now you just have to know the person or where they put the wiki thing or where did they squirrel away whatever PDF they received. You know what I mean? There's no database of venues that someone has talked to already and their rates. Like, in a given city, have Fedora people already talked to vendors in this city? Did they have a good experience with one, that kind of thing. I would love to see us do the same for vendors for the swag. [Pain: no central repo/database of venues/vendors/swag places] 'Cause I have vendors that I know that I like to go to, but I don't know anything about European vendors. If I'm helping out with a conference in Europe, how do I even start? It'd be nice to have a directory of vendors, maybe by city, because we're cheap. We're very cheap, but if you have an event, say in Prague (I think this happened for Flock last year), and I'm sitting here in Boston designing the t-shirt. (actually, intern did) So we had the design for the t-shirt here in Boston. Does it make sense for me to use the vendor I know and like in Boston and have it shipped over to Prague? Or, have the t-shirt done in Prague, and not pay the shipping. 'Cause the shipping for 300 t-shirts is not cheap! So if you know a place that's co-located with the venue, then you could have a conference organizer just drive over and pick the stuff up and save a few hundred in shipping costs. We try to do things like that, but (eg) I don't know a good t-shirt vendor in Prague.

I've tried in the past to record the info about vendors on wiki sites, including photos of t-shirts to show how they came out, and say where the vendor is and who I talked to and how much it cost. Upload a PDF of the invoice, say that this came out great, price point we had. So if later on someone

wants to work with them they have a deal price that worked in the past and they know it'll be a good quality.

[Good point. And even though you're doing that, not everyone else is and they may not know where to look] (how do we make this both easy to fill info into and find/search later?)

And it's not the same format and there's no single place to look to search across all vendors. That's one of the things that any time someone's organizing an event at a FUDcon level or higher (not activity day level) – FUDcon, Flock, booth at a bigger conference like Linuxtag or whatever – and you're gonna have swag, it's a major thing to chase down what vendors to use and what the price is going to be, and a lot of times we have disappointments because we interacted with vendors we never interacted with before. We don't know about their quality, or what kind of deals we can make with them. And it turns out overbudget or lower quality or something. So it would be nice to have some that are vetted. This would save the organizers tons of time because they don't have to go calling different places because they'd have a place they could go.

[do you ever need to figure out who else is organizing things you want to go to? Like, if you knew about a Fedora event that wasn't one you were helping organize, how would you learn more about it or know who to talk to or anything like that?]

First way would be planet fedora. Planetfedoraproject.org, the blog planet. If people are planning an event or it's upcoming, I'll probably see a blog post about it. (is this true in other countries?) That's probably how I'd first learn about things. Also might learn about things by people talking about them on mailing lists or IRC. I know about the FUDcon in Cambodia that just finished up because Sirko (my friend) was one of the organizers. So he'd keep asking about things on IRC like 'what do you think about this topic proposal?' and I'd talk to him about it. That's how I knew. I think there is a formal Fedora announce mailing list that these things are sent out to (where?), and there's a flock planning list specifically for Flock. I don't know that there's a central events list where we announce events that are upcoming. But we do tend to have our events listed on lwn.net – has an open source events list that they put out with every edition. There's a section for upcoming events. I think the Fedora marketing team sends that stuff out? (How do they find out about things?) There's also the Fedora ambassadors team, and I'm on that list and sometimes these things come up on that list, too. A lot of different places, but nothing super organized.

[Sounds like! Sounds like it's everywhere]

I think the most formal place for figuring it out is the Fedora community blog. Which has only existed in the past year or so. I think that's probably the most formalized place to find out about an upcoming event. Like it's where calls for papers would be announced. So then I'd know that there's an event coming up and maybe I could submit a paper. (is this true for other countries?)

[Ok, so you do have some sort of centralized place to go to at this point. That's helpful!]

“Do you have anything to add that we have not already discussed?”

I haven't done any sort of meetup stuff. I think it'd be nice to do meetup stuff and that was sort of the original intention of the activity day. Like, Pizza and beer. To meet people in the local community, I would really like that. For the activity day for the fedora design team, we did an open to the westford

community anybody could show up workshop on Inkscape and creating Fedora badges. We set up an Eventbrite, and sent it out to the Westford community facebook group. We told people to share with spouse, kids, whatever. And it was really nice to be able to interact with people who weren't Fedora contributors but were interested in learning. I think it would be nice to find fedora users in the area who aren't Red Hat employees or whatever that would like to sync up with people that work on Fedora. I just don't know how to find them. It would be neat to maybe have something that plugs into meetup.com or something to make it easier to find those people. To tell people outside of Redhat that we're going to host an event or something. Dunno. I don't even know what I'm saying. It would be nice to connect to people who aren't necessarily part of Fedora but have interest in things that we would say. That we all happen to live in the same area. Maybe sync up with existing meetup groups, being a guest speaker at other groups or something.

To track that stuff, too. Like, I happen to know that a co-worker is involved in a boston LUG. So that's an opportunity, like I could give a talk there. But if I didn't happen to know this person, and be friends with them, how would I know that opportunity was available? It would be interesting for people to be able to register that they have outside connections like this. Eg: Boston python group, someone is the contact point for that group. Or I'm a boston LUG admin, talk to me...

Somewhere to find opportunities where there are already Fedora people involved. Low logistical cost to set something up.

[If you do a search on meetup or Eventbrite, it's hard to know what's current]

"Are you guys really meeting?" Yeah.

"Is there anything you particularly like about your current methods of handling local events?"

I like that we have freedom. Not forced to use specific vendors. Can do exploration. But reinventing wheel every time is a problem. Wish that we could take more advantage of existing knowledge to avoid hours of extra research. Want it to be more collaborative/shared so others can benefit from already done research.

Like, we put all this effort into this bid for 2015, and it didn't get picked. We're using it for our current proposal: the hotel that had the best deal then is one of the people we're talking to now. We did get some repeatability. It'd just be nice if effort wasn't wasted as much.

"Is there anything you specifically dislike about those methods?"

I understand why to a certain extent, but it was frustrating that we didn't know the upper bound on the budget initially. Nor did we know what the expected split was (how much for travel vs lodging vs facility fees and food). No idea [Need some vague guidelines at least!], so trying to stab around in the dark to figure that out. I realize that to a certain point you want to get the best deal and as much as you can for as little money as possible. I don't know how to solve that, but when planning an event budget is super important and you need to know some basics. That would be the number 1 thing that made life

the most difficult in terms of putting together these proposals. You basically have to nag specific people to get an idea of the budget.

[but you had to nag them. They didn't tell you.]

Right, exactly. The call for proposals didn't have any of the details. It was just "hey, do you want to host a flock? Put together a proposal!" [maybe previous flock people can offer up guidelines for what they did somewhere?]

Participant 2

[How would you describe what you do with Fedora? (events?)]

Ambassador, organize events/sponsorship. Brick Hack (hackaton event at RIT, Fedora sponsorship, some ambassadors showed up). Hack MIT. Currently organizing Brick Hack.

Attended as ambassador BitCamp (university of Maryland hackathon). Been to FLOCK the past two years (Rochester, Poland). President of RIT LUG.

[Currently organizing anything other than brickhack?]

WicHacks, all women. Both BrickHack and WicHack in Feb.

[how long working on getting those organized?]

Usually (esp sponsorship) 3-4 months ahead or longer. Brick & Wic started planning Late Sept or early Oct. Further ahead than most ambassadors in NA. Average 3-5 months.

Doing events since end of 2015 (officially sponsored ambassador in Dec 2015). First event after that was brickhack.

[filing tickets?]

Think this way for all regions. Tickets: to go to event, file ticket. Review in weekly virtual regional (north America in this case) ambassador meetings (every thurs night), vote if enough voting members on if want to use budget on it. If so, approved and the ticket becomes a planning hub of info. Eg: update with 'confirmed sponsorship', 'shipped event box with banners and stickers and tableclothes'.

[What does 'officially sponsored ambassador' mean in regards to the effects it has on what you can or cannot do?]

Ambassador program has a mentorship program. To become an ambassador, need to reach out to regional mentor. Converse about what interested in, what do (behavior) at events, Fedora four foundations/community guidelines, mentor files ticket for tracking incoming ambassadors. Attend IRC meetings weekly or every other week. When ready, sponsored into official ambassador group. After sponsored, have weight to votes (voting member of ambassadors) and can use funds from ambassador's budget.

['regular' funds, or ambassador funds?]

[Note: I assumed that there were regular funds available. This may not be true!]

Usually funding events is through region's ambassadors budget.

[given what you were talking about as far as organizing Brickhack in Feb, would you be willing to show me the various websites or other artifacts like spreadsheets, whatever you happen to use, what you do and how you use them when trying to get stuff set up and organized and all that kind of thing?]

Ticket link and other things we use to plan?

[Yeah, that kind of thing. What I'm hoping to see is... have you screenshare and then show me whatever it is you normally would be doing when trying to organize things, whether it's ticket systems, figuring out where to have things happen, who to invite, stuff like that.]

Just changed tools. Was using Track on fedorahosted.org (ending in Feb). Switched over to pagure. Kind of like github.

(Demoed this coming year's brickhack ticket) Ticket to get approval including reason for why it's worth doing, then track things as they go.

Also need a wiki page full of details of event. Dates, address, travel info, event desc, owner, other ambassadors, event budget. Wiki page is more static info

(Also demoed last year's brickhack ticket)

Travel costs: people pay up front, get reimbursed using tickets in trac. (North America specific?) Need receipts.

Shipping (swag, event boxes) info also in trac. Where is it now, where need to go, and when need to get there.

[Does Red Hat give ambassadors budget?]

Yes. They provide budget, but they don't decide how it's spent.

[How get people involved in helping out/find out who wants to go]

No real efficient way to do that. Knew ambassadors who were local, and emailed them. No public facing way to find out.

[How know who is even in Rochester?]

Basically he just knows who is nearby and part of Fedora, mostly ambassadors. They are active in Fedora, is how he knows who they are. There's a map, but it's not complete (need to enter latitude and longitude to submit one's self to it! Also, not everyone knows about it), and you can't search based on who is near you. FAS soon to be huge upgrade which may handle location better?

There's also a verified ambassadors list; not easily searched. Only sorted by country. Not able to find non-ambassadors unless you happen to know them? Easier to search in smaller countries.

[Pain: Hard to find people who are nearby!]

[finding people would be good to be easier to do]

Yeah, and some people are doing it.

Some people come into Fedora and find out what other ambassadors are doing/organizing in their country. Eg: If you live in Albania and join ambassador community, you will either be coming from or quickly find out about 'Open Labs' community. Lots of local events organized. Fedora meetups, translation sprints, lots of things in local hackerspace. Makes it easier to find people there.

[how announce events?]

Ambassadors of NA IRC meeting, say need more people to help out. Usually lots of volunteers and need to figure out who is closest/lowest travel cost and such. Not having enough doesn't really happen to him.

Also mailing list. [weirdly, cannot search for one's own posts in mailing lists archive, even if one is one of the most active posters] That's helpful to find people who may not show up to meetings who may be local and not have to travel.

Also sometimes forwards things to mailing list for other events happening in the RIT community that aren't really Fedora events. Not officially Fedora.

No real way to find local non-ambassadors.

[Smaller events?]

Going as Fedora ambassador rather than Fedora going to an event. Often invited to things like this.

[Figuring out where to have events]

Not terribly difficult, although time-consuming, because campus. Use school's tools.

[How learn more about events that you are not involved in?]

For Fedora events, usually tickets brought up at meetings (sometimes mailing lists).

[non-ticketing system stuff?]

Usually involved in organizing local non-Fedora events. Otherwise email announcements or flyers on campus. Often forwards this info to ambassador's mailing list.

[Ever need to figure out when events need to happen? Or regular time?]

Pre-set dates by event organizers, and usually consistent-ish year by year. Around the same time of the year. Usually the events are set by others, as this is sponsorship rather than the entire thing.

Not usually picking dates. More happening in Europe and Asia.

Some places do release parties and do all that kind of thing (mostly in other regions). Figure out venue, date/time, invite community members.

[in person meetings for people in Fedora near you?]

No local Fedora meetups for Justin. Maybe interest in the area, but no means to do that. Other places do that, though (eg Albania).

[Do you have anything to add that we have not already discussed?]

Very nice to have some way to do this in hubs to make local event organizing easier. Definite hole that could be filled. Whether beacon so that **people in the area get a notification when something near them is going to happen**. Proactive notification; no need to dig to find out what is happening.

Problem in Ambassadors. **Region to region, some things the exact same, some totally different. Processes, organization, tools used.** May have a chance to make it more similar across all regions.

If moving abroad, Europe's ticketing system completely different. NA has a budget spreadsheet. EMA uses google spreadsheet. LATAM/APAC have nothing.

[Is there anything you particularly like about your current methods of handling local events?]

Enjoy having mailing list with all Ambassadors on it. Good way to keep aware of what's going on. Think Pague will be helpful going forward because much easier to use. Ticket-based works well for all regions.

Overall NA tools work well for event organizing. Wiki is pretty easy to use. **Creating events/interacting with local members/local meetups isn't good now, though.**

[Is there anything you specifically dislike about those methods?]

Finding people nearby is hard. Worse in US because lots of people who were sponsors/ambassadors long time ago, but not very involved anymore. Way to engage with them to see if they want to be more active again.

Calendar—see **events to see what is happening this weekend/soon in area**. Wiki page is not great for that.

Not a fan of how budget is shared/put out by cardholders. **Unify tools**; NA has PDF/spreadsheet, EMA has google doc. **Way to easily understand budget, esp for people who aren't budget people**. Easier to digest would be good!

Participant 3

[How would you describe what you do with Fedora?]

All sorts of things. Started with graphics (fulltime for about 5-6 years). 2009 or 2010, first FUDcon in Latam. In Brazil, No leadership. Lack of group for region. Huge Brazilian group, some other smaller group, Create big LATAM community. Do not believe in single-erspn leadership, but group leadership. Idea to create a real group to lead things. Some people finance, grapics, organize conerences, etc. No single leader. Lots of leaders.

Diversity group. Need to be involved to be part of community.

Living in region: responsibility with it.

6 mb, 1.5 mb if lucky. Top plan is 6Megbytes.

First woman doing things in LATAM. Got into diversity because of that. If not NA or European community, remaining is community that doesn't encourage women to be involved. Esp LATAM and Asia. Not expected to be leader or technical stuff. 45 guys and her in first meeting. This year, almost 50/50. Religion, gender, language diversity. Real struggle, was and still is. Better than it was. Better than Asia.

Most women contributors are super-technical (robotics, servers, etc).

[Made meetings?]

3 main events in LATAM. Two only in Brazil (gate to gather Fedora people), Brazil (met the president), Latinoware. Also a Opensource (FLISOL) LATAM festival - One in every country of LATAM on the same day. 40-50k people at the same time having that conference.

Main organizer in country. 2-4 years. Starting new group. Lots of great people in Caracas. Providing help, website, finding sponsors or sending stuff (swag) to everyone. Each group is automonous. Main wiki, some people (including her) do worldwide signs? And others use it. Held since 2005 (11 years!).

Also several events held world-wide. FLESOL. 60% of people use my signs. But others can do their own signs.

Fedora Day (release days). Couple weeks after the release day to burn DVDs and prepare.

Conflicted country, so people have stopped going to other things. Campus party (general conference for tech geeks and open source). Document day (sept).

6-7 years ago 2 conferences in country that were large. Sponsored by government when they were into that. Also a smaller one throughout entire country, each day in different city. Hoping to do that again in a few years.

Central America: Bus Libre go to every country in Central America over a couple of months, talks and workshops. Moving around in Central America, easy just need ID. Not passport.

[currently planning for?]

Most people go to talks, but don't _do_ things. Encourage people to do more. Planning conference for people that do instead of people that listen. Prizes and sponsors for projects presented. Mix of Hackathon and conference. Team of 20 people working on it right now. If goes well, start in country, push people in country to do things (smart, but stressed because of what's going on), and rotate to other countries. Integrate people who think that they cannot be part of a large project and show that every small piece of info (code, docs, translation, design, anything) can be worthwhile. In 2 years or so?

When I started design, guys in local community (2003) told me that shouldn't be part of the community because all I did was stupid graphics. 10 years later, now can say 'stupid graphics worth it because users buying things because of that'.

[let's see about turning on your screensharing! I'm hoping to see the things you use to plan events. Current ones, past, etc. Current tools for that]

Flisol first because work more on it now. Wordpress website. Interactive map. 1-3 Events happening in each state at the same time. Wiki is being moved to a new server, so not up.

Lots of people contact me. Patience to deal with them. Has a lot of emails. Shares videos and docs. Does things to make it easier for people to organize events. Doesn't organize much self right now. Pregnant. Ton of docs, visa letters, invitation letters, sponsorship letters, etc. [SUPER SLOW internet compared to US, but has fastest internet in area!]

Usually hold things in colleges to encourage more student to participate. Have both forums and email. People usually come to us, since large conference. Organize where info goes.

Have twitter and facebook. Uses hootsuite for Twitter. Has a team to handle Twitter right now (last 4 years). Started with a small conference, but now 3k people at a time! Lots of work. Fantastic people!

Lot of work to handle so many cities, states, countries. Gmail is the main tool she uses. Help with creating events, uploading files to wiki... Helps everyone else learn to manage people, go to sponsors, venue, organize. Is like an 'emergency button'. If someone not know how to do something, is always available.

Fedoram LATAM. FUDcon. Oct 2016 (same day as honeymoon, so not attend). Doesn't like to travel more than once a year, preferably once every two years, even if offered sponsorship. Prefers to give to someone who deserves it. Too many people taking advantage of sponsorship. Was approved for diversity conference, but pregnant and cannot go. Wants it to go to someone else, instead. Esp because travel is very expensive from my country. Just to go to Brazil (borders country) over \$1k. (is in Caracas) Caracas to Rio Dejanero same as Caracas to Madrid. Everything in Latin America is very large and far away.

(new laptop, so not much on it yet)

Know about how FUDcon works?

[No, actually!]

FUDcon: all cities that want to hold one does an email bid. Organize a wiki page with details of proposal, location (multiple possibilities for location/hotel/meetings/who pay/who wants to go/what talk about/prices/plane tickets). RedHat tries to pay for everything, but sponsorship max at \$10k, which doesn't cover a lot of things. Try to get Free venue, external sponsors. Gather people to do and to share experiences and see one another. User and developer conference. (~30 people sponsored outside of Peru to go to Peruvian conference)

Main events in Fedora -> NA and Europe: do Flock instead (less user oriented). APAC and LATAM FUDcon because more user-oriented community.

Also have Fedora day which is a release party. FAD: special group (eg diversity, which will be held in CZECH republic). Eg: docs, design, etc.

If low in translations, try to make a FUD for translations. Design, etc. Depends on needs.

FISL: Latinware. Independent conference, not RH sponsored or RH conference. RH usually pays for booth to have people there. Not free. All other conferences are free to attend. Super huge: 3-4 days, 6k people. Getting bigger every year. Recruit people to go.

[What was doing for Flisol? Resource? Organizer?]

When started attending Flisol, it was mostly an installfest. Tried to expand to include conferences in 2006. 2007 got selected to organization of Caracas (capital of country). Added things like conferences and sometimes game competition with open source games, workshops. Too empty to just go install computers, and they were getting easier and easier so not need experts as much anymore.

2011 got tired of Caracas organizing. Instead asked to be country organizer. Not specific city anymore, but prepare docs, artwork, sponsorship for all cities in country. Got sponsor to print 20k fliers, managed send everyone in country that needs to have it locally. Create wiki for those who don't know how or are too lazy to do it. Local webpage. Now has a team to handle social networks using Hootsuite (because lots of work!).

More of a resource person. If get hands on paperwork, sponsors, wiki, others can focus on inviting people, finding a good venue, and having a good conference.

Sometimes tweet 50-60 times a day. Everything programmed with time.

(Hootsuite driving her crazy to make it behave.)

Conferences always last sat in April. 3 months before, start organizing the tweets to send using hootsuite. Usually the same set of tweets each year.

[how organize?]

Hootsuite lets you schedule tweets. (One by one, though!) Can schedule the date, and hour. Shows you your list of scheduled tweets. Lots of copy/paste (website, forums, follow us, follow other related twitter accounts). Twitter is REALLY common in her country.

Twitter and Instagram are most used networks in country. Facebook, not really. Just remind for birthdays. Twitter main source of info for social network. 5 people currently access to flisol account; help with retweets and creating new content. Maria organizes it so that there isn't much problem where same thing at same time on same day. Used to do it all on own!

Try to get new contributors each year to be able to replace them as needed. People don't last forever; get other things to do. But conference needs to go on and continue.

People forget to use hashtag or mention, so also has searches to catch related things (flisol, country, city).

Hootsuite can handle twitter and facebook. And pinterest/google plus. Not great with Instagram (not polished, not recommended).

[how find people to invite? How find out about events?]

Find people to invite: twitter/Instagram.

People usually tell her about events because she's well known.

Usually finds out about events through telegram? Learns about things by being online. She's online a lot, usually (except when pregnant and she sleeps a lot instead). Local wordpress gatherings monthly, Telegram has pinned messages to tell you when the next one is coming. Telegram is like slack for geeks and [something]-lovers. Evolution of IRC. More evolved than slack. Second wave! Can create own stickers/emojis. Makes people interact way more! (used to spent 6 hours on IRC, but 12 hours on telegram now!)

[When first started trying to organize, how find people? At conferences?]

Highly addicted to IRC. Also had a blog. Had a IRC channel for Guatemala, because lived in Guatemala for a few months. Lots of networks in addition to freenode. Not a lot of other messaging tools other than messenger. And people who were using linux didn't use messenger.

Also met people at conferences. When started to organize events, was working at a Linux Education Center. Easier to recruit at the time. Already had students (at workplace). Organized events at that job. But then too small so then, colleges. Students at workplace who were at college made it easier to do that. Lots of luck involved.

[How organize a new event?]

If wanted to organize a conference, say so in telegram and see who would want to help. Likely people would jump on the idea.

[What use for tools?]

We have servers and are employed, so can pay for things that they couldn't pay for when students. Would ask friends or husband to create website, she would design it. Someone would set up mailing list, forms. Use existing templates that she has. Would call local university or friend's office to get a venue.

[Mostly ad hoc?]

No one else is paying for/hosting things for them?

[Do you have anything to add that we have not already discussed?]

Organizing event: more about courage and not being afraid to speak with people not know than anything else. Anyone can set up word press (own server or wordpress server), anyone can open social account, gmail. Almost everyone knows someone who studies at a college, or works somewhere or has gone to a restaurant or café that can seat people. More about losing fear of speaking to unknown people.

They are already talking about dates!

Can get coffee with 5 people and if things grow up and constant, you can get a work team and start something. Or a college room with a projector or anything.

[Is there anything you particularly like about your current methods of handling info/organizing?]

People like sharing info with me because open. When give letter, provide source. Same with design. Like to help people use info that give. And that they create things with it. (conference, group, software, LUG, whatever) Like people being able to use what create. Loves when they create something even more amazing. Loves that people are learning/sharing/meeting other people.

(Does this mean that she'd not want to have some other way for people to access/do this stuff?)

[Is there anything you specifically dislike about those methods?]

Politics! Beurocracy? Largest event ever organized: over 3k people. People at military university, some general closed main auditorium where was going to do conf opening. Almost got arrested because argue about why closed! Worth it because had all letters signed by everyone needed, after a lot of fight, room got opened and fixed everything. Politics in country complicated. Two very defined parties, and try to not talk about politics at conferences and immediately expel people who do (regardless of party affiliation).

Sometimes sponsor disappear, or people not show up, but then go drink coffee or beer and is ok.

Participant 4

[How would you describe what you do with Fedora?]

Ambassador. Packaging. Support translation teams, sometimes helping groups like astronomy, enterprise linux, other special interest groups. Infrastructure, docs...

Mentoring new ambassadors, helping them find their way into fedora.

Ambassador: attending events to do booth work, give a talk (technical, sometimes not; depends on trade fair vs conference, owner of conference is looking for). Most recent were technical, a few years ago, non-technical. How Fedora project works (2010-2012).

{remembered to turn on recording about here. *sigh*}

Where did Fedora come from? What happened to RHL?

Relating to ambassadors, being at an event, helping there, helping users. Being a contact for persons having trouble getting in touch with Fedora, or having trouble technically. Sometimes ambassadors are also something like first level support. Because it can be hard for new users to get in touch with Fedora, esp in native language. For him, mostly talking about German language, but saw the same 6 or 7 years ago in Hungary (which doesn't speak).

Often a local language thing, where feedback is (truth unknown) 'Ubuntu would have a more localized community, caring more about local language, Fedora forums, wiki, etc'. Not extensive in other languages than English.

Getting in touch with people, talking with people, social aspect of things.

Often asked "What Fedora is doing?", not often included in comparisons of Linux distros. (Ubuntu, Mint, etc) Fedora rarely listed as a main user distro. Focus by magazines is on Ubuntu or OpenSuse. Except for Heizer (sp?) which has a Fedora contributor.

Media saying that Fedora is not a user-focused distro. People who are using Fedora are happy to see it. But journalists all have own favorites, and write about those.

[What kinds of events attend?]

Define local? Germany? 50k?

In 50k range, no Linux events until 2 years ago.

Usually attend Chemnitzer of LinuxTage (yearly, on Fedoa wiki page); FosDom (Belgium – not that far away) not recently and want to return, 5-6 years ago tried to make more events in Scandinavia (but far away!). (at the time, 2-3 ambassadors in each of the northern countries) In Scandinavia, 500km is an expected/ok distance for people to travel for an event. Eg: in Copenhagen, fedora presence (10 years ago): not showing up at that event because the two ambassadors in Denmark were not confident in

getting an event done. Also far away! People from all over Scandinavia; they expect to have to travel 500k to get places because not much in the north.

Except for famous events in Germany, most are regional. 50-75-100km.

Famous: Chemnitzer LinuxTage (people coming from 3-4k, Czech republic, France, Denmark)

Foscon (university), traveling from far away.

Less than 50k from Stuttgart (location), 100-200 people in one-day event. At university.

Most of German-speaking events at universities (or other educational locations). Also some at business schools. Universities have most of the long term ones (years and years).

LinuxTage: effectively shut down due to conflict between commercial and community reasons. Had commercial and community. Trade fair ground: expensive. (1998-) Commercial was paying for community; community was large, commercial not getting many leads.

One commercial trade show thing in Germany: CBOT? (mostly an IT trade fair, very large.)

[how often attend events?]

~5 events a year. Not including LUG or round tables. In the past, closer to ten.

Linux user group/round tables – less official. more social, and not exclusively about Linux or Open Source. Fedora plays a small role at those.

They usually happen once a month. Mostly for fun and social. Not really there to be an ambassador, because most people there are long term users of an existing distro.

[Please open screensharing. Sounded like you largely attend events, find out about events, go as a representative of Fedora. Not much involved in organizing. Mostly be at. Yes?]

Sometimes organizes events if as event owner from Fedora perspective. Not creating new events, though.

You are looking about the tools that I'm using, right?

[Yes, I'd like you to walk me through what you would do, whether it's to organize the Fedora side of an event, find out about events, whatever you want to come up with right now.]

What I did for events in scandinavia, clicking through the fedora account system, I came up with a script to find and email an invitation to people in FAS with a country filled out and set to Scandinavia. (both ambassadors and not) Checked if they were active (whether they don't want to be active in Fedora project: cannot delete.) FAS info is all public info; visible through the web interface (which is much more annoying to use).

Didn't use it after 2011 initial mail sent because after he found some people they were spreading the word, and in 2012 there was a private event kept him away from things. Doing less in 2012 and 2013. Not sure if it's ok to effectively spam users, though! Maybe a grey area to contact users this way. About 20 people, including 5 ambassadors, who were emailed with the script.

Might be handy in future to look up who is in a specific region. (maybe useful for populating a map?)

Used the script that shows the ambassador's list to make his script. Also uses the ambassadors list sometimes. Unknown people is a problem, even though he's tried contacting people that he knew (by name or nick) to suggest that they add in their location. Some updated, some didn't. Tried to argue that if representing Fedora it's important to be findable.

Helpful; ambassador map is optional, so there's missing data. Would be helpful if it worked! Some people in Germany don't add because don't care, but others just don't want to be that visible.

(fedoraproject.org/wiki/Chemnitzer-tage-2016 example) – when discover an event or planning to attend an event, or trying to get the event an owner, create wiki page. Put info on that.

Person who was owner for this in the past is busy, so Robert is owner for this year. Wiki page to collect info and share among others who attend, booth people, speakers, others? People have to enter themselves by hand if they want to note that they plan to attend (but if they don't have a FAS account it's hard. They might still show up).

He searches for affordable lodging nearby to help Fedora people who are traveling from far away (esp Scandinavian countries who have no choice about having to travel far (remember that 500km was expected, to them)). Depending on event, some places are nice and offer discounts.

Status info available through wiki page to keep track of things. Also contains what they can expect from organizer (based on what happened last year) and what they will be bringing themselves. Special things to bring depends some: always stickers and media, sometimes things like projectors. These come from swag tracker.

Swag (stuff to bring): fedora-hosted emea-swag-tracker to request swag. Some people store stuff, and ship them around. Sometimes they are nearby, but when not the shipping can be ridiculous. Must do in advance.

Stickers/media: initially sipped to ambassador who would distribute. Normally in Brno. Things have improved since then.

Social media: facebook and twitter. Not hugely into social media, though.

[Find out about events]

German Linux page pro-linux.de/kalender – mainly for German region. To find events. Then you can email org team, explaining what Fedora is and find out if they would like Fedora booth/presentations/talks. (personal choice and luck!)

Scandinavia: explicitly searching

Baltic also searching, but even with contacts, no events there. No ambassadors there.

At events, often get fliers for next/other events.

In Brno, got pointer to event in Albania.

Chemnitz: found out about another German event in Rainruror (sp?) region

(less used) German Linux Magazine: event calendar (all over the world, not just locally. Not just Fedora, either).

[31:30-32:40: page crashed browser]

Mostly knows about events by attending other events.

[Getting in touch with people who might be interested]

Usually people he knows, first. Usually Fedora related somehow.

IRC (german fedora channel), email, sometimes social media (facebook messaging).

Fedora Calendar used, but less to find and more to add events. Usually already knows about events that are there. Or they are far away.

[looking for people don't know who might be interested]

Ads: sends regional website magazines a pointer so they can write an article about that. Rarely, sharing them on facebook, google plus. Email.

Others have sometimes put up fliers/banners at universities (esp when held at a university). Sometimes places will put things up for Fedora; add the logo or otherwise include Fedora if asked. Since non-commercial, often will do that.

[Guessing that you store any information you need about ambassador presense on the wiki so you don't lose track of it? If I had to organize something, I'd have too much info and worry about where to put it to not lose it or miss something.]

Wiki glues info together. Personal email source of info. Wiki also lets others take a look, not as much about keeping track. Good place to point potential ambassadors who might want to go. (sometimes calls potential ambassador attendees if he knows them well enough) Wiki page will help them know how things are running and going.

Important aspect of attending events: sharing information about it. Might require more structure than it currently has, since wiki is freestyle, which can be a problem because it can be hard to compare with other events.

Requesting swag: guessing or estimating from last year. Table with experience info about what to expect for amount of media/other swag and the number of attendees. (a way to make it easier for new people to use other people's past experience)

"Do you have anything to add that we have not already discussed?"

"Is there anything you particularly like about your current methods of handling info/organizing?"

Requesting swag: being able to request things is very good. Possibility not to have to ask 5 different people for things. Can just request things and it gets figured out. Used to have to ask people individually and not know who has what.

[unrelated: Makes a tiny gallery of photos from events to give people impression of event. New ambassadors, etc. 20-30 pictures per event. Way to show people how an event feels/spirit of the event/etc. It's a university/commercial/who knows! Not sure if anyone else does? A blurb at the top, and a line or two under each picture. Esp for attending event for first time. To share thoughts about event/region, how Fedora/opensource etc was reflected at that event]

"Is there anything you specifically dislike about those methods?"

Writing event report: tedious. Rather post things to social media (photos, comments, etc) during the event. Hard to figure out things from social media.

5 years ago, reimbursement process. Length at the time, but better now. Could still improve.

[first event done in 2007]

People attending conferences often asking for swag of particular types. Useful to have the option to vote on new types of swag to have at a conference? Eg, having pens with the ambassador's logo. New ideas for swag; somewhere to put them, and have people agree that they like it.

LUGs are often having a small ad in local newspapers about when meeting/round tables happen. For smaller cities. Allow for free? Attention catching. And ship digital variants, most of them.

Getting rooms: LUGs are non-profits, and can rent room at university or otherwise. Harder for individuals because someone must be held liable if damage. City councils often hard to get rooms esp if individuals, have to unlock room, get internet, clean room, legality.

Linux presentation day, Oct of 2016, tiny groups try to present Linux to general public. Asking public library for space for event; library had linux-related books for visitors. Libraries not happy about noise, but presentations had separate rooms and Sat so not a lot of people who would mind the noise.

Handouts: If looking for info (about events, what Fedora is about): Standout fliers that are in the correct language and showcase actual local resources. Localize things! (trade fairs hand you a million fliers, though, so be careful to not do too much). Just for people who ask for references/pointers. Standard fliers. Czech republic is doing this: Czech variant translated to English. Not finished. Not a single flier: not just topic specific but country specific. For non-expert user, can be hard to have everything in English/NA.

Participant 5

Note that the connection wasn't great, so I turned off my video stream. We did still have points when I couldn't understand what was said due to connection issues.

[Trying to talk about how Fedora community members, ambassadors or not, interact with Fedora groups, whether they are actual Fedora groups or adding sponsorship at events that are not just Fedora. Things like that, whether about how they find them, how they create them, something like that. I'd like to get a general idea of your background before we start.]

My name is Sumantro, I have a diploma in CS. Worked with FOSS for the last three years, joined RH as a Fedora QE intern. Moving toward a few things right now. I mostly look at creating community in India right with college students, 1st years and 2nd years, people who would like to contribute to Fedora. What we are targeting specifically, not forming explicit Fedora clubs in India, instead targeting existing technical clubs in college. These sum up interested participants in the college. Most people in India don't have that much experience with open source. Lots of Open source organizations all over india with a good community presence, but not every college has this open source vibe. Trying to get people who are already in technical clubs to start contributing to/use Fedora. Starting with college students for now. Ask questions for more details?

[Basically, what you're saying is that you're trying to get college students who are already in technical clubs interested in Fedora, yes?]

Yes.

[Is that mostly what you do for Fedora? Is there anything else you do for Fedora?]

Uh, no. So I contribute to Fedora QA. Mostly hired to find out pain points of contributors who are starting to contribute to Fedora QA. Started off reading the wikis, figuring out what needs to be more explicit, what needs to actually be said, then started writing blogs which ended up on a community blog. This meant that it was accepted as an official starter guide. People read through all entries and the kinds of things to do first: create a FAS account, go for a FAS sponsorship, learn about release validation, update testing, and very small things like writing own test cases, stuff like that. I manage the test day (testing?) part for for Fedora 24/25, some of the test cases. Writing own test cases, asking people to write them, managing onboarding calls for Fedora QA. Doing onboarding calls for introduction mails which come in. People send an intro email, get a sponsorship, and with time and less involvement in the community they can lose track, so in addition to weekly meetings I hold onboarding calls. Looking at more and more contributors and give them a niche idea of what QA is and how to get things done right. That's the core idea of what I do in my day job.

[Ok, so you are trying to get students interested in Fedora, and you work on Fedora QA and onboarding of people and helping them out with the starting out stuff. Ok!]

Yes.

[Does any of that involve meeting up with people in person.]

Yes!

Closely working with 5 universities near him (based out of Bangalor), met with them, gave sessions on Open source and Fedora. Most sessions deal with Fedora as a developer platform. How to get started with packaging, Hubs, basic QA stuff. Moving forward, how to use Fedora to build with bleeding edge technology like Rust. WebVR. IOT.

[OK, cool. Based on the fact that you hold sessions on various things whether it's introducing people to Fedora or teaching them how to use stuff in Fedora, I would love to see the various websites, artifacts, wiki pages, whatever you use to set up those meetings and organize those meetings for things like that. In order to do that, I need you to share your screen if you're willing. That way I can see the kinds of things you do.]

Ok... I'm on the phone, so...

[Oh. I see. That makes it harder!]

I can name the websites if you want to see them?

[Um. Maybe, can you point your phone at your screen? Basically I want to have you walk me through what you do and see what you would be doing for this purpose.]

Ok, sure.

Can you see my screen right now?

[I can, but it's sideways. I can sort of see it? I can see it, but it's very blurry.]

Eventbrite (eg: <https://www.eventbrite.com/e/foss-wave-foss-fedora-tickets-27197876581#> and <https://www.eventbrite.com/e/foss-wave-fedora-and-version-control-tickets-27323328812#>) We create a very simple event...

Here you can see that I have tickets out here, which are mostly the free events. I create an event, put in details like title, location, times of start and end, some sort of event image. Organizing details like who is organizing it, how is it being organized, and everything. Then some sort of event description. When done, add a couple of organizers (the people he's usually working with), and make it a free ticket. Mark how many people are allowed (say, 50 people at an event), to make there be 50 tickets for them. When done, I save the event, and Eventbrite facebook event right away automatically (cross-event). Then take FB event page and promote it everywhere.

For registering, I don't make any sort of google form. The Eventbrite ticket makes the facebook event. I get a lot of people coming in through Facebook, and social media often helps get a lot of

attention. When done with event, can see all the data from Eventbrite. It sends email when people buy a ticket. Makes it easier to know approximately who is coming. That's the mechanism I use for event management.

At event, pen and paper registration page; attendees sign up with name, email, phone number – put this on a Google sheet. Count ratio between who signed up and who attends. The people who turn up is what actually matters to me the most, so that's what I keep track of, mostly. When done with event, care about writing a blog, mostly.

Community blog: where he records everything. To get an idea of what he's been doing. What happened, what topic, who else was there, basically event report? (eg: <https://communityblog.fedoraproject.org/foss-wave-go-a-india/>) Foss-wave search will show most of what he's done in India.

Covers mostly major events, talked to about 1500 people in india at events this year (from March until December). Lots of different topics. After ticket made, talk to event organizers: ask them what audience is. Focus topics based on that. Eg, Github, what it's for, how it works, then make a webpage: Hands on _and_ theory. I also focus on things like QA: how it works, how it's done.

If people are interested in learning more about IOT, I build a small Fedora machine, make a small IOT project on top of that, and then show them that a small IOT project can work on Fedora. Then there is WebVR. Been looking at it for some time now...

[lost connection here, moved back to hangouts now that sound is working]
https://www.youtube.com/watch?v=9_pLTZNcn1E at 2:32

Every time does workshop, before run it (because knows that tough to remember what he said later)

[connection lost from 3:20-3:43]

He writes up the same steps as what he spoke of, and if they end up confused or lost or want to know more, they will contact him. That's how he loops back with participants who went to his talks. He generally gives a link to the blog at the talk that they can read later.

[Basically, what you said is that you create this blog post for participants to look at after his presentation?]

Yes. Essentially every talk that I have given are either things that I have personally done, like WebVR and Fedora QA.

Here is what a fedora eventbrite ticket looks like after send out the stuff [I have no idea what he was trying to say here due to weird connection and blurry stuff. Maybe that the blog link is included in the Eventbrite? He did say he writes them _before_ he runs the workshops]

Makes a blog post for people to refer to since it's hard to learn everything in 3 hours (eg: <https://developers.redhat.com/blog/2016/05/17/smart-light-with-arduino-in-fedora/>) So, I can't make an IOT expert in three hours. But I can teach the basic concepts, and expect that interested parties will look at my blog, follow the same steps, and they can create the project. If they want to know more, they can reach out to me using the contact information in the blog (comment or email). Loopback mechanism to understand what is the next thing that people are looking at.

After each talk, writes an event report. (eg: <https://communityblog.fedoraproject.org/foss-wave-go-india/>)

[It sounds like you tend to do presentations at events that someone else creates. Is that correct?]

No. Mostly creates own events. Since facilities for such things are mostly at colleges, asks friends at colleges to help with figuring out managing venues, internet, students. He's not part of a college, so it's hard for him to do those things himself. Those friends help with permissions at colleges (from faculty members?), and he takes care of the content, the resources, and presentations.

[Ok, so do you figure out what date and time you want things to happen?]

He proposes series of dates, (eg, three Saturdays) and his friends at the colleges figure out which days works best. They tell him how much space and what type of students (1st or 2nd year. 3rd years are usually busy with internships so don't go). Figure out date/time a week or two before meeting, usually because he asks for updates on the status of things. The contact at the college usually responds with the timing that's best for most of the interested students.

In addition, every three months, invites all college university reps (those who organize events in or managing the technical clubs: at least two people from those – not the same people as his friends who help with organizing through the college. Not sure how his friends figure out what students to ask) to red hat offices. Uses doodle.com to figure out when they can mostly (at least 5-6 people) make it. Gets news from them about events that have happened, ask then what they expect from future event, how improve in the future.

5 universities, each with a tech club, at least two people from each. These people tell him what they require for the next semester, if possible. To align with syllabus, and more advanced areas. Do events based on this feedback.

[Do you ever need to learn about events related to Fedora or Open source that you didn't organize?]

Yes. Since intern and not an ambassador, no access to funds. Generally collab with other open source orgs like mozilla. Has been volunteering for Mozilla for three years. Knows a couple of guys who organize events, and he speaks about Fedora in those events. Mostly does stuff with Mozilla. They have

funding. Mozilla funds most of those events. Likes these kinds of events because collaboration, sharing. Enriches community much more.

We have a google developerfest every year in September. Was first person to collaborate Mozilla activities in Developerfest (since 2013). Has been collaborating with multiple open source orgs since then. Basically giving a unified platform (Fedora) to them for whatever the main product/technology is the focus of that conference.

Developerfest would mostly be developer related technology, so would speak about, say, android app development. Not just promoting Fedora, but promoting a technology which we will build, using Fedora as a system to develop on. Gives people a reason to use fedora.

[How do you find out about things like what Mozilla or the Google Developerfest are doing? How do you find out about those events? How do you know when they are, what's happening there?]

Been reading google developer group for some time now, and mozilla rep s since 2015. Worked on codebase for FireFox OS. Have done evangelism for about 60 events in Mozilla. This is how he knows people, what's going on. Mostly due to actively speaking to these people over Facebook or some kind of social media, telegram groups, SIG (special interest groups?) mailing lists. Like for google developer group SIG, asks friends to add. They talk about content, technology about to roll out, and tries to pitch in. Tries to see where he can bring in Fedora and use it as a topic to create advancement.

Example: Was Microsoft specialist before. Mostly working with HTML, CSS, and Javascript, which don't depend as much on OS. Figured out how to build cross-platform games. Does this on Fedora, now. Leverages Fedora to build things which are bleeding edge to give to others to work with.

Know a bunch of people, helpful for figuring out who might want to help out with events he runs.

[Do you ever need to find people to invite to events who don't already know?]

Most of his events are like this. Introducing people to Fedora or things which can be done using Fedora. They might have heard about it, but not likely to have used it. If he has a topic that most people are interested in, he'll do that one, but if a bunch of others want another one, he suggests to those people to find others who are also interested in it so that he can do a talk on that as well. Adds a question to Eventbrite to find out what people already know. Specific to the topic, in general.

[organizing a recent release party: talked to people at the place you wanted to have it, maybe a university, gave ideas of when you wanted to have it, they talked to students in their clubs to figure out when around and interested, then they talked to university to find a room and a time. So... did you also make an Eventbrite for that? Or did you assume people in clubs would come and no one else needed to?]

Doesn't use Eventbrite for college events, because they are specific to college students. These are very small events. Release parties are small things, not like tech talks. You go celebrate that a release has happened. May have only a single university's students, do not want public participation (later followup said that people not in the club are welcome, and some universities allow students from other universities in and those are welcome in that case too). Eventbrite is for public participation.

Usually make a google form: sent to people in charge of clubs at universities who pass it along to their club members. Eg:

<https://docs.google.com/forms/d/1CpozZ6PDxI0wvRQLLpuAdCcv8NEu2zwTjRtZT9a5rtw>

[Is there anything you particularly like about your current methods of handling info/organizing?]

Gives people lots of freedom. Anyone from any open source background or even not is welcome. As long as they contribute as part of audience. Loves collaboration. Anyone can speak, write blogs, contribute, etc

Lots of people from different places: Diversity. Supporting a lot of female participation. Don't need people to be from CS background. Don't have to be contributors or especially geeky. Not enough women in Open Source.

[Is there anything you specifically dislike about those methods?]

Getting through funding process. Can't go to things at 6 other universities without funding. Not happy about not being able to go to things invited to. Bad for the university because it's hard for them to hear a RedHat'r saying no.

Participant 6

Asia is generally louder than used to. Sellers have no shame about really loud music, or people just set up tents in the street for weddings and funerals, blocking the whole street. No permit required. Then there's three days of 'fun'. There was a wedding right outside his door this year, and was so happy in the evening when they played a little bit more 'normal' music. Yeah, that's totally normal here (in Cambodia).

[turns off video on my side so better connection]

[I don't remember, or may not know what you do with Fedora. I'd like to know what you generally do with Fedora, and whatever you do in relation to attending, creating, organizing events, etc]

What I do in Fedora. Well, I'm one of Mo's colleagues in the design team, and I'm an ambassador, and currently I'm still in FAMSCE (Fedora Ambassador Steering Committee).

[As an ambassador, I'm guessing your trying to plan events for Fedora to sponsor? Is that generally true?]

What do you mean by sponsor?

[The other ambassador I spoke to tended to try to find events near him that Fedora could sponsor a booth at or talks or presentations. Just have a Fedora presence. I don't know what you do, though!]

I don't need to find them. With me, I have a strong name and always get invited to things. And I have this name already in Cambodia. If there is a tech event or something like that, they come to me and ask if I could come do a fedora talk or something. Don't need tool to find events to speak at.

[Ok. So people send you email or IRC or whatever about events?]

Asia doesn't know what IRC is; dinosaur in communication! Mostly use facebook, Whyper (sp?), whatsapp. In china, due to blocking those apps, they use wechat. He has powerplus subscription for phone, and these apps don't cost anything to use. So he uses those a lot. And IRC on phone_sucks_.

Mostly in person and email.

[What do you tend to do on the design team?]

Regularly, supplemental wallpaper. [confusing things], submission phase, illustrate things in [application], do whatever I have time for. Everything takes more time; buying things, driving to and

from work, etc. Goes to bed at 10p (rather than 1a or 2a, working late) because tired! Locally normal to do so. Maybe climate?

[What do you do on the Steering Committee?]

organization for how ambassadors work; regulations, appoint mentors, decisions when budget over region limits. Weekly (IRC) meetings. Track to do things now, Pagure soon.

Pagure: mail for every ticket.

Track: only message/mail when involved in ticket (comment, edited to cc, owner)

[Do you ever create events?]

Create events: Yes, as ambassador.

[What kind?]

Translation sprints to release parties to FUDcon.

[Screensharing shortly. Hoping to see websites, documents, spreadsheets, anything you might use when planning out events.]

Do most of work in wiki. Hates spreadsheets. Avoids google.

Uses wiki and Track. Links everything in to wiki from Track.

[Conversation in which we manage to get him to actually let me see what he does when planning events. I don't know why he was surprised, but he was. He thought he'd have to create a new event? He badly wanted to tell me, not show me... I explained about people summarizing more than they think when describing vs showing/doing]

Eventbrite...

There's a bluejeans app which he can use?

Move to bluejeans now because screensharing in google hangouts refused to work.
<https://www.youtube.com/watch?v=hwTc3YPfoX8> at 0:50

(More clear audio than in hangouts.)

What I usually do depends on what event it is. [then he shares screen. Long delay until I could see it, though!]

He goes to the wiki (in this case, Bid_for_PhnomPenh_2016), copies an existing event into a new wiki page (because he mostly does the same events yearly), adjusts date and such and saves it. Wiki is a reminder and communication thing to the other ambassadors. There are always some who don't read it, but most of them do. The event wikis always have 5 Ws (who what when where how, I assume?). Then you add sections like who is coming...

FUDcon moves around (like Flock)? I assume so, since bid.

[Why would you be using Trac?]

All financial things are handled in trac. Each region has its own instance, as well as an extra instance for planning fudcons and flock (looks to have additional information there?). He creates tickets if he has to pay for something, which he links back to the wiki.

Not use google hangouts much in Cambodia. [look into something else for this purpose!]

Events aren't complicated. It's the stuff behind the scenes, communication. Tools won't help (he thinks).

[It's a lot of talking to people hosting the event, finding the venue, things like that?]

Depends on the kind of event. Usually no problem to find a venue. Dozens of universities. 60% of people under 30. Just need to find the _right_ one?

[What do you mean when you say 'right'? Is it based on who you're trying to aim at?]

That's part of it.

For example, with FUDcon, originally planned in ITC (international technology center, a university) located at Russian Blvd. half way to the apple (?), but still in city. Ended up in northern university, on other side of river, outside the city. Fewer people go in that instance because crossing the bridge can be very difficult/time-consuming to do depending on day and time. Nicer university, new building, but fewer people come.

Money also matters to choose venue, because most universities expect money. Has limited budget. If can afford to pay, then can go to venues that are less supportive of Fedora and

technology and such. But less budget means has to keep hunting, hopefully for a free place to be.

Starts with venues, which is no problem in Europe as all universities interested in helping out and give rooms for free mostly. But here, everyone immediately sees dollar signs (expect money).

(Disconnected again. maybe needed to tun wifi off? Or he did accidentally? Not actually sure how he was connecting. Possibly using phone network.)

The easiest tool for him is paper. Mostly takes notes on paper; pirapet (sp?) for sharing things? Mindstoring and sharing with others.

Organizing events tool: registration tool with flexibility to add data fields as necessary. (t-shirt size, food needs, etc)

Has used google formulas, but there are some funny effects with that.

[How get others to help organize events?]

Mostly doesn't.

Might need help if need connections. Research, getting quotes for t-shirt costs, etc.

Bigger events often needs additional people. Goes to ambassadors in Cambodia when needs help. Mostly Lep because he has lots of connections and can get whatever Sirko needs.

[How publicize?]

Cambodia/se asia: have to publish in facebook, Eventbrite.

SE asia: buying friends, not enough money for food, but buy macs. Something which is free is valueless. So charge for events or no one goes?

[learn about events]

Knew about everything in Europe because well known. But there's not much for traditionally FOSS events in Asia.

Presentations – software freedom day, LUG (but not very active).

Do slides, prepare talk, mention on facebook and G+, do it, then summarize presentations on blog (if money, must blog about events). Always blog about events so people can see is doing something. [<http://karl-tux-stadt.de/ktuxs/>]

Many photos. Reminds me of Robert in that way, although Robert didn't blog with them

[fudcon: proposal then organize?]

Fudcon Bid: in APAC not complicated because not many bidders. Bid for next year: FUDCon:Bid_for_Depok_2017 (https://fedoraproject.org/wiki/FUDCon:Bid_for_Depok_2017). Put in bid after make sure university/venue would be willing to do it.

Bid also needs to include: how are the international flights, how are the visa regulations, what are costs. Budget planning. Hotel? Food? Cost is how decision is made to approve.

Discussed, finalized, local ambassadors make first decision, then famscal, then counsel. Usually things are waved through famscal and counsel, but not this time because they budgeted too much money (\$15k). Normal budget of \$10k.

[Do you have anything to add that we have not already discussed?]

If want to do regional, have to divide regions more. Fedora regions will be divided more. Indians very different from other Asians, other Asians are unwilling to say when wrong or made a mistake (hide failure) and are very indirect. Indians more outgoing, do things on their own initiative. Here you have to animate them to do things; need critical mass. No country in rest Asia has this. If you organize it, people will go. But then they disappear. Translation sprint: translate 8% of everything. Could continue from home, but won't. Only do stuff at event. Have to do continuous events to have things happen.

Long-term – 10 years or so, might have own momentum.

Smallest budget for biggest region, that complicates things. And it's strange. Think things are cheap. Some things are cheap, but some things are expensive. Food and hotels are cheaper. DVD: \$1 per but poor quality. coffee is expensive.

In Singapore, government little influence on anything. Wedding: tent on street.

Vietnam very different. In Vietnam, not so much. Border between N and S v diff. Lots of paperwork and red tape. Same in Thailand. Laos worse.

Indonesia: one half is in a different continent than the other half. Like east/west coast of US.

German: plans never work out the way expected. Learned to be patient. Still not patient enough!

Gets invitations to events largely in Facebook. Europe you know where events are. Too many events here! Second poorest country in world. What they do with their money is do events.

Most important tool is mail client (problematic because google mail doesn't do what want. Used to like Contact for personal info, but they changed it and now it's hard to use). Cannot use Contact anymore. Must use webclient of mail. Threading: Tells you how many _threads_unread, not how many messages within those threads.

Need for organizing events:

When organizing things in Germany, involved in LinuxTag and something else. Most effort into tool for organizing event. Good tool, but complicated. And open source but not published. Different fields for workshop and talks. (participant limits for workshops, field affects how many tickets are sold, tool also sells the tickets, etc. Most conference tools written for one event and don't fit on another.)

UrbanSuSe: urbanSuse conference committee tried to use a tool that was a university tool. It didn't fit for conferences. Maybe useful would be google formulas (forms?): fast click something together to get formulas to get data.

I don't think hubs will help with organizing events. I hope for an overview page for info in once place. _not meant to replace existing tools_

Not a fan of spreadsheets, but for bex had to work on them. Also hate google formulas because must use spreadsheets. Then have huge spreadsheet that's hard to search.

Participant 7

[how would you describe what you do relating to events and Fedora? What do you do in Fedora?]

Not much organizing bc not much community locally other than in the office. Mostly go to FUDcon and Flock.

No events locally in Australia. Perhaps because hard to share when events are up and about.

Semi-regular tech meetups in office; organized through meetup. Python, antimal. Office mailing lists. This is going on and there is free food.

Universities exist, but not sure if there are events.

Primarily design team. Infrastructure (re-theming apps including the hubs theme).

No style guide yet. Retrofitting apps that exist, which is time-consuming.

For bigger events (has access to Fedora facebook page!), events are set up there. Helps to draw in FB community!

Have to pay to create new meetup group? Very regional, also. Can't make worldwide groups!

Need centralized place to view events!

If looking for event, a map would be more useful than calendar bc more interested about local vs local and now, as very few things are local.

If trying to organize events, talk to people who currently do this, and likely use meetup.

Would be interested in knowing about what's happening, but finding out is hard!

Online meetings like hackfests, also counts as an event. And FADs – lots of people can't attend, but often both online and in person. Video session so that people who are remote can join in. (making sure people are both included and able to listen when remote!)

Know that technical people exist locally, but no contact with them. No known active fedora members in Brisbane other than in office.

[what about people who join Red Hat locally? They must have known about it beforehand?]

Lots of employees (doc writers and translators) may not have heard of Fedora or Linux before joined.

There is a LUG, but he's never been to meets.

[walk through wishes]

Want to write description of event including time, place, actually happening. RSVP possibilities, invite people, share on social media/email.

Use red hat offices, internal tool to decide that. Having a list of local area places that could hold a meetup (state library has rooms, etc). If others have held meeting in places, how much costs, free, potential venue list.

Most meetups have had free food. Some sort of sponsor to pay for pizza or something.

How find sponsors? Not sure. Sponsors for non-Fedora events other than Flock.

Events at office: people who are not at office do come. Not sure how invited.

[making fliers]

Inkscape. Flock and FUDcon collateral. Create git repo for it. Central design repo for design: git repo, shared drive.

Design repo on pagure: empty? No! <https://pagure.io/designassets/tree/master>

No screensharing in Wayland Fedora. Restricts apps from seeing other apps.

Default in Fedora 25.

And... I forgot to turn on recording. *sigh*