



EclipseCon 2009 Update

Bjorn Freeman-Benson
September 3, 2008

December 5, 2008

We're Staying Successful



- “All Access Pass” Pricing
- Discounts (alumni 15%, members 15%, gold 20%, group call%)
- Bronze, Silver, and Gold Sponsorships
- Lounges, Developer Days, Feedback sponsorship, ...
- OSGi DevCon co-located
- Linux DevCon co-located
- And we're budgeting for a modest profit with plenty of decision points to accommodate financial uncertainty



We're Changing For The Better



- More “green” than before
- More social networking ice breakers (e.g., the successful poker cards game from last year)
- More lounges and “camps” and informal sessions
- Even more mixing of the sponsors throughout the conference.
 - A careful balance on the side of “Eclipse ecosystem includes both free open source and high value commercial items”. We’ve done a good job so far and we’re continuing to follow the lead of the overall community in this mix and merge effort.
- The nerd note: more technology:
 - SMS instant +1/-1 feedback on sessions
 - Referral gifts for bringing new attendees
 - Shopping cart website to help with room allocation
 - ...



We're Going For Quality Content



- Program Chair Scott Rosenbaum, Innovent
- Reducing the number of sessions slightly and increasing the quality of the sessions
- We have lots of breadth, now the key is to choose people who present well and to work with them to create “you had to be there” moments.
- “Main Stage” for “four star presentations, but not quite keynotes”
- Short talks are grouped, almost panel like, by moderators
- All keynotes are being done in pairs:
 - two speakers, two sides, one topic.



We're Going To Top Ourselves Again!

- EclipseCon 2009 is going to be, once again, the best conference yet
 - People are going to be talking about this one for years.
- 2005 was “we’re here”
- 2006 was “we’re growing”
- 2007 was “we have breadth”
- 2008 was “we have breadth and depth”
- 2009 will be “all that and ‘you had to be there’ quality”



Mar. 23rd - 26th
Santa Clara
California

Register at:
eclipsecon.org