

ScaleConf 2013

1st February – 30th April 2013

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Executive summary

- There were **847 mentions** recorded during the reporting period, from **259 unique authors**.
- There were **668 375 Opportunities-To-See (OTS)** Scaleconf's conversation online. This generated an **Advert Value Equivalent (AVE)** of **R 156 643**.
- Sentiment distribution was as follows: **0.4%** negative, **78.4%** neutral and **21.2%** positive.
- The primary **driver of negative conversation** was the chicken served for lunch being described as “poisonous” (**2 mentions**). Other topics included slight problems with internet connectivity, difficulty hearing the speakers at the back of the venue and a sarcastic mention about the way in which the parking sign was printed (**1 mention each**).
- **Positive conversation** primarily focused on the high quality of the talks given, the beauty of the venue and attendees commenting on the generally impressive nature of the conference. There were multiple mentions thanking the organisers for putting together such a high quality conference.
- The **majority** of mentions were picked up from **Twitter (93.5% of all mentions)**. Scaleconf.org and Google plus were the next most active domains, generating **1.9%** and **1.4%** of the conversation respectively. There was limited Facebook conversation recorded, with only **0.9%** of the domain share (this was due to the fact that tracking primarily focused on hashtags and Twitter user names).

Value Summary

Conversation measures

Volume

847

Opportunities-To-See

668 375

Advert-Value Equivalent

R 156 423

Sentiment distribution

Downplay

0.4%

Listing

78.4%

Endorsement

21.2%

Media Distribution

Consumer

96.2%

Press

-

Enterprise

3.7%

Directory

0.1%

Domain breakdown

Twitter

93.5%

Facebook

0.9%

Other

5.6%

Metrics

Volume

Credibility

Media

Sentiment

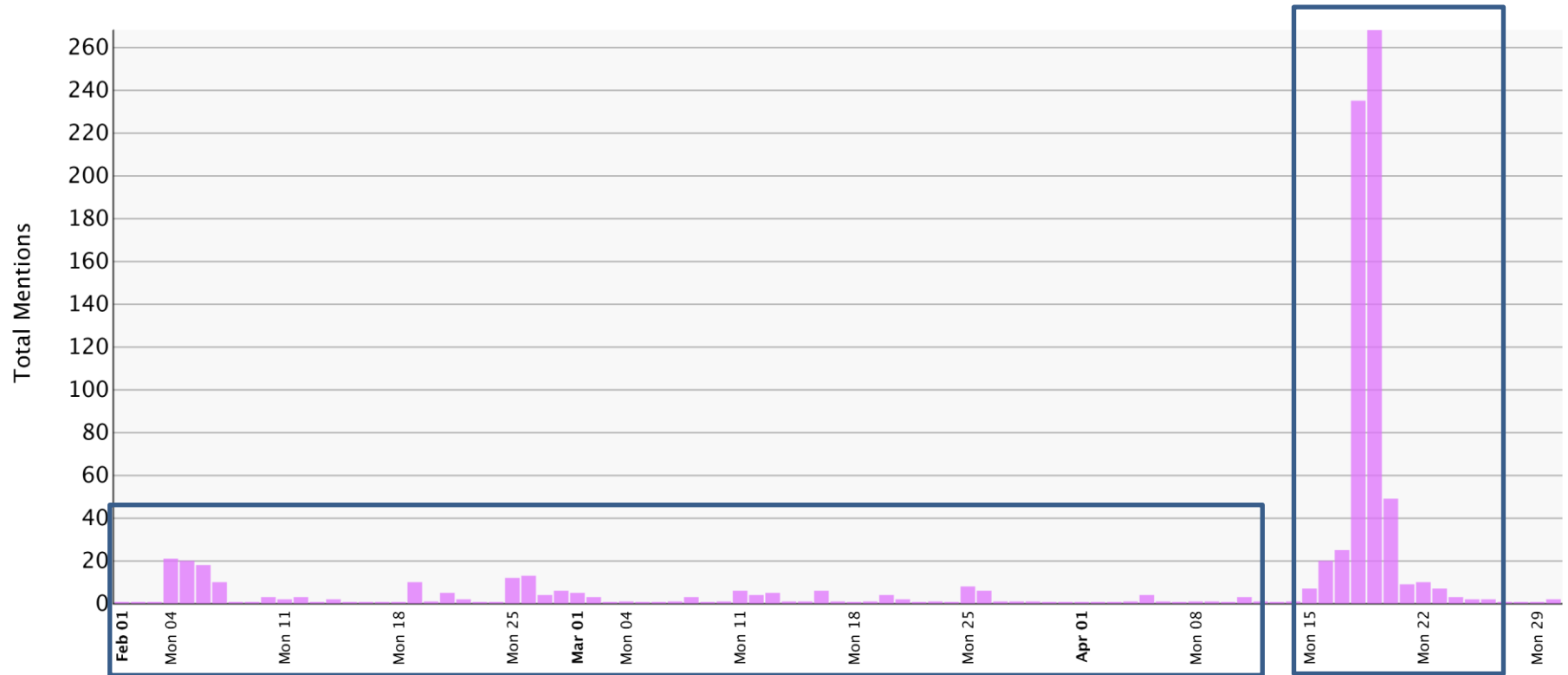
Conversation themes

Domain breakdown

Top contributors

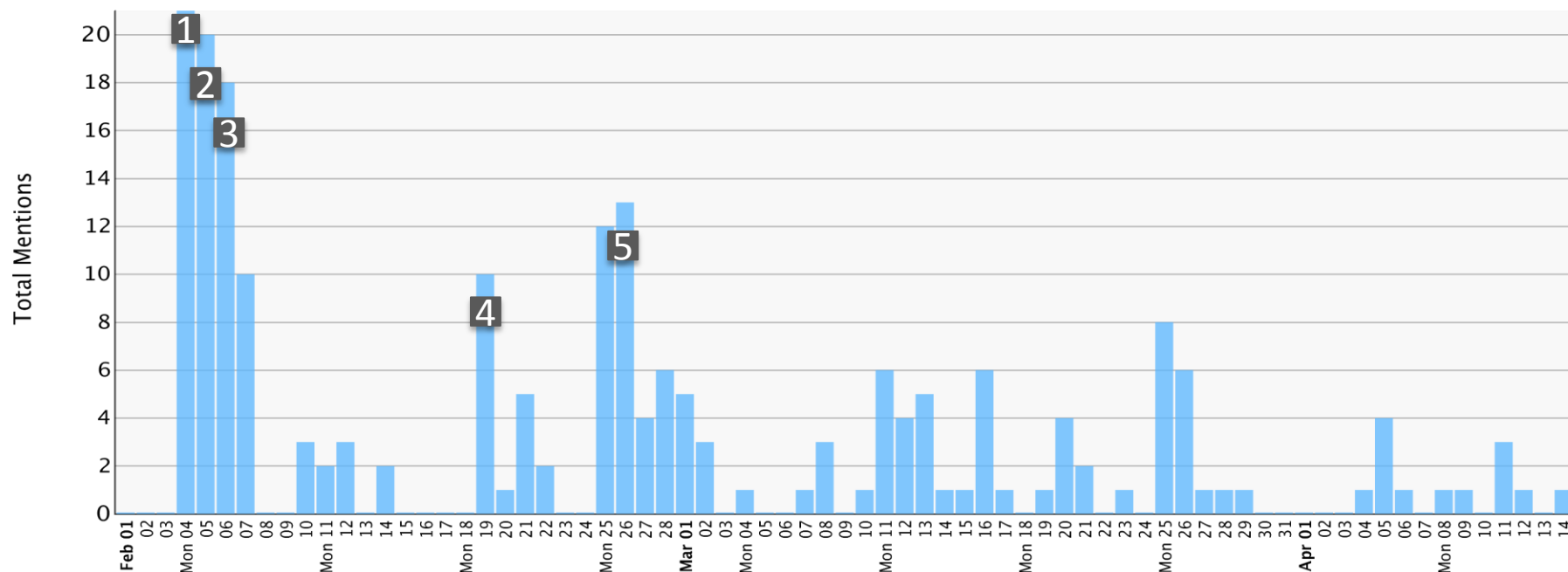
Examples of positive mentions

Volume distribution



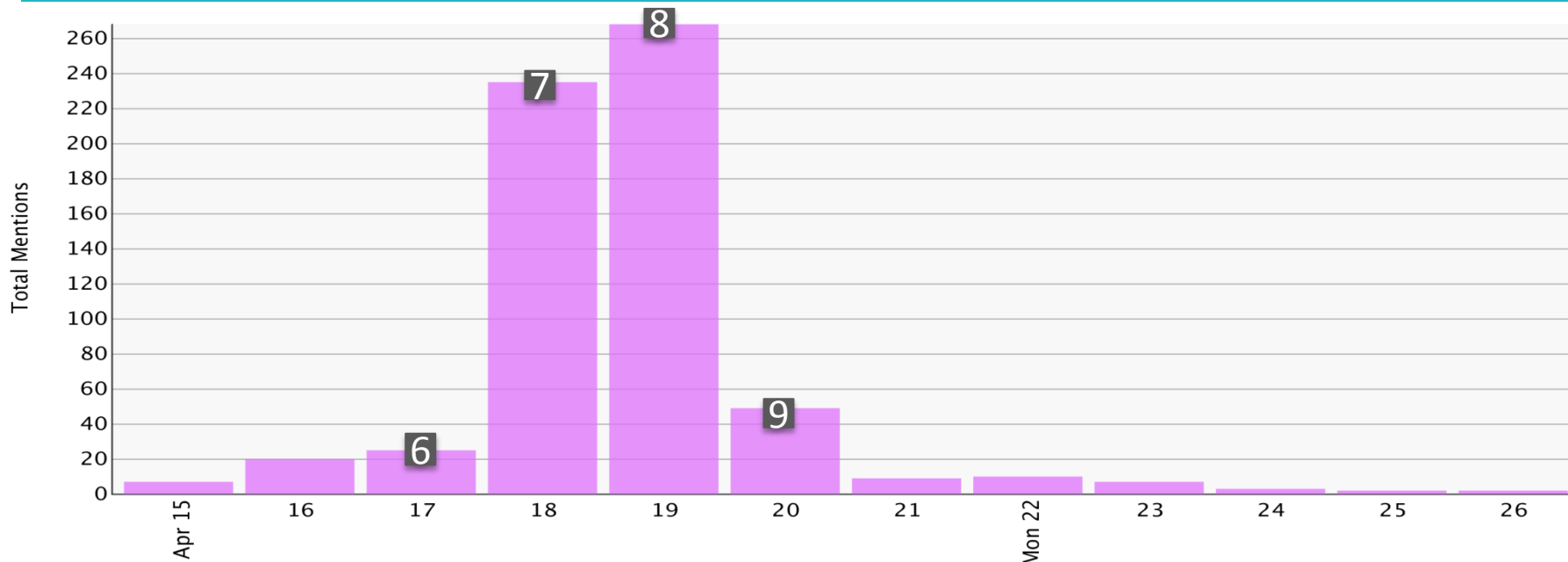
The highlighted sections will be analyzed separately over the next two slides

Total volume of conversation during the reporting period: 847



- 1** 21 mentions – 13 mentions stating that registration had opened, 11 of which were RT's of a mention by @scaleconf.
- 2** 20 mentions – 2 mentions where speakers confirmed their slots @scaleconf. 5 additional mentions engaging with them regarding their confirmation.
- 3** 18 mentions – 7 mentions engaging with @mrtazz about the content of his Scaleconf talk.
- 4** 10 mentions – 5 mentions of early sign-ups. Uniformly excited about the conference.
- 5** 13 mentions – 9 mentions reminding consumers that early-bird tickets were available for 1 more week.

Volume analysis: 15 – 26 April. Total mentions: 637



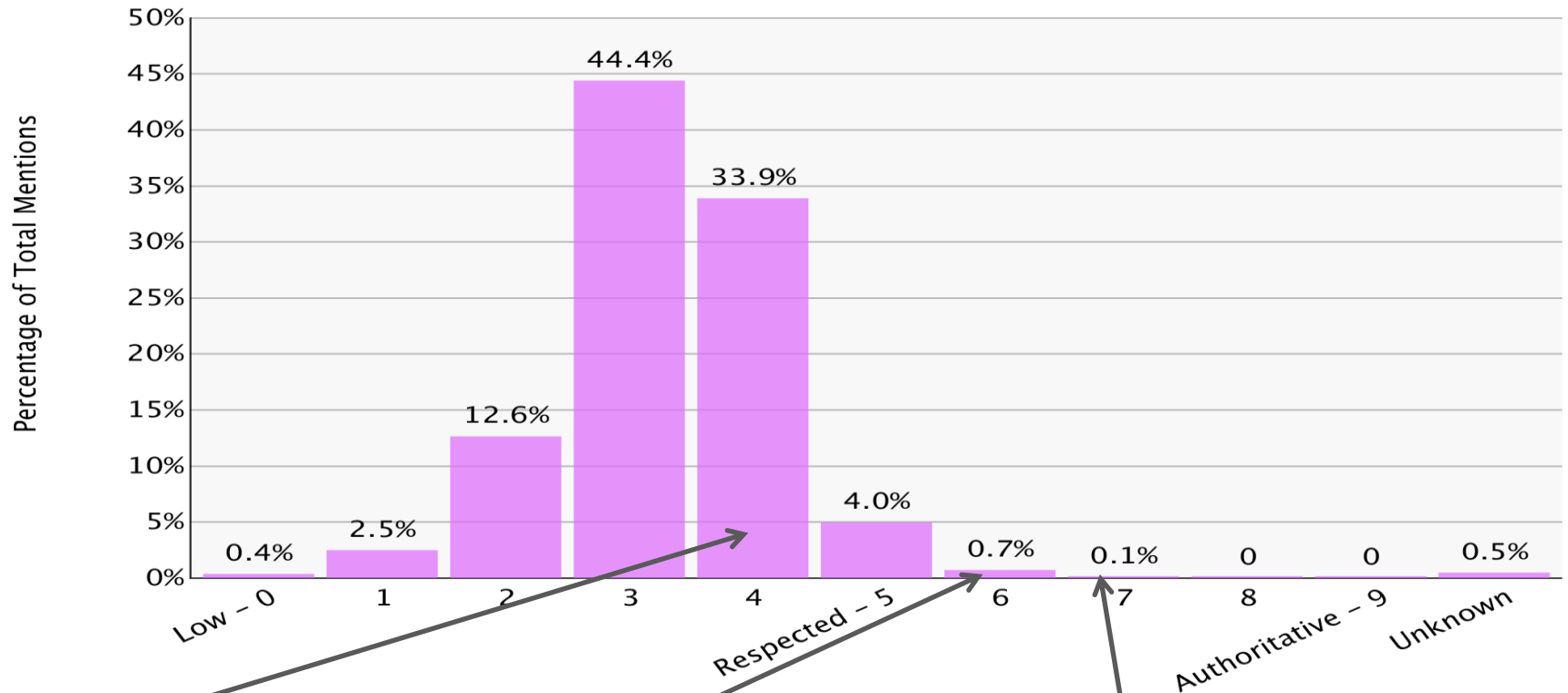
6 25 mentions – 5 mentions desperate for tickets. 4 mentions expressing excitement about the upcoming conference.

7 235 mentions – 24 RT's of the link to @mrtazz's slides. 16 mentions describing various aspects of the conference as 'awesome' (such as location, talks, RSAWEB water and food)

8 268 mentions – 69 mentions engaging with @imsickofmaps. 8 (7 RT's) mentions describing Scaleconf as "one of the best tech conferences in SA". 14 mentions (13 RT's) stating that 95% of attendees thought @imsickofmaps gave the best talk at the conference.

9 49 mentions – 3 mentions thanking the sponsors of Scaleconf. 15 mentions thanking the organisers for the 'superb' event.

Credibility



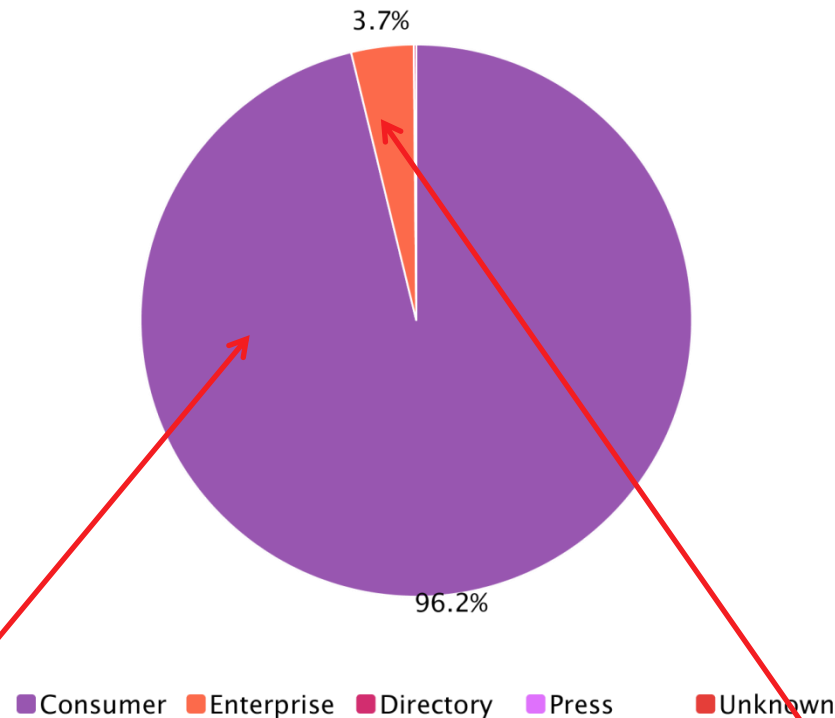
57 mentions by @scaleconf, of which, 21 were RT's of other authors.

Credible contributors included @holman (41 518 followers), @puppetlabs (13 087 followers), @davidcrow (10 057 followers) and @kellan (8 429 followers).

The most credible contributor was @slideshare (88 560 followers) who tweeted once to share @mrtazz's slides about scaling at Etsy.

Understanding credibility. The greater the online audience a particular source is able to reach, the more credible the source. A respected source is deemed as having the potential to reach over 4 000 people. An authoritative source is expected to reach over 1 000 000 people. Sources where credibility cannot be determined are excluded from the above graph.

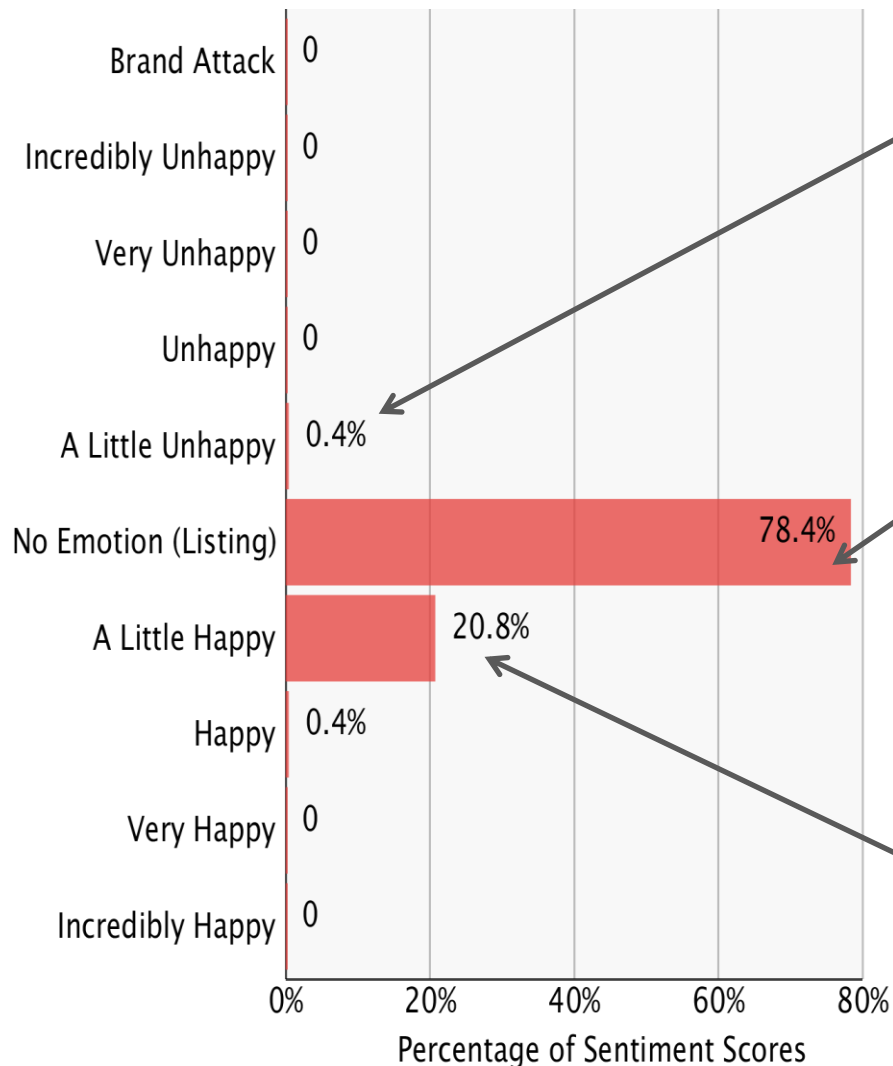
Media source of conversation



Consumer mentions accounted for the majority of online conversation. These mentions generated **641 625 OTS** (95.9% of total OTS)

Enterprise mentions (tweets by @scaleconf) generated **16 750 OTS** (2.5% of the total OTS)

An analysis of Scaleconf sentiment



Negative – 0.4%

OTS – 2 900

Very limited negative conversation. 2 mentions describing the chicken served as “poisonous”, one complaint about sound not carrying to the back and one sarcastic mention about the unnecessary use of quotation marks on the parking sign.

Neutral – 78.4%

OTS – 561 365

The most common themes in this category were consumers linking to the slides shared by the speakers as well as discussion of the various talks presented at the conference. Conversation engaging with @imsickofmaps contributed a significant portion of these mentions.

Positive – 21.2%

OTS – 155 040

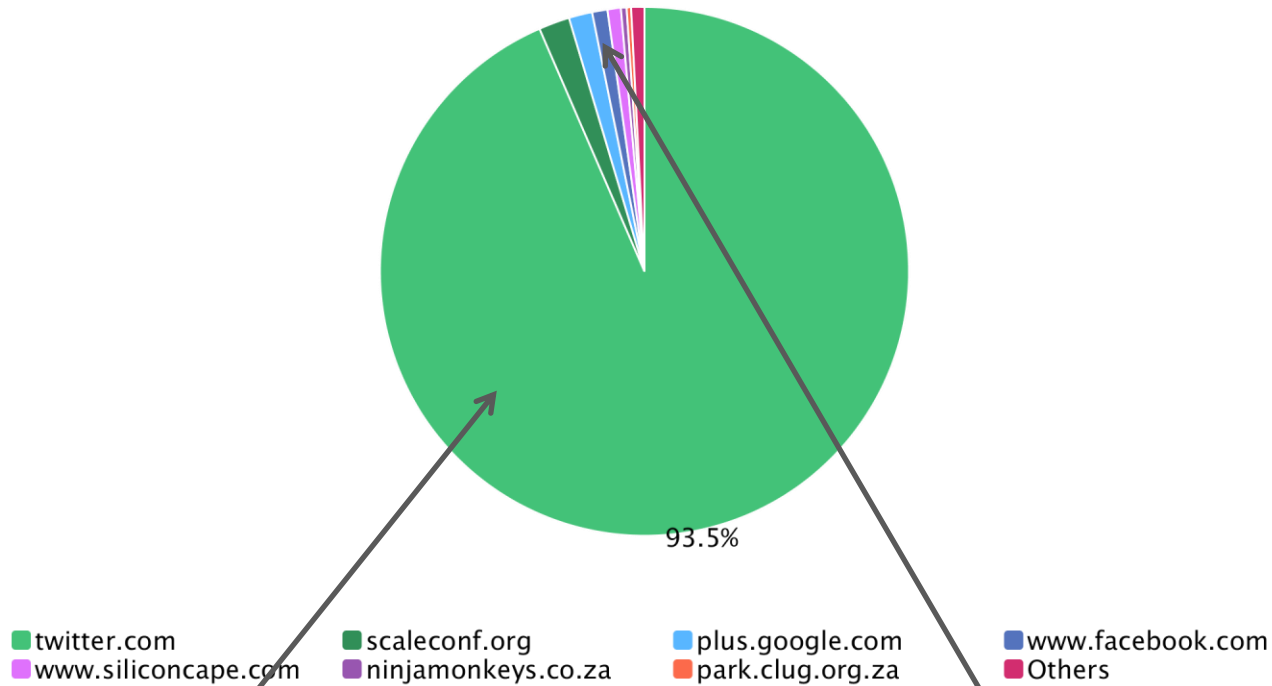
There were **189** positive mentions recorded. Most praised the quality of the event and its location as well as complimenting speakers on interesting talks. Limited consumer conversation on how Scaleconf was the only conference that they had attended where they felt like they had learned something.

Overall conversation themes



Keyword	#	Description	Sentiment
@imsickofmaps	82	Shares of his slides. Often considered the best speaker at the event.	Neutral to positive.
talk	137	Discussion about the various talks given at the event. Excitement about upcoming talks.	Neutral to positive.
workshop	35	8 mentions for both the Vumi and AWS workshops run alongside the conference.	Positive.
coffee	23	Primarily thanks for the free coffee at the conference. Limited discussion of the total coffee bill (6 specifically thanked Thoughtworks).	Positive.

Domains



There were **792** Twitter mentions recorded. These mentions generated **640 830 OTS**, exposure equivalent to **R 149 826**.

8 Facebook mentions generated **2 400 OTS**, exposure equivalent to **R 599**.

Top Twitter contributors

Name	Sentiment	Summary	# of mentions	OTS	AVE
Raoul Snyman @who_da_fly 154 followers	Neutral to positive.	Discussing talks. Commentary on event facilities and extras provided to attendees.	27	8 100	R 2 024
Deon Moolman @CmdrDats 81 followers	Neutral to positive.	Discussing talks (particularly by @imsickofmaps). Thanking ThoughtWorks for the coffee.	22	6 600	R 1 650
Morgan Collett @morgs 306 followers	Neutral	13 RT's. Expressing a desire to speak at the next Scaleconf.	21	21 000	R 4 881
Aslam Kahn @aslamkhn 679 followers	Neutral to positive	Expressing excitement about Scaleconf in the build-up to the event. Discussing talks and the strong presence of RabbitMQ at Scaleconf 2013.	19	19 000	R 4 416
Gerrit Vermeulen @HawkiesZA 193 followers	Neutral	Primarily live updates of happenings at Scaleconf.	19	5 700	R 1 425

Some examples of the **positive** conversation



Jason Norwood-Young

@j_norwood_young



Follow

Today at [#ScaleConf](#) was just brilliant. Expecting more of the same tomorrow.



Morgan Collett

@morgs



Follow

I think I enjoyed [@imsickofmaps](#) best at [#scaleconf](#) but [@milesward](#) had the best subject matter.



Ashley Kleynhans

@ashleykZA



Follow

Looking forward to [@scaleconf](#). Last year it was the only conference I attended where I actually learnt something.



Simon de Haan

@smn



Follow

Huge thank you to [@vhata](#) [@marijep](#) [@nuknad](#) [@FireEnjn](#) for putting together another awesome [@scaleconf](#). Really enjoyed it!



Michael Joseph

@michaeljoseph



Follow

Dear [@scaleconf](#), thank you for my compound interest hangover (three awesome nights of free beer, pizza and nerds)



Vaughn Dickson

@vaughndickson



Follow

Learnt a lot and met fantastic people. I can't recommend [@scaleconf](#) enough! Thanks to [@cognician](#) for sponsoring me!

Speakers

Speaker conversation summary

Speaker sentiment analysis

Speaker conversation themes

Speaker engagement summary

Speaker conversation summary

Conversation measures

Volume

240

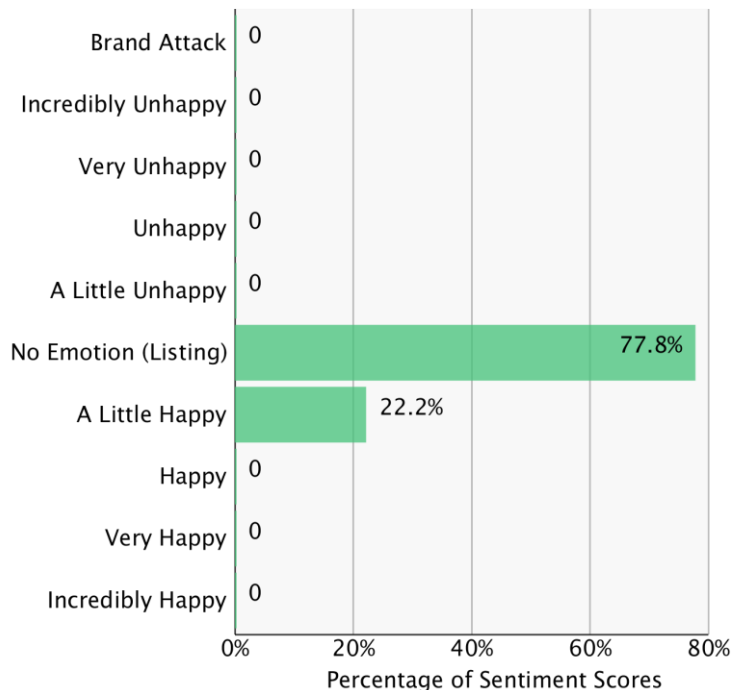
Opportunities-To-See

210 270

Advert-Value Equivalent

R 49 013

Analysis of speaker sentiment



Negative – 0.0%

No negative conversation recorded regarding speakers at Scaleconf.

Neutral – 77.8%

Dominated by consumers sharing the slides of the various speakers as well as discussing aspects of the talks and the speakers themselves.

Positive – 22.2%

25 of 63 mentions were aimed at Mike Jones, who was often listed as attendees' favorite speaker. Robert Stuttaford generated the second highest volume of positive mentions (18).

Speaker conversation themes



Keyword	#	Description	Sentiment
etsy	40	25 shares of @mrtazz's slides (covering his talk on scalability of Etsy). Praise for the talk itself and excitement about hearing him speak. (The 'etsy' keyword was closely linked with the "deployment" keyword)	Neutral to positive
complimentary	15	14 RT's of a tweet stating that 95% of attendees agreed that Mike Jones was the best speaker, while the remaining 5% of attendees stuck the complimentary pens up their noses.	Neutral to positive.
spotlight	12	11 RT's of @scaleconf mentions highlighting speakers at the conference.	Neutral
facebook	13	Discussion about the stats on how Facebook scales (as presented in the talk by Neil Blakey-Milner)	Neutral.

Speaker engagement summary

Speaker	Volume by speaker	Mentions engaging with the speaker	Total OTS	Total AVE
Beat Schwegler	1	1	1 050	R 251
Dale Humby	1	13	14 600	R 3 383
Daniel Fiske	0	2	350	R 94
Daniel Schauenberg	2	42	79 870	R 18 264
David Tinker	3	9	8 450	R 1 987
Mike Jones	13	78	63 670	R 14 978
Miles Ward	8	17	18 820	R 4 413
Neil Blakey-Milner	5	14	11 500	R 2 725
Patrick Turley	1	0	300	R 75
Peter Lockhart	0	1	300	R 75
R.I. Pienaar	0	1	50	R 19
Robert Stuttford	19	21	18 980	R 4 561

There was no conversation recorded associated with Dietrich Featherstone and Simon Ratcliffe

Sponsors

Sponsor conversation statistics

Sponsor sentiment analysis

Sponsor conversation summary

Sponsor conversation: observations

Sponsor conversation overview

Conversation measures

Volume

95

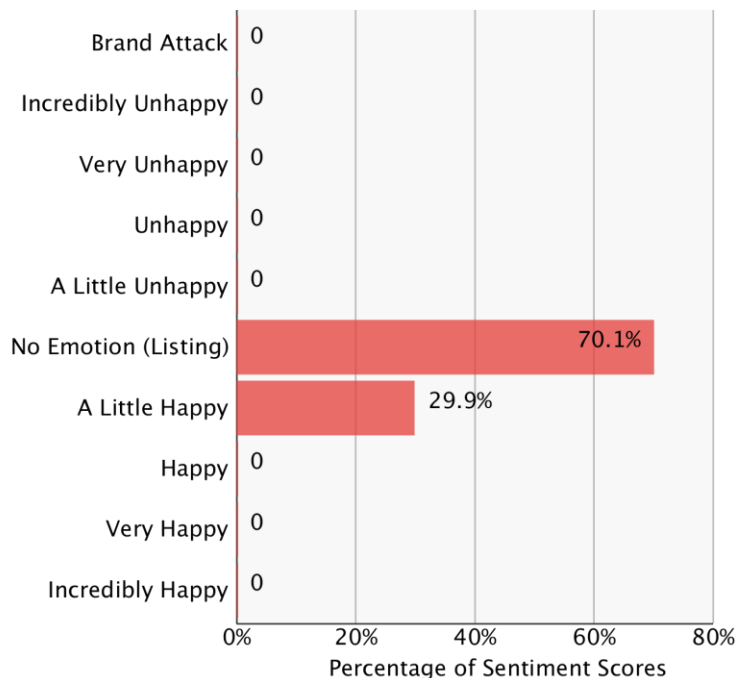
Opportunities-To-See

55 450

Advert-Value Equivalent

R 13 181

Analysis of sponsor sentiment



Negative – 0.0%

No negative conversation recorded regarding the sponsors of Scaleconf.

Neutral – 77.8%

Dominated by consumers sharing the slides of the various speakers (affiliated with sponsoring companies) as well as discussing aspects of the various speaker's talks and the speakers themselves.

Positive – 29.1%

There was a very high proportion of positive conversation recorded. The sponsors that generated the highest volume of positive conversation were RSAWEB (water “nutritional information” and wi-fi), Thoughtworks (coffee) and Amazon (due to Miles Ward’s talk and the umbrella giveaway – consumers found this clever due to the association with the “cloud”).

Sponsor conversation summary

Speaker	#	Themes	OTS	AVE
2go	4	Consumer discussion of the content of the 2go talks. Note on interesting point of scaling users.	1 650	R 401
Amazon	21	Amazon's "game day", mentioning Ubuntu as a benefit of their cloud platform, positive responses to Amazon's approach to scalability and appreciation of the link between the umbrellas and Amazon's cloud work.	9 710	R 2 341
Basho	-	-	-	-
BrandsEye	6	Mentions primarily posted by BrandsEye-affiliated sources. Shared David Tinker's talk title and slides.	5 700	R 1 327
Github	12	Consumers appreciating the fact that Etsy tools are stored on Github for free. A mention by @scaleconf noting that the pre-drinks event was sponsored by Github.	3 830	R 951

Sponsor conversation summary contd.

Sponsor	#	Themes	OTS	AVE
KeyConnections	6	4 of the 6 mentions were posted by sources directly affiliated with Key Connections. 1 consumer RT noting that they sponsored the closing party.	4 350	R 1 023
Praekelt	10	7 mentions posted by Praekelt sources. Mentions primarily focused on the Vumi workshop to be hosted at Praekelt offices	9 710	R 2 341
RSASWeb	19	Thanks for providing free wi-fi, wi-fi usage statistics, appreciation of the “nutritional information” printed on the water bottles and discussion about the RSASWeb’s cloud workshop.	13 010	R 3 068
RightShift	9	Primarily thanks for sponsoring the drinks and pizza at Trenchtown on 19/04/2013	2 400	R 607
ThoughtWorks	8	Exclusively coffee themed conversation, primarily thanks for sponsoring the Vida coffee. Mentioning the coffee bill had hit R 7384.50.	4 250	R 1 016

Observations: Sponsor conversation

- There were **95** mentions recorded that mentioned the sponsors of Scaleconf. These mentions were posted by **47 unique authors**.
- The majority of these mentions related to the content of talks given by representatives of the companies or related to workshops that were held parallel to the conference. Only **26** mentions directly described the companies involved as “sponsors”.
- The high levels of positive conversation affiliated with the event sponsors indicates that conference attendees were appreciative of the efforts the sponsors took to make Scaleconf a success.
- Involving tech related bloggers in future events would be an effective way to increase the online exposure of all companies associated with conference.
- Encouraging sponsors to discuss the conference would not only help increase the exposure generated by Scaleconf in the online space but would also actively promote consumer engagement with the sponsors. The high volumes of positive conversation overall suggests that this would generate positive exposure for the sponsor brands.

Appendix

Definitions

Opportunities-To-See (OTS)

OTS reflects the number of people who would have had the opportunity to see a mention. A tweet from a user with 8 000 followers would account for 8 000 in the total OTS of the conversation. This does not account for the possibility that the mention may not have been seen by the user in their Twitter feed.

Advert Value Equivalent (AVE)

AVE offers a monetary value of the earned conversation. The aim behind the AVE measure is to capture what a company would have paid to expose their brand to the number of people reached by the conversation.

Sentiment analysis

The exact opinion and feeling towards a brand scored according to a 10-point scale:

5 (Celebration) - the highest form of brand endorsement and brand loyalty (very rare)

4 (Acclamation) - when a brand is endorsed and very highly commended

3 (Praise) – when a brand is recognized very positively

2 (Endorsement) – encouraging other readers to use the brand

1 (Listing) – neutral mention of a brand.

-1 (Downplay) - mildly negative sentiment about a brand.

-2 (Concern) – distress/worry about a brand

-3 (Rebuke) – disgust towards a brand

-4 (Anger) - resentment towards a brand

-5 (Emergency) - severe threat to the brand or the community's safety