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## Situation of the Organization

Carpe Lunam Events Association is a British Columbian member-funded non-profit society which was formed in 2018 to allow a group of enthusiastic blockchain nerds to host a recurring biennial cultural convention. Vancouver has a long-standing and fiercely dedicated grassroots cryptocurrency community, from serving as [the site of the world's first Bitcoin ATM](#) to fostering [the longest-standing community decentralization education commons](#).



Vancouver's decentralists have been vocal members of the absurdist, wholesome Dogecoin community, which sprung from a joke coin made to honour the 2010 meme of [Doge, a wise-looking Shiba Inu](#) (*Fig. 1*, right). Since its creation, an overwhelmingly positive and charitable community has arisen around Dogecoin, accomplishing such feats as sponsoring [the Jamaican bobsled team to go to the 2014 Winter Olympics](#) and [a Dogecoin Nascar racer at Talladega Speedway](#).

Dogecoin enthusiasts in other cities have held community “Dogecon” celebrations over the years as well, and so we began to joke about doing one in Vancouver around January 2018. Like the Dogecoin currency itself, the jokes sustained themselves into something paradoxically valuable and meaningful. By the beginning of April 2018, I had crafted our constitution (*Fig. 2*, below) in collaboration with numerous peers, and registered our society as a British Columbian member-funded nonprofit society. In late June 2018, we held [the first instance of Dogecon Vancouver](#), with more than 200 attendees across a 4-day weekend and a budget of approximately \$70,000 CAD.

## Mission and Objectives

CONSTITUTION	
NAME OF SOCIETY	
CARPE LUNAM EVENTS ASSOCIATION	
SOCIETY'S PURPOSES	
<ul style="list-style-type: none"><li>• to organize community events which promote collaborative community dialogue around intentional and ethical design in the disruptive technology field;</li><li>• to provide an accessible platform for grassroots artists, musicians, writers, programmers, and other creators to enhance their visibility within the larger decentralization community; and</li><li>• to support widespread education about decentralization, blockchain technology, voluntarism, and non-hierarchical governance.</li></ul>	
This society is a member-funded society. It is funded primarily by its members to carry on activities for the benefit of its members. On its liquidation or dissolution, this society may distribute its money and other property to its members.	

*Fig. 2 - Carpe Lunam Events Association's Constitution as filed with the BC Societies Registry.*

As demonstrated within our constitution (*Fig. 2* above), the organization was established with the mission of furthering education and dialogue between communities and the disruptive technology sphere. In the words of our president from this project's structured interview, “Carpe Lunam is a non-profit that hosts educational events and content about bitcoin and the greater cryptocurrency industry, and decentralization as a whole” [*Appendix B*]. Thus far, Carpe Lunam Events Association has solely been utilized to enable successful operations for our Dogecon Vancouver conference series, although we've discussed expanding to other decentralization education in the future.

For the first instance of Dogecon Vancouver in 2018, we had an aggressively short lead time (less than 3 months) to an ambitious multi-venue event, so all our objectives were set by necessity. This led us to contract early on with an event management platform I had used for previous large-scale conferences, Whova. Our consistent dissatisfaction with the Whova platform informs the present database design undertaking. As our organization's principles are

deeply aligned with peer-to-peer and open source community norms, an indirect but crucial objective of this design project is the opportunity to share outcomes as a forkable code repository that other conferences can adapt and implement on their own servers.

Broad organizational objectives for the second instance of the Dogecon Vancouver biennial, based upon notes from our recent Annual General Meeting, include the following:

- Recreate the most popular main events, with upgrades and twists;
- Maintain the mystique of many venues and sub-events while reducing the communications channel chaos;
- Create more opportunities for “unconference”-style open track content submission;
- Enable a platform to foster collaborative dialogue across “tribes” for a few magic days.

As I’ll cover later in *Problems and Constraints*, I built upon the existing documentation of our organization and these discussion outcomes from the AGM with a further anonymous survey, and two organizational contact structured interviews (one of which was self-administered). Bringing together our pre-existing resources with these fresh perspectives almost two years later helped tighten the scope and vision for the design I’ll propose below.

## **Operations, Structure, and Size**

As described above, Carpe Lunam is a BC member-funded nonprofit society, which is essentially a nonprofit structure which has limitations on donations and government-funded grants in exchange for less restrictive guidelines around who can be employed by the society and for what purposes. Thus far, Carpe Lunam has operated within an Agile framework by necessity, and essentially “goes into hibernation” between active event periods. During peak operations for Dogecon Vancouver 2018, our association employed about 20 independent contractors, engaged with 15+ independent vendors, and engaged 25+ independent sponsors.

I originally installed my partner, Alex Salkeld, as the president of the association upon its foundation, and designated myself the secretary and treasurer, maintaining all of our filings and paperwork to the present day. At our first Annual General Meeting three months ago, our colleague Rob Myers joined the Board of Directors. All three of Carpe Lunam’s board members have full-time roles elsewhere. In addition to our board members, I’m in discussion with about four individuals as potential operations team additions, to join us on a contract basis from April onward. We will likely contract at least six more team members to help out on a paid basis for the weekend event itself, alongside a projected 20 or more volunteers.

## **Context and Industry**

The cynical and adversarial community attitude of the cryptocurrency scene overall, originating in cypherpunk values from the early overlap in grey hat hacking and cryptography, sets the challenging stage for our organizational operations. The core slogans of the Bitcoin revolution include “DYOR (Do Your Own Research)”, “Don’t trust, *verify*,” and “Not your keys, not your coins!” This subcultural paranoia has been heightened by the significant instances of fraud, hacking, and devastating consequences of user errors in our industry’s short history. In

short, it perfectly aligns with the principles of cryptoeconomics for none of us to trust one another in this sector most of the time.

However, as illustrated in the introduction, Dogecoin presents the fun, wholesome, and whimsical antidote to the woes of this now increasingly mainstream and disillusioned industry. Our unique challenge in 2020, just as in 2018, is to pay homage to the privacy-first principles of our cypherpunk peers while creating space for the giddy Doge meme to give us all space to breathe, in a ceasefire to crypto tribalism. We have to simultaneously surprise the business sector with the earnest legitimacy of our transparent operations, and make a splash in the hospitality sense by designing unique, meaningful, and memorable aesthetics for our attendees to experience. As we discovered in our first 2018 runthrough, the most crucial step to ensure this is clear and open communications of event plans, schedules, and locations.

## Problems and Constraints

I will first briefly describe my data collection methods and why I chose them, then discuss the results of each. As I mentioned previously, we utilized an event content management platform called [Whova](#) for the last instance of this conference, so my user-facing data collection refers back to this previous platform in order to supplement the internal usage statistics that Whova itself had provided us, which showed a 56% attendee adoption rate for the platform and its mobile app. The modular schedule produced by the platform was also viewable on the public web at our event page. After discussing user feedback and organizational interviews, I'll list the resulting problem statements and identify relevant constraints.

Choosing to release an anonymous user survey online was not much of a leap, as it is the traditional methodology for evaluating outcomes and satisfaction in event management. Additionally, as the organization of focus is so small and specialized, I decided to do structured interviews with my partner and myself, so that I could better flesh out the operational needs which supplement end users' desires. I suspect that, though I tried to steer carefully by the data at hand, and didn't begin mapping out my entities and relations until after all data collection was complete, I still subconsciously steered elements of this design with needs that I recognize as the event architect but may have failed to vocalize adequately within this report. Suffice to say, I carry the production schedule for this event series in my very bones, so some of that bias would inevitably guide my hand as a designer.

## Anonymous Survey: Dogecon User Dreams Survey

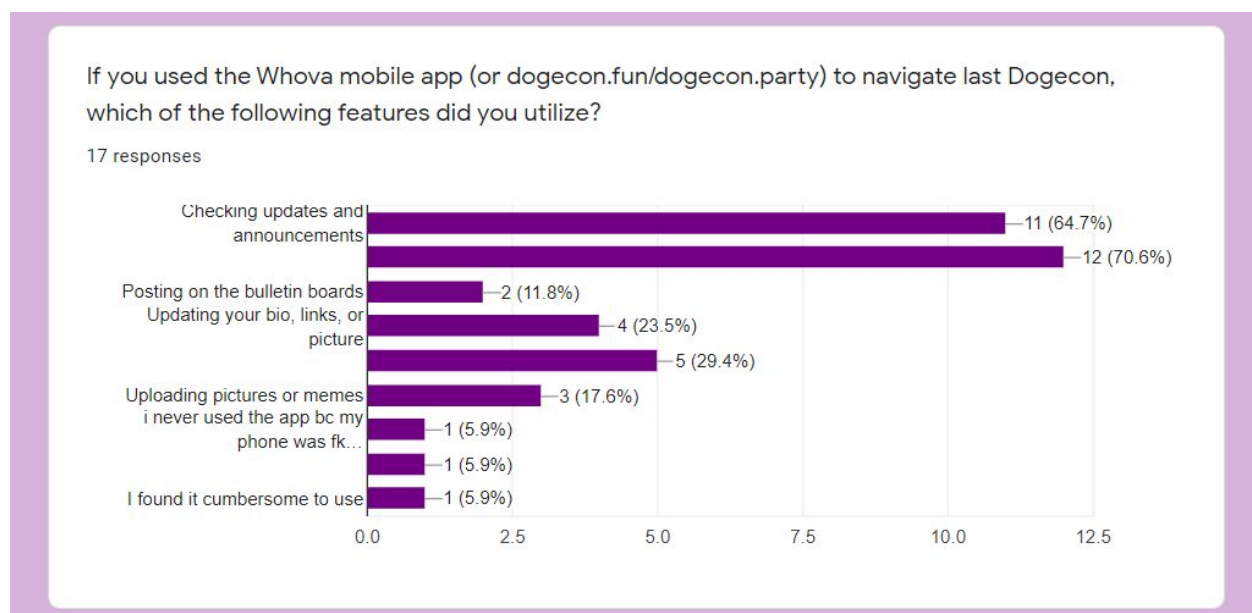
In preparing for Dogecon Vancouver 2020, I sent out a twelve question survey to approximately 130 confirmed attendees from the 2018 conference. One question specifically addressed the previous event management platform and use of its functionality:

If you used the Whova mobile app (or dogecon.fun/dogecon.party) to navigate last Dogecon, which of the following features did you utilize?

- ☐ Checking updates and announcements
- ☐ Checking where and when events were on the schedule
- ☐ Posting on the bulletin boards
- ☐ Updating your bio, links, or picture
- ☐ Exploring speaker or participant bios
- ☐ Uploading pictures or memes
- ☐ Other...

*Fig. 3 - Dogecon User Dreams Survey Question #5 as it appeared to respondents*

Out of 27 total responses to the user survey, 17 responded to this question. I will display the data visualization of these results below as *Fig. 4*, as well as listing them in text:



*Fig. 4 - Tallied Results from Dogecon User Dreams Survey, Question 5*

Results of 17 respondents to Question 5:

- Checking updates and announcements (11 people - 64.7%)
- Checking where and when events were on the schedule (12 people - 70.6%)
- Posting on the bulletin boards (2 people - 11.8%)
- Updating your bio, links, or picture (4 people - 23.5%)
- Exploring speaker or participant bios (5 people - 29.4%)
- Uploading pictures or memes (3 people - 17.6%)

- *Other*: “Talking to that one guy who thinks the earth is flat” (1 - 5.9%)
- *Other*: “i never used the app bc my phone was fkd, had to really on friends” (1 - 5.9%)
- *Other*: “i found it cumbersome to use” (1 - 5.9%)

I steered the statements of need proposed below based on the distribution amongst these seventeen responses. I had assumed that bulletin boards and messaging would be more important to attendees than it appeared to be, so I immediately removed this from my feature priority list. Looking at the list overall, it was clear that checking updates, announcements, and the schedule were by far the top priority, followed by components which enabled networking, communication, and media sharing.

## Organizational Interviews

The interview with the organization’s president [Full text available in *Appendix B*] gave me a great opportunity to translate the aims and constraints of this assignment to relevant terms for our organization within its context as an events management company. I distilled the broader problems/needs question to the following six structured questions:

- First, please give me a brief description of your organization.
- How would you say this organization stands out from others in the industry?
- What sort of information do you think we need to communicate to attendees?
- What sort of information do we need to collect from attendees and potentially store?
- What is the most important information to keep updated during the event?
- What information should very few people have access to?

After completing this structured interview in-person with Alex, I typed up my notes and reflected upon the experience for a few days, before answering the same questions myself. I attempted in my self-reflection [available as *Appendix C*] to avoid repetition of points well-covered in the previous interview, and primarily target operational needs that may not be clearly defined by the user survey outcomes or interview with the president alone. Between these sources and my position as the key architect of this organization and project, I generated the statements of need that follow.

## Statements of Need

### *Needs Statement 1:*

Users need to know where and when things are happening, especially when that *changes*.

### *Needs Statement 2:*

Users need to be able to explore and share bios, contact info, and links.

### *Needs Statement 3:*

Users need to be able to upload and share pictures and other media.

*Needs Statement 4:*

Content contributors need to be able to describe and share media about what they'll be creating at Dogecon.

*Needs Statement 5:*

As little identifiable information as possible should be stored in our system, and any identifiable information that is stored should be accessible by very few people.

While navigating the translation of these statements of need into concrete, achievable objectives, I must also keep in mind the various constraints of this design project. The greatest of these constraints is time- not only does the Term Project have a very specific timeline, I need the functional version of this website to go live for practical use by mid-April at the very latest. I also have some resource constraints- I am working alone, with a few technically proficient peers I can reach out to and bounce ideas off of, but I have to be mindful of scope due to this limitation.

Additionally, as I'm planning to attempt to port this design into the Drupal CMS framework, while I will certainly mock it up in SQL, I have to maintain a certain flexibility throughout the design process due to knowing it will not end up in SQL in its final form. Finally, I have the user-focused constraint of *simplicity*- as one user complained about the frustrating UX of the Whova app, and I bemoaned the same thing multiple times, I must keep from replicating its faults in being simultaneously too complex and too rigid in its fixed categorization.

## Objectives

The statements of need translated into objectives are as follows:

*Objective 1:*

The database will enable Organizers to efficiently update schedule information so that the latest changes are always available for site visitors.

*Objective 2:*

The database will enable registered attendees (Shibes) to add networking and bio info to their own profiles, and explore other Shibes' profiles.

*Objective 3:*

All media files uploaded to the Dogecon database backend will go to one easily tracked storage server so Organizers can access all pictures and videos from the event in one place.

*Objective 4:*

Content contributors will be able to easily update the pages for their planned events, and share pictures, links, and even polls with Shibes who might want to attend.

*Objective 5:*

Organizers will be the only users with significant access privileges, and they will only store Shibes' identifiable information when it is necessary for event operations.

**Scope**

While most of the prioritization of objectives framed above was guided by the user feedback from the anonymous survey, that survey was admittedly mostly focused on content and design questions for the upcoming event, and had very little coverage of the technical platform requirements. In my experience as an organizer, most conference attendees would like to think about the platform they're using during the event as little as possible, and are primarily excited to avoid downloading or installing proprietary, one-time applications. With that being said, I made sure that the frequently selected functionalities from the user survey Question 5 informed the top three priorities for database features in this system design.

With that in mind, I also carefully curated the boundaries of operational scope based as my own judgements as an organizer. For example, the decision to devote time to defining "Independent Volunteers" and "Supervised Volunteers" as separate entity tables was a later development, and may seem like a strangely specific allotment of resources. However, we found that in exchanging free tickets for labour, we get a significant return on operational value by choosing trusted individuals who can serve an unsupervised organizational role for an entire event, e.g. "hang out for the entire Speed Debates event and take as many pictures as possible." While Supervised Volunteers in more entry-level roles are crucial to setup and breakdown, splitting a track for the vital contributions of Ind\_Volunteers, and appropriately denoting the fields to be captured, will pay off in a huge amount of saved administrative time for me as a volunteer coordinator a few months from now.

Another area for potential expansion, which I have suspended for this initial logical design, involves the mapping and documentation of necessary assets for event execution. This will be relatively easy to add to the design once a sufficient proof of concept has been achieved with the main components, and will be a valuable tool to track and assign things like A/V equipment and workshop materials. I realized that, working solo and feeling very new to some of the concepts at hand, it would be best to explore what I've laid out here for a first iteration, and build upon the feedback I receive for improvement. For example, I'm absolutely sure that the Join-Entity Tables I created for CONTENTCOLLAB and LIBATIONS are far from ideal solutions, and look forward to levelling up a bit so I can better demonstrate elegance in the relational elements of this design.

**Users**

Everyone who purchases a ticket to Dogecon 2020, or receives a comped ticket, will have the option to create a login for the website backend and become a user of this information system. However, edit access to the majority of the system will be restricted to the handful of Organizers who will essentially perform the role of database administration. There are a number of exceptions in which different groups of users, as defined within the Roles table, will have



specific upload, edit, and modify access to certain tables and fields. I've made an attempt to colour-code a Roles and Access conceptual map in order to highlight these permissions groups:

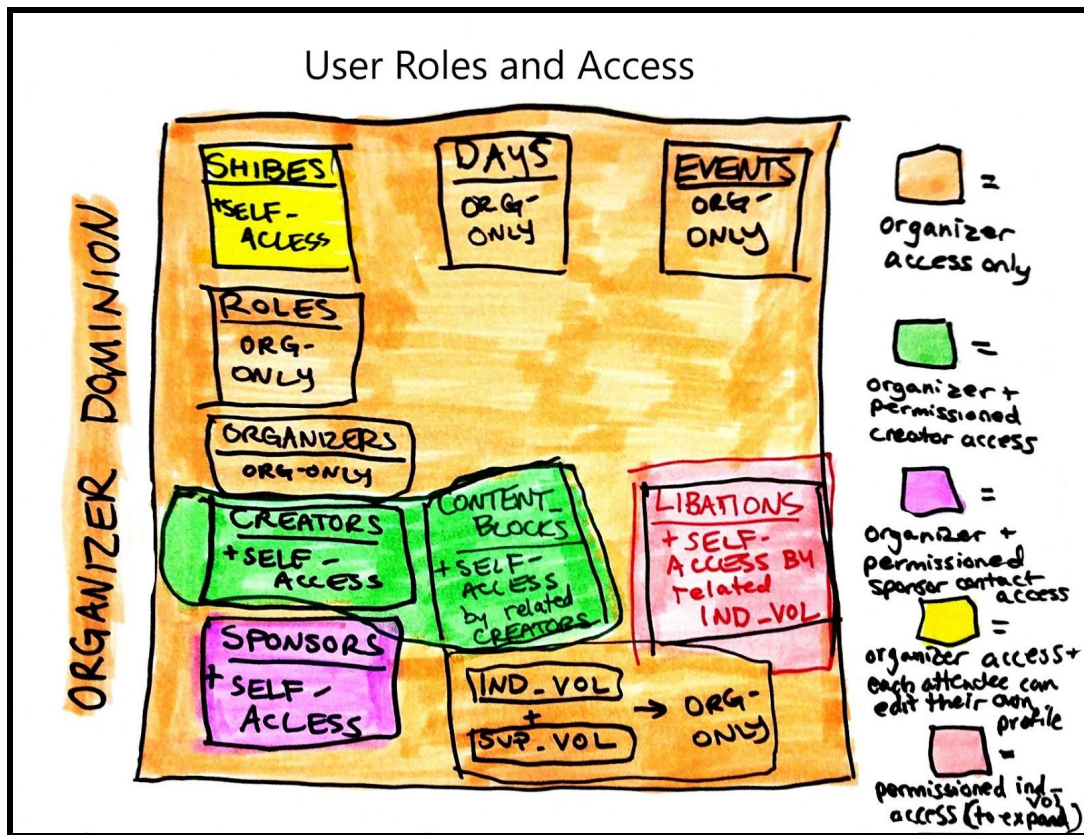


Fig x - Conceptual mockup of access domains for different DB user Roles

In greater detail, the Role-grouped permissions under this proposed design are as follows:

- Each Shibe (registered attendee) can add, remove, or alter all content in their personal profile except their SHIBE\_ID, which is unalterable, and their SHIBE\_EMAIL, which can be altered to another email but not saved as null.
- Although organizers will preload all information and media assets upon creating new Sponsor records, the main contact point for each Sponsor will have edit access to all content which will populate their content page.
- Creators can not only alter all info in their record except CREATOR\_ID, SHIBE\_ID, and CREATOR\_EMAIL, they can edit and alter any CONTENT\_BLOCK they are assigned as creator, or CONTENTCOLLAB contributor.
- A set of permissioned IND\_VOLUNTEERS may be assigned edit control over asset and material tables, in order to efficiently log A/V, operations, and catering plans into the assignable backend inventory.

Overall, this will result in four distinct layers of system access permission:

1. public viewers on [www.dogecon.lol](http://www.dogecon.lol);
2. Shibes who are logged in and can edit their bios, view others' bios, and leave comments;

3. Shibes who have been assigned Creator and/or Sponsor and/or Independent Volunteer Roles, and can edit data blocks they've been assigned access to;
4. and a small group of Organizers with full backend access and editing permissions.

## Boundaries

The Dogecon event backend will be a very self-contained project, and the functionality for attendees is intended to be active for a short period of time. Things like live data storage and responsivity would be more of an issue if this were intended to be a consistently growing project, but when the event is complete, the [www.dogecon.lol](http://www.dogecon.lol) site will be turned into a memory portal just as [www.dogecon.party](http://www.dogecon.party) currently serves for the event previous. Thus, the boundaries of this project, like those of any live event itself, ultimately come down to “whatever can be accomplished well in the brief sprint of available development time.” A key asset here, given the resource and time constraints previously described, will be sticking with technologies I am familiar with and always employing the simplest solution available. This is in part why I chose to restrain myself to a modest list of entities to begin with- it will be important to develop this minimum viable product before trying to achieve any more complex functionality.

Additionally, while one could argue that in the proposed system design there is some inelegant duplication of fields across different Role tables, I would counter that this accommodation actually allows the model useful flexibility for the particular business needs of an event operations association. In a sense, this database wrangles the circus of the “unconference” format in an ideally modular way. The frustration we encountered during 2018 operations was mostly due to the rigidity of the Whova platform’s design. For example, each event content block for any given day was expected to occur at the same venue street address, with a simple “room number” field and no way to designate additional open-ended information or directions.

In contrast, while each of the three event Days has a “main venue” identified, those days’ events can have open-entry text descriptions provided by organizers and updated in real time, to properly communicate how to find the larger group no matter what occurs. Combined with a main-page “announcements” functionality, this will be particularly valuable, as two of our events (a Puppy Parade and a Decentralized Dance Party) will be moving affairs. Thus, many of the decisions that may appear on first glance to be somewhat clunky were in fact made with the specific needs of our zany, multifaceted conference in mind.

## Conceptual Design

### Entity Definitions and Special Terms

The following are the main entities involved in the design, briefly described:

- SHIBES - the Dogecon word for “attendees” - each user redeemed a ticket code to create their login and profile;
- ROLES - the shortlist legend for navigating the primary relational roles a Shibe can aggregate, which all grant different permissions and responsibilities. For each of the

related Role-Tables (e.g. CREATORS, ORGANIZERS, etc) records' ID primary keys will be generated by appending the appropriate role code below to their SHIBE\_ID:

- Organizers - 001
- Creators - 002
- Sponsors - 003
- Ind\_Volunteers - 004
- Sup\_Volunteers - 005
- ORGANIZERS - the core group of admins who control all backend access;
- CREATORS - any speaker, artist, musician, performer, or other original content contributor;
- SPONSORS - any entity which has provided funds or in-kind support for Dogecon;
- IND\_VOLUNTEERS - volunteers approved for independent, skilled, event-based roles, which will be selected from a dropdown menu (photographers, tweeters, livestreamers, etc);
- SUP\_VOLUNTEERS - supervised volunteers, who will serve at least two 4-hour duration shifts under direct guidance from a main organizer, in roles including ushers, ticket desk, and peer support;
- DAYS - each of the three main days of Dogecon 2020 and their relevant details;
- EVENTS - each standalone event that takes place during Dogecon 2020;
- VENUES - each geographical location which Dogecon 2020 occurs at;
- CONTENT\_BLOCKS - each scheduled block of content, from speeches, panels, and workshops, to games and contests;
- LIBATIONS - intersection of events and venues, indicating what types of food and/or alcohol will be available, to cross-query later with attendee food allergies and needs;
- CONTENTCOLLAB - a joining table to create compound CREATOR\_IDs whenever more than one person is presenting in the same content block, so that all CREATOR\_PUBBIOs can be linked appropriately.

In addition to the entities described above, there are a few terms I've repeated throughout the design in order to represent consistent components. These are as follows:

- *ID*: all "IDs" within this design are variants on the original SHIBE\_IDs, which are ten digit numeric strings. The master list of more than 400 SHIBE\_IDs has already been generated and securely stored, with ticket sales of these unique identifier codes beginning last Friday. The unique IDs for ROLE-Tables, such as CREATOR\_ID, will be created by appending ROLE\_IDs to the end of SHIBE\_IDs to generate a new compound UID.
- *Email*: I'd like to briefly exist and justify the existence of multiple email fields under different Role tables. We want to ensure that attendees can alter their SHIBE\_EMAIL at any given time, but for consistency of operations records outside of the DB system, and our general sanity as organizers, we want to ensure that whenever we onboard and confirm a sponsor or content contributor, we capture their specific preferred email for that role and interaction. Thus, a participant may attend Dogecon, and use their personal email for SHIBE\_EMAIL, but be giving a technical workshop on behalf of their employer and thus list their employer address for CREATOR\_EMAIL.

- *URL*: All tables related to event content, material assets, or content-generating roles have a `TABLE_URL` field for each record. This will be the static page URL which can be appended to [www.dogecon.lol](http://www.dogecon.lol) in order to reach the public-facing informational page for that particular element. For example, `CREATOR_URL` will lead you to the public bio for a speaker or musician, `EVENT_URL` will lead you to the event information page for a standalone event, and `VENUE_URL` will lead to the backgrounder about a location, how to get there by multiple modes, and what we plan to do there. Ideally, these will be Markdown files which pull fresh data from the fields within this database.

## Business Rules

### *BR 1: Establishing the Schedule*

Every Event happens on one Day, and one Day will have at least one event, and at least one Venue. Each Event is comprised of at least one Content\_Block, with at least one Creator, *only* one Organizer as “owner,” and may or may not have Ind\_Volunteers, Sup\_Volunteers, Libations records or affiliated Sponsors.

### *BR 2: Updating and Accessing the Schedule*

Every website visitor must be able to access the Schedule (the most recently updated set of Days, Events, and Content\_Blocks as per BR1) at any time, as well as viewing messages about recent Schedule changes. Organizers are responsible for making and announcing these changes.

### *BR 3: Shibe Attendee Networking*

Every Shibe has the option of adding a plaintext bio of <420 characters, a bio pic of 100px x 100px, and multiple social media profile links via a fixed URL profile, and they can navigate other Shibes’ bios when logged into the system.

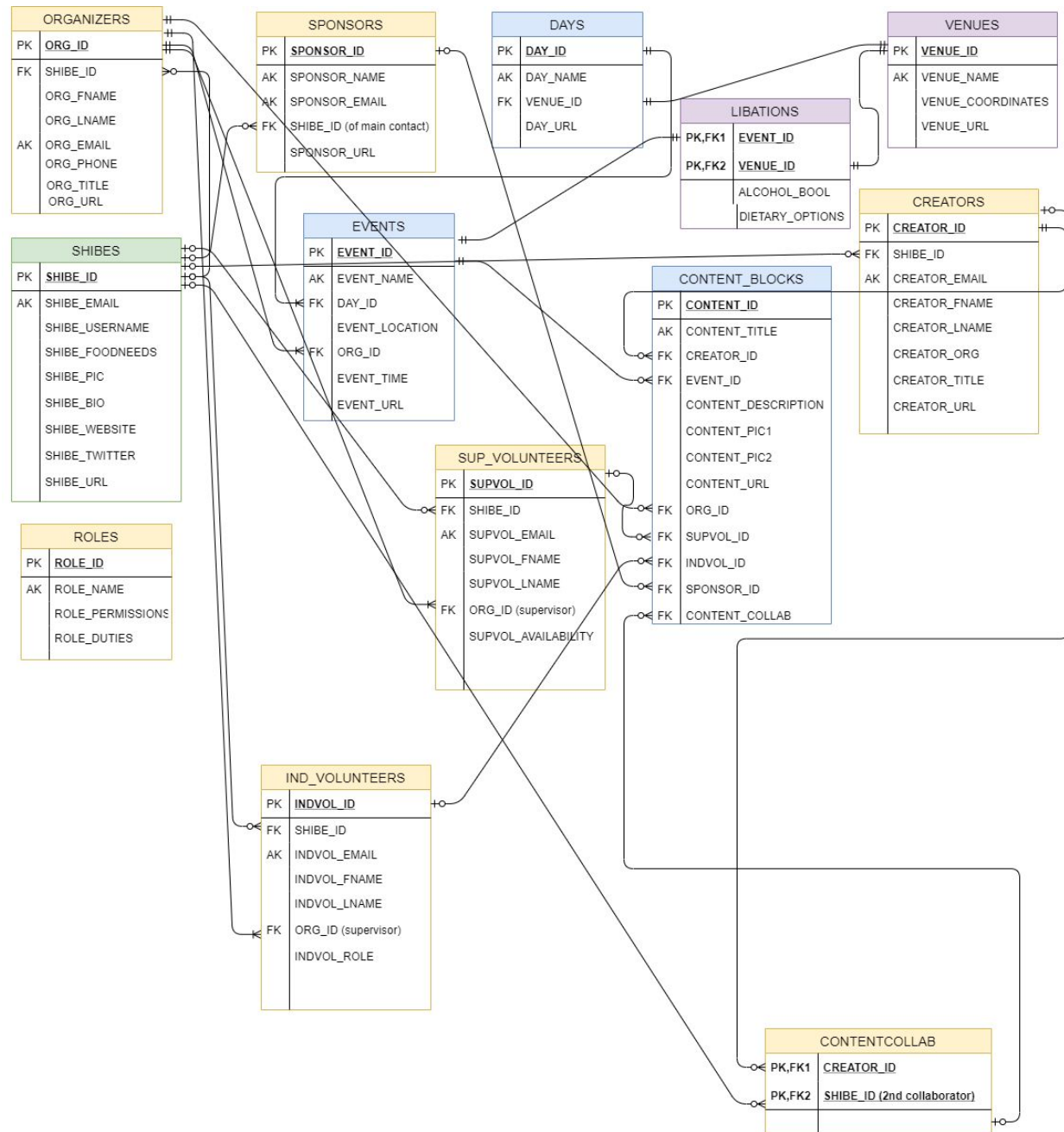
### *BR 4: Public Site Bios*

Every Organizer, Creator, and Sponsor has access to edit/modify/upload media assets to a fixed public bio URL. Organizers also have edit access to all of these fields and pages, and will populate the initial information when generating new Creator and Sponsor records.

### *BR 5: Content and Feedback*

Creators will also have access to edit and modify any Content Blocks they are assigned to, including uploading a plaintext description, up to two pictures, and external links, as well as generating one simple poll and toggling comments off/on. All site visitors can see this content on a static public URL, and Shibes can vote once in any poll and comment as much as they want where this feature is toggled on.

## Appendix A: Entity Relationship Diagram



I attempted to roughly colour-code the types of information being stored in each table.

The *green records* are the standalone core of this system- the influx of “attendees” i.e. Shibes is not generated or influenced by database administrators, but represents real world users joining.

*Yellow records* are related to, and coded by, Roles assigned to Shibes.

*Blue records* represent concepts/plans- the projection element of event management, almost always calendar-linked.

Finally, *purple records* represent material asset tracking- what physical resources we interact with.

## Appendix B: Interview With Carpe Lunam President

**Interviewer:** Chelsea Palmer, Database Designer

**Interviewee:** Alex Salkeld, President, Carpe Lunam Events Association

*Script/questions in italic, answers in plain text.*

*As we discussed, this interview is about the information needs of Carpe Lunam Events Association and the Dogecon Vancouver event series it runs. The larger theme I'm investigating regards any problems or needs we have in relation to collecting, managing, processing, storing, retrieving, and/or manipulating data. I'll read you all the questions then we can work through them one by one.*

*First, please give me a brief description of your organization.*

Carpe Lunam is a non-profit that hosts educational events and content about bitcoin and the greater cryptocurrency industry, and decentralization as a whole.

*How would you say this organization stands out from others in the industry?*

There's an overabundance of conferences and events run by people with a separate agenda, due to the financial nature of this industry, so we try to be the ones to hold ethical, agenda-free conferences and content.

*What sort of information do you think we need to communicate to attendees?*

Leading up to the event:

People need to know what speakers are coming to get them excited, they need to know about content additions as well as when schedule changes are locked in, make sure people who might want to come know when tickets are on sale and when prices will change. We also want to get questions out to attendees about what they want the event to be like.

During the event:

Everyone should always be aware what's happening at any given point, including any changes to the schedule. Communicate who helped the event happen (organizers and sponsors) to the public and attendees. Make sure attendees know who they can contact during the event in case of an issue with another attendee.

*What sort of information do we need to collect from attendees and potentially store?*

Attendees:

Email only for contact info- stored privately. Need a way to poll them throughout the event. Collect their pictures and testimonials (video booths on site). Collect everything they post online in relation to us after the event- getting all public posts backed up right after the event is crucial.

Speakers:

Email *and* preferred method of contact, if other than email- stored very privately. Bio and public information organized and visible. Need to know that lodging is taken care of, help them if it's not. Confirmation that they're coming and know what content they've committed to presenting.

*What is the most important information to keep updated during the event?*

Schedule, to make sure it's very clear where everything is happening as the event is happening in multiple different locations and venues.

*What information should very few people have access to?*

Everyone's contact information. Keep close guard of email list. Logins/passwords. Ability to update things on website. Where speakers are staying.



## Appendix C: Autoethnographic Reflection From Carpe Lunam Secretary

*Written by Chelsea Palmer, reflecting on the same set of structured interview questions from an organizational rather than DB design perspective.*

*First, please give a brief description of your organization.*

Carpe Lunam Events Association is a member-funded nonprofit in BC, which is basically like a community club format. We formed it in order to successfully carry out the Dogecon Vancouver biennial celebration, but our larger mission as stated in our constitution is to encourage decentralization education, and bridge our local Vancouver community with the larger disruptive tech field.

*How would you say this organization stands out from others in the industry?*

We chose the nonprofit format so that we, ya know, could ground ourselves outside of the prioritization of profit. I had run so many crypto conferences for other people, and always saw when organizers could make a profit, it turned very quickly into pay-to-speak affairs. We want to make sure content stays symbiotic to sponsorship, not beholden to it, and create space for the organic community of grassroots crypto nerds to celebrate, perform, learn, and play together.

*What sort of information do you think we need to communicate to attendees?*

What's going on, where and when, but more importantly, what opportunities they have to participate hands-on and shape this. We need to figure out how to appropriately communicate how wildly different this is from a normal "conference" format without sounding like raving decentralist lunatics. Also, folks who are new to Vancouver will need help and direction getting around and getting their personal needs met.

*What sort of information do we need to collect from attendees and potentially store?*

*Vitality* - what email we can reach them at, whether they have any dire food allergies or pressing needs in their time at Dogecon.

*Less Vitality* - food preferences, voluntary social demographics (where'd you come to Dogecon from, and what drew you here?), self-selected bio and preferred social media contact links.

Whether they want to participate in the open tracks, and if so, when and what.

*What is the most important information to keep updated during the event?*

The Schedule. Where and when things are happening on a larger fixed scale; and in some highlighted area of the site, where there are people right now and approximately what they are



doing. How to reach out to staff if you need help. How to get around Vancouver, if any weird transit/protest/catastrophe things arise.

*What information should very few people have access to?*

Logins and account access info. Any even remotely identifiable real-world information about attendees, especially anything beyond what they've voluntarily posted on their own profiles.