Thanks for registering for WebPerfDays London! 2013.

The purpose of this email is to give you more information on what to expect "on the day" and to ensure that you get the most out of your participation in the event.

Participation is key to the success of community-led "unConferences" so have a think about how you might get involved (there are some ideas in the "Format and Agenda" session below).

If you are interested in presenting or leading a discussion why not send us your ideas for a presentation or a session? More info on the webperfdays website http://www.webperfdays.org/events/2013-london/proposals.html.

If you have a question you you'd like answered at #webperfdays post if here on Google Moderator (http://www.google.com/moderator/#15/e=21468b&t=21468b.40&f=21468b.6cdf2a) we'll see if we can match you up with a peer or industry expert who has the answer or it might even form the nucleus for a whole Open Spaces session.

If you'd like to volunteer to help out on the day by manning the registration desk, organising the agenda or just generally helping out please email volunteer@webperfdays.org and we'll get back to you ASAP!

One last thing - "no shows" are a real problem at events like this - they stop other people attending and cause havoc with catering etc. If you change your mind and can't attend please cancel your Registration on Eventbrite even up to on the day. Cancelling your ticket to either the conference or AfterParty allows someone on the waitlist to come in your place.

WebPerfDays Concept

WebPerfDays (http://webperfdays.org/) is a community-led "unConference" on the subject of Web Performance Optimisation (WPO) i.e. all about how we can deliver a faster user experience to our customers and clients.

WebPerfDays was launched in the US in 2012 year after Velocity US and was hosted by Google on their Mountain View campus. This year is the second year for WebPerfDays EU which again follows Velocity EU (London 13 – 15th November, 20% off if you use code LDNWebPerf) and will be hosted by Google in their Campus London incubator space. You can see pictures of the event space here - http://www.webperfdays.org/events/2013-london/location.html.

The ethos behind WebPerfDays is that some of the best "learning experiences" in a conference are the peer-to-peer conversations that occur in the corridors and over lunch etc.

The "Open Spaces" unConference format is designed to maximise these informal, interactive types of discussion amongst peer groups on topics of their choosing – there is no set agenda, the attendees create the agenda on the day. This gives an opportunity for less confident public speakers to present to smaller groups or for people to host and facilitate round table discussions on topics where they are either "experts" or "keen to learn more".

> "Typically at an unconference, the agenda is created by the attendees at the beginning of the meeting. Anyone who wants to initiate a discussion on a topic can claim a time and a space. Unconferences typically feature open discussions rather than having a single speaker at the front of the room giving a talk, although any format is permitted. This form of conference is particularly useful when the attendees generally have a high level of expertise or knowledge in the field the conference convenes to discuss." – Wikipedia

If you are new to the Open Space/BarCamp/unConference format I highly recommend you read this blog post that explains what an unConference is all about - http://www.thatcanadiangirl.co.uk/blog/2008/09/22/the-barcamp-virgins-guide-making-the-most-of-your-first-barcamp/

WebPerfDays is also "Community-led" because everyone volunteers their time to organise, facilitate and present i.e. this is not a commercially run conference, it is "not-for-profit". If we make a surplus leftover funds will go towards running London Web Performance Meetup in 2014.

Format & Agenda

You decide the Agenda, You decide what you want to present and what You want to listen to – so come prepared with a presentation, a workshop session, a tutorial, a tool demo or just a list of questions you want some of the best WebPerf brains on the planet so answer.

You will get out of the day what you put into it – the more you contribute, share and make connections with your peers who share the same problems (and maybe some of the solutions) as you the more rewarding your unConference experience will be.

Our overall capacity target is 130 attendees which is less than the "Dunbar Limit" so there is no reason why you can't fit everyone in to your own personal WebPerf Community.

We'll kick off the day with a Keynote to get us started, and this year it will be the always popular Ilya Grigorik from Google who will be talking about some of the theme from his new book "High Performance Browser Networking".

Basically we have a number of different breakout areas available for people to use, and they will be allocated to topics based on popularity of the topic – there will be a large grid where people will post up their idea and we can shuffle them around, maybe group them together as required.

- Main Space (130)
- Cafeteria (110)
- Tech Demo & Workshop Bench (15)
- Numerous couches, breakout areas etc

A draft version of the unConference Schedule is here - http://www.webperfdays.org/events/2013-london/schedule.html.

Attendees will have access to tea, coffee, snacks throughout the day, and will be served lunch (PIZZA!) etc.

The "After Party" is a separately ticketed social dinner&drinks event from 1830 to about 2130. This allows people who can't attend the all-day conference to still have an opportunity to attend the social event and network with their peers.

All attendees are expected to adhere to the Conference Code of Conduct at both the Conference and the After-Party - http://confcodeofconduct.com/

> *Our conference is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race, or religion. We do not tolerate harassment of conference participants in any form. Sexual language and imagery is not appropriate for any conference venue, including talks, workshops, parties, Twitter and other online media. Conference participants violating these rules may be sanctioned or expelled from the conference without a refund at the discretion of the conference organisers.*
> *tl;dr: Don't be a Jerk*

Who is coming?

Experts & Velocity Speakers Attending

- Steve Souders – Google
- Ilya Grigorik – Google
- Andrew Betts – Director, FTLabs.com
- Yoav Weiss
- Andy Davies
- Perry Dyball – Seatwave
- Stephen Thair - DevOpsGuys
- And hopefully many more!

Attendees from:

- Facebook
- Google
- News International
- IPC Media
- FT.com
- Betfair
- Lonely Planet
- Application Performance
- NCCGroup
- Intechnica
- Channel 4
- Oracle
- Reed Business Information
- IG Markets
- Yelp
- The Guardian
- CodeScrum
- TheTrainLine
- Rightmove
- City Index
- Etc, etc, etc…

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