



Day of DotNetNuke® Event Rules and Regulations

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Revision Log

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1. Purpose

The purpose of the Day of DotNetNuke® is to provide an event where people from all over the world can gather to learn more about the DotNetNuke® web application framework, its extensions, and ecosystem.

You, as an organizer, volunteer, or board member are bound to these rules and regulations to ensure that your Day of DotNetNuke® event has the highest possible quality standards in place. As the Day of DotNetNuke® brand has grown, certain expectations will be in place for those who attend and participate in your event.

The following rules and regulations have been aggregated from proven experiences from volunteering, planning, executing, and otherwise participating in actual code camps, and other similar events.

2. Website

The Day of DotNetNuke® website is and always will be hosted using DotNetNuke®. Your domain and DNS will be hosted by the organizers and owners of the Day of DotNetNuke®. As of this revision, the owners are:

Orlando DotNetNuke® Users Group
President: Will Strohl (will@dayofdnn.com)

Your website will be accessible through a subdomain of the current host domain. For example, if your event is named “Day of DotNetNuke® Orlando”, your website would use the following domain name:

<http://orlando.dayofdotnetnuke.com>

We can also host your website, and if we do, would do our best to accommodate all of your needs on the website, including modules, email, and skinning.* If you host your own website for this event, we would simply direct traffic from the subdomain to your website address.

** Only minor skinning issues are included. See Section 5-C for more details.*

The naming convention for your event is discussed in Section 5-A.

3. Admission

The Day of DotNetNuke® must allow people of all creeds, colors, religions, cultures, and countries to attend the event, FREE OF CHARGE. A Day of DotNetNuke® event is and always will be free to those who want to attend.

All funds necessary to hold the event will be gathered through sponsor donations. This topic will be discussed more in Section 6.

4. Venue

Your venue is the most important task in planning the Day of DotNetNuke® event. If your venue has any deficiencies, the rest of the event can suffer dramatically. Picking and managing your event will in most cases make or break the success of your event. Therefore, it should go without saying that this is the first task that you need to accomplish.

4-A. Internet Access

Every effort possible should be made to provide your attendees should be provided with free Internet access at the event. If you cannot give all attendees Internet access, you should try to provide Internet access to the event volunteers.

Speakers and sponsors must be given internet access.

4-B. Session Rooms

Each session room needs to be large enough to accommodate the expected number of attendees and be easy to find. For example, let's assume that you are expecting 100 attendees and have 4 tracks. Each room should have enough space to accommodate approximately 30-35 people.

The room must have an area in front of the audience area where they can stand and speak directly to attendees. This area must include power receptacles, and a display connection. If your event is hosting international speakers, accommodations must be made to safely connect their equipment to the venue's power receptacles.

Session rooms must have a display that a speaker can easily connect to for sharing their desktop on a projector, or other large display device. The viewing screen should be clearly visible from the furthest point away from the screen in the room.

Every effort should be made to have all session rooms located near each other to allow for attendees to move from room to room within a short period of time, and minimum effort.

4-C. Common Area

There must be a "common area" that can be used for a variety of things. This common area will allow the attendees to congregate in a central location to all of the session rooms. This area would host the food and beverages for breakfast, lunch, and the sponsors.

The common area needs to accommodate sponsors who qualify to attend the event to network with the attendees. At the minimum, each sponsor should be provided: power receptacles, Internet access, (1) table, and (2) chairs.

4-D. Speaker Room

Speaker rooms can be useful for speakers that are planning their sessions. However, it is important to remember that many attendees have come to the event to meet some of these speakers. It has been observed that when there is a speaker room, many speakers will spend most of the day in the speaker room. As a result, speaker rooms are HIGHLY discouraged.

4-E. Parking

Parking should be easily and closely located at the venue for the event. If there is not a convenient location for parking close to the venue, you should provide a shuttle service of some kind to get attendees to and from their cars during the official hours of the event.

4-F. Signage

Attendees always have problems trying to find the venue and the rooms at the venues. As such, your venue needs to allow signs to be posted within and around the venue to help attendees find parking, the common area, and the session rooms.

5. Marketing and Branding

It is important to provide a consistent branding and message world-wide to those who are exposed to the Day of DotNetNuke®. With consideration to a few areas, we can ensure that the Day of DotNetNuke® provides a consistent experience to all who learn about the Day of DotNetNuke® events.

5-A. Naming of the Event

One of the chief ways to ensure consistent branding is through the name of the event. All Day of DotNetNuke® events must use the following naming convention:

Day of DotNetNuke® [Region Name]

The *Region Name* can be the city, region, or country that your event is held in. Please see the following examples:

- Day of DotNetNuke® Orlando
- Day of DotNetNuke® Washington D.C.
- Day of DotNetNuke® France
- Day of DotNetNuke® Australia

When marketing your event, you should take great care to provide a consistent message. You should never abbreviate DotNetNuke® to “DNN” in your correspondence or communications, or otherwise deviate from the naming convention presented above. It is your duty as the event coordinator(s) to police yourself and your fellow coordinators to present a consistent branding message.

An exception to this rule is with the main Day of DotNetNuke® logo, which does indeed abbreviate the name.

5-B. Logo of the Event

The logo of the event must be consistent with the current logo, found on the Day of DotNetNuke® website (<http://dayofdotnetnuke.com>). For your event, you will need to put your region name (defined in Section 5-A) located in the same font, at the bottom of the logo.

It is clear that the Day of DotNetNuke® is never intended to be held for only a single year. For this reason, it is necessary to include the year in the logo of the event. The year will be placed below your region name.

An exception to this is with your website branding. It is not necessary to include the year on your main website logo. (A *main website logo* would be the logo that appears on every page, that is usually anchored to your websites home page.)

5-C. Website Design

The skin of the Day of DotNetNuke® website is mostly your responsibility. You have the option of using your own skin or ours. We will install skins for you. If you are using the standard skin located on the Day of DotNetNuke® website (<http://dayofdotnetnuke.com>), some exceptions can be made.

Your skin must contain all of the needed components to install cleanly on the Day of DotNetNuke® website, without breaking the website, installed skins or modules, and also not present any security concerns.

Your skin must install cleanly on DotNetNuke® version 5.01.00 and above.

Your skin should have taken the necessary precautions to be built in an SEO-friendly way. Some examples of SEO-friendly skin development methods include: Pure CSS design, semantic CSS menus, and more.

5-C. Marketing

Marketing for a free event like the Day of DotNetNuke® can be surprisingly easy. The marketing of any specific event for a region will have to adapt to the resources and people in that region. While there are no specific directions for the marketing, there are the following guidelines.

5-C-1. User Groups

Advertising by regularly announcing your event at your own, and other user groups in your area is probably your strongest avenue of advertisement. Other user groups and user group leaders will be more than happy to include your announcement on their websites, newsletters, meeting announcements, and other forms of communication.

5-C-2. Social Networks

Social Networks can be very powerful in their reach for a variety of reasons, and they are very economical, since they are mostly free. Here are some suggested social networks to market your event on: Twitter, Facebook, and LinkedIn.

The social networks are a great way to generate word-of-mouth advertising, and added interest through regular use. They are a great platform to announce new sponsors, door prizes, newsletters, and more. Also, you can use these mediums to give introductions or advertisements of specific sessions to recruit event registrations.

5-C-3. Saturation

It is important to know that your marketing efforts will not be heard by all people the first time you announce a news item. For this reason, you should make the extra effort to repeat important announcements, and calls for action (i.e., asking for registration). Your intended audience will appreciate it, as many of us are procrastinators by nature.

5-C-4. Paid Advertising

While paid advertising is allowed, you should only use this avenue if you have a surplus in raised donations. For the most part, the majority of your donations should go to products and services that will directly benefit those in attendance at your event.

6. Sponsors

Sponsors are one of the most important things that your event must consider. Without a good group of sponsors, the event faces the possibility of not achieving the intended success. As a result, your attention should be greatly focused on recruiting sponsors, and making sure they are well-taken care of.

Sponsors provide value to the event by donation funds to be used to pay for things such as: food, beverages, door prizes, shirts, signs, and more.

6-A. Recruiting Sponsors

Finding sponsors is very much relative to the area that the event is being held in. Therefore, please use your best judgment in finding and recruiting appropriate sponsors. A good method to determine the sponsors that might be willing to contribute to your event is to look at the local user group and code camp websites to see who sponsored them.

Since this is an event centering on the DotNetNuke® platform and ecosystem, you have the unique ability to recruit sponsors whose target demographic is exactly what they are looking for, offering the best value for sponsorship.

Microsoft is nearly always a willing sponsor. INETA can offer one or more speakers, depending on how many user groups you have participating in your event. Also User Group Support Services offers funding for events like ours. INETA and User Group Support Services both require registration and/or a sponsorship from another user group.

6-B. Calculating Your Contribution Goal

Your contribution goal is the amount of money you feel you need to raise in order to execute a successful event. Before you calculate this goal, you need to determine what benefits that you are going to provide to the sponsors, volunteers, speakers, and attendees.

You need to obtain a price quotes for the resources that you do not have already access to. Some of these quotes will be based on the number of attendees, such as the food, beverages, and shirts. You need to try to accurately forecast how many people will be attending the event.

Please Note: It is better to overestimate the number attendees, versus underestimating. Also, do not forget to calculate things such as food condiments, coffee makers, coolers, ice, pens, extension cords, surge protectors, room signs, storage boxes, print costs, etc.

It would not be suggested to begin spending until you have received the calculated contribution level you need.

6-C. Sponsor Contributions

You must provide a way for sponsors to send donations to your event. The most common method to accept donations is through services such as PayPal. It is in your best interest to create a banking account to be used specifically for your event. If you have the ability to create an account that is tax-free, the Day of DotNetNuke® should qualify in most regions.

6-D. Contribution Levels

Your event needs to draft a contribution level plan to be shown to prospective sponsors. This plan needs to have a monetary amount assigned to benefits that your sponsors will find value in. Once again, since this is a topic that is relative to each region, specific direction cannot be given, but you can use the example on the Day of DotNetNuke® website (<http://dayofdotnetnuke.com>) as a starting point to draft your own contribution plan.

6-E. Banner Advertising

One of the benefits that you can offer sponsors is banner advertising on your event website. You can incorporate the sponsors into your skin and site using either skin objects, or the Banners module. You should be sure to plan the placement, grouping, and sizes of advertisements prior to recruiting sponsors.

6-F. Leftover Contributions

If your Day of DotNetNuke® event has any leftover funds, the funds must be donated to a local charity. Preferably, the charity should benefit children in some way.

7. Attendee Benefits

Even though events like the Day of DotNetNuke® are free, attendees often have specific expectations of the event. For example, they expect to receive a lunch and a t-shirt. They also expect for there to be door prizes through a planned giveaway system, such as a raffle.

7-A. Area Discounts

If applicable, you should designate an area hotel as the official hotel for those who are traveling from out of the area to attend and/or speaker at the Day of DotNetNuke®. Such a hotel should be affordable to the majority of your attendees.

Recruiting a hotel as the official hotel of the Day of DotNetNuke® has the benefit of giving attendees a special discount, and a block of rooms so that everyone is located in the same section of the hotel. Be careful when securing such a deal. Some hotels require that you guaranteed a certain number of

reservations. If you do not generate the guaranteed number of reservations, you may be required to pay the difference of the missing reservations.

The same thing can be done for area attractions such as zoos, theme parks, and more.

7-B. Food and Beverages

The Day of DotNetNuke® event should provide a light breakfast and lunch for all attendees. Special care should be taken to provide alternatives for those who are vegetarian, and to provide foods that do not contain ingredients that are commonly associated with food allergies.

While food items will most certainly vary from region to region, here are some suggestions:

- Breakfast may consist of food items such as coffee, tea, bagels, donuts, and fruits
- Popular lunch items are pizza, salad, and sandwiches

7-C. Shirts

Shirts should be designed and made available for all attendees. The shirt design must include the Day of DotNetNuke® logo, and the qualifying sponsor logos. You must send the t-shirt designs to the Day of DotNetNuke® owners for approval.

Speaker shirts should consist of either a polo or dress shirt design, and follow the same direction as the attendee shirts – including the requirement for approval. The speaker shirts should make the speakers stand out from the attendees and volunteers. Besides the sponsors, your speakers are the most valuable element at the event.

If the Day of DotNetNuke® event has raised enough funds to do so, the volunteers should be given a shirt that differs from both the attendee and speaker shirts in either: color, style, or design. As with the other shirts, volunteer shirts must be approved by the Day of DotNetNuke® owners.

7-D. Door Prizes

Door prizes are generally donated by the sponsors of the event. In fact, many sponsors are only willing to donate door prizes. Your door prizes can be given any way that makes sense for your Day of DotNetNuke® event.

In general, most door prizes are saved for the end of the day, where they are given away through a raffle system. The raffle system can be through raffle tickets, sponsor signature cards, evaluation forms, and more.

In many cases, Day of DotNetNuke® events might have a surplus of door prizes. This situation can allow you to give speakers prize receipt tickets to be given away during sessions. This increases attendee participation with the speakers.

7-E. Live Streaming

You may want to consider offer streaming of live video, photos, and tweets from your event on your website, or provided by a 3rd party such as Active Modules, or R2integrated. Such a feature can add more value to those who are in attendance by showing the stream in your event common area.

While some can argue that this might encourage certain people to not attend, it has been proven that the end result is quite the opposite. Those who didn't attend will be more inclined to attend the event the following year, and even advertise the event via social networks for you.

You should not stream any sessions, only common area events, sponsors, attendee comments, and so on.

7-F. Handicap and Special Needs Persons

If you have any attendees that are either handicapped, or have special needs, you must make every effort to follow local laws, and accommodate their needs for the event, and all associated events. Such needs may include: food allergies, alternative diets, wheel chair access, handicap parking, etc.

8. Non-Attendees

The main benefit that sponsors for your event get is being able to communicate directly with a large group of people that fit the intended demographic for their products and/or services. Offering any benefits to those who do not attend the event would adversely affect the benefits offered to the sponsors. People who do not show up at the event should not receive any door prizes or benefits of any kind.

9. Sessions and Tracks

The number of tracks you can host will be directly determined by the venue that you have chosen. If they have 5 session rooms available, you must have 5 tracks, or less. Your tracks should be themed to a specific topic within the DotNetNuke® web application framework, or ecosystem.

Per the schedule you have made (discussed in Section 12-C), each track should have 5 sessions, each session lasting no longer than an hour.

Sessions can be in either a presentation or chalk talk format. It is suggested that chalk talks consist of 2 or more presenters.

10. Speakers

Speakers are the main reason that people choose to attend your Day of DotNetNuke® event. As such, you should have your speakers and topics selected by a committee decision or voting process.

Even though there are definitely some powerful and talented speakers out there, you should try to limit speakers to no more than 2 sessions, when you can.

Speakers should be encouraged to mingle with the Day of DotNetNuke® event attendees, and hold open space presentations in the common area, if possible.

11. Organization and Planning

The organization and planning of your Day of DotNetNuke® event is the most crucial step to the process. Great care should be taken to pick the correct board members and schedule regular status meetings to keep the event planning on track.

11-A. Day of DotNetNuke® Board

You may call the board anything you want, but the Day of DotNetNuke® board is the centerpiece of the planning process, and may consist of the following positions:

- **Organizer** – The Organizer is the “CEO” of the event. This person is responsible of all of the big decisions and spending. Also, this person holds all required meetings.
- **Co-Organizer** – The Co-Organizer assists the Organizer with all duties as needed. This person also balances the event account(s).
- **Marketing Director** – The Marketing Director is responsible for generating interested in the event and managing sponsors. This person is responsible for the social network accounts for the event.
- **Community Relations Manager** – The Community Relations Manager is responsible for all attendee and volunteer concerns, including: shirts, event bags, and registration. This person should also work directly with the Marketing Director to write newsletters for the attendees, volunteers, and sponsors.
- **Technology Director** – The Technology Director is responsible for maintaining the event website, generating reports, and technology concerns at the venue during the event. This person also sends out the newsletters.

In addition to the positions suggested above, you may also promote volunteers to be on the board to assist with planning.

The board should meet regularly prior to the Day of DotNetNuke® event to ensure that the event planning and execution remains on-track.

11-B. Event Communications

All information about the event should be communicated clearly and regularly. Using avenues such as Twitter, Facebook, and newsletters, the board must keep all attendees completely informed of all of the event details.

It is suggested to stagger event announcements over time to keep regenerating interest in the event, as well as generating more word-of-mouth advertising by attendees. This gives another added benefit of giving more visibility and added value to the event sponsors. In general, the social networks should be

used several times a day, while there should be approximately 3-5 newsletters before the event, and 1-3 following the event.

11-C. Event Schedule

Long breaks and a longer lunch are recommended. This not only allows the attendees to have sufficient time to network with others, but it also gives you flexibility to rearrange schedule times, should something go wrong.

11-D. Event Registration

Event registration should happen on the event website. This will allow you to have control over the attendee data, including names, e-mail addresses, shirt sizes, food preferences, etc. Such information can be important to you, and the event sponsors.

12. Social Events

A popular (optional) add-on to the Day of DotNetNuke® event is a social party before and after the event. Generally, there will be two events, and they should be paid for by sponsors. Sometimes, a sponsor may offer to pay for the social events specifically.

12-A. Pre-Party: Speaker/Volunteer Appreciation

The first should happen the night before, and be dedicated to speakers and volunteers only. Regular attendees and sponsors should not be welcomed to this event, to give more value to the speakers and volunteers, who are and have been using their personal time to make the Day of DotNetNuke® event happen. This is their reward.

Please Note: In the DotNetNuke® ecosystem, many sponsors are speakers and/or volunteers. You should include such people if it is a closed event.

12-B. DNN After Dark

The second event is the “after party.” It should be called “DNN After Dark,” and artwork can be provided for any signage you need for this social event. This event should be open to everyone that attended or had a part in the Day of DotNetNuke® event.

12-C. Social Event Venue

This is yet another item that will vary from region to region. The venue should be a place that can accommodate 20-40 people for the pre-party, and 50+ for the DNN After Dark party.

In the event that a sponsor has sponsored either event specifically, you should determine if the sponsor wants any signage at the venue, and also check with the venue to see if signage can be hung or displayed.

The venue for the social event should be located near the venue for the Day of DotNetNuke® event, should be very easily found.

13. Social Responsibility

Your Day of DotNetNuke® event should make every effort to remain as carbon neutral as possible, as well as having the smallest possible eco-footprint possible. Examples of these efforts are: recycling water bottles and soft drink cans, recycling paper, reusing materials and resources from other user groups and code camps in the area, partnering with companies and sponsors that are known to be “green” or are certified as being “green.”