StarCon 2019 Prospectus

WHAT IS STARCON (*CON)?

StarCon is a two-day, single track software engineering conference held at the University of Waterloo on 19th and 20th January, 2019. The conference consists of a series of lightning talks and a keynote speech on each day. Speakers can talk about anything technology related—such as a project they've worked on, a curious bug they've fixed, or something interesting they've learnt. The goal is to give speakers a platform to share their interest and passion for technology in a way that inspires others to do the same. However, talks are only part of the picture. The conference is also about creating a diverse community in which curiosity, failure, and excitement are valued, and encouraging attendees to make connections, share ideas, and form friendships.

Inspired by !!Con and HelloCon, Arshia, Evy, and Anna founded StarCon in the spirit of spreading the joy and excitement of developing software in the technology community.

Our Mission

- Make Computer Science and its related technologies accessible to everyone, taking into consideration race, class, gender, ability, religion or sexual orientation, and intersections thereof.
- Create a culture that fosters learning and community building through knowledge sharing among people from diverse backgrounds.

EVENT PROFILE

Who attends StarCon?

Attendees of StarCon are diverse technology enthusiasts—including students, industry professionals, self-taught programmers, and diversity advocates—with varying levels of experience and backgrounds. What unites them is a commitment to sharing their knowledge and learning from others in a friendly and welcoming atmosphere.

Date, Venue & Attendance

- The conference will take place on during January 19-20, 2019.
- The conference will be held at the University of Waterloo in Waterloo, Ontario, Canada.
- We are expecting 150-170 attendees.

OUR TEAM

Arshia Mufti

Chair

Arshia is a fourth year Computer Science student at the University of Waterloo, and a site reliability engineering intern at Google. She is a former Chair and Director of Finance of the Waterloo Women in Computer Science Undergraduate Committee, and has previously worked as a research student at the Waterloo Data Systems Group and an infrastructure engineer at Stripe. She enjoys browsing bookstores, curating her Spotify playlists, and hunting for the perfect flat white.

Evy Kassirer

Director of Publicity

Evy recently graduated from the University of Waterloo with a Computer Science degree. She has acted as Chair, Secretary, and Mentor of the Waterloo Women in Computer Science Undergraduate Committee since September 2014, leading meetings for a committee of 7–11 people and coordinating ongoing tasks and weekly events. Her other leadership experience includes running an open source project, co-founding and conducting a choir, and moderating several Waterloo Facebook communities.

Anna Lorimer

Speaker Director

Anna is a fourth year Combinatorics, Optimization and Computer Science student at the University of Waterloo. She has worked on censorship-resistance tools at the University of Waterloo Cryptography, Security, and Privacy lab and she runs Capture the Flag competitions with the University of Waterloo Women in Computer Science Undergraduate Committee. When

she's not hacking, she can found hunting for the perfect vintage band t-shirt to add to her collection.

Shannon Veitch

Speakers Team

Shannon is a third year Combinatorics and Optimization student, minoring in Computer Science at the University of Waterloo. She has led and participated in several Capture the Flag workshops as a member of the UWaterloo CTF Club. In addition to studying cryptography and computer security, Shannon enjoys listening to podcasts and learning new languages.

Karishma Daga

Speakers Team

Karishma is a third year studying Computer Science and Mathematics at Queen's University, Canada. She is the Vice Chair of the Queen's Women in Computing committee where she spearheads the mentorship program and sponsorship, and is a member of the Queen's Space Engineering Design team. She loves statistics, podcasts, and getting caffeinated with friends.

Erin Edward

Co-Director of Logistics

Erin is a fourth year Computer Science student at the University of Waterloo. She is a former Secretary and Co-Chair for the Women in Computer Science Undergraduate Committee and is a recipient of the University of Waterloo Women in Computer Science Grace Hopper Scholarship. Outside of tech, Erin enjoys cooking and fostering cats.

Fatima Taj

Co-Director of Logistics

Fatima is a third year Computer Science student, minoring in Statistics at the University of Waterloo. She has been a Big CSters Co-Director and Systems Administrator of the Waterloo Women in Computer Science Undergraduate Committee since September 2016, and is a recipient of the University of Waterloo Women in Computer Science Grace Hopper Scholarship. Aside from her academic pursuits, Fatima enjoys watching political skits by her favorite late night TV hosts, Seth Meyers and Trevor Noah.

Kanan Sharma

Logistics Team

Kanan is a second year Actuarial Science student at the University of Waterloo. He is a former Executive Assistant and Office Manager in the University of Waterloo Mathematics Society and has organised and lead various committees and events for the university. He is actively involved in the student government in both the Faculty of Mathematics and the University as whole. Outside of his academic pursuits, Kanan enjoys cooking and reading..

Chirag Gada

Director of Finance

Chirag is a Software Engineering graduate from the University of Waterloo. He works as an Engineer at Bitmoji, rendering funny and expressive forms of communication! He is a co-founder at StarterHacks, Waterloo's first beginner focused hackathon, and has been a part of the CUSEC organizing team. His other leadership experiences include being a Residence Life Don at the University residences and helping organize another student-run leadership conference, AMPED. While not looking at a computer, he enjoys a good conversation over some local craft beer.

SPONSORSHIP

Why be a StarCon Sponsor?

By sponsoring StarCon, you will empower diverse perspectives in technology and contribute towards creating a community grounded in learning. You will also have the opportunity to actively interact with a group of people keenly interested in technology. You can leverage this opportunity to market your brand and product, create awareness of your core values and philosophies, share what it's like to be a part of your organization, talk about your plans for the future, and recruit candidates for open positions.

In addition to this, you will be supporting our mission of providing people with a community in which they can share their excitement and ideas with others. You will help us meet our goals to keep this event affordable, encourage students to speak and attend, provide an accessible venue, make sure our attendees are well fed, and give them some swag to remember us by!

Our Asks

- **Partnership/Networking**: We want to work with you to create a vibrant and curious community.
- **Funds**: Your contributions make it possible to organize and run StarCon.
- **Marketing**: Getting the message out to our target audiences.

Sponsorship Levels

Benefit	Level 1	Level 2	Level 3
Logo on conference website	✓	✓	✓
Logo on conference brochure	✓	✓	✓
Blurb on conference website	✓	✓	✓
Recognition on social media (Twitter and Facebook)	✓	✓	✓
Recognition during opening and closing remarks	✓	✓	
Space on shared table for swag (stickers, buttons, etc)	✓	✓	
Banner/poster at the event	✓	✓	
Staffable booth with space for swag and company information	✓		
Dedicated sponsor discussion group during the unconference session during both days of the conference	✓		
2-3 minutes to talk about your organization's culture and commitment to education during the opening ceremony	✓		
Number of conference tickets for your team	6	4	2
	4000 CAD (3000 USD)	2000 CAD (1500 USD)	1000 CAD (750 USD)

Custom sponsorship packages are also available. For example, you can sponsor a meal or swag. Please contact us for further details.

What We Cannot Provide

There are some things we cannot provide to our sponsors. We will not sell attendee contact information, collect resumes, or send surveys to our speakers and attendees. We believe that these practices actively create a valuable recruiting opportunity for our sponsors. In our experience, there is significant value in engaging with our speakers, attendees, and volunteers in person during the conference: it helps create healthy, long lasting and genuine relationships. We encourage our sponsors to get to know our audience this way.

Contact

If you'd like to sponsor StarCon, or have any questions about the event, you can contact the StarCon executive team at kwstarcon@gmail.com.