PowerShell Saturday Chicago

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Table of Contents

Executive Summary

PowerShell Saturday Chicago will be held on Saturday, June 13th, 2020 at Benedictine University in Lisle, Illinois. Our goal is to provide a one-day event with 3 tracks focusing on PowerShell Basics (101), DevOps/Cloud and Security. The day will contain 3 tracks with each track containing 5 speakers, and finally ending the day with a panel discussion.

Mission Statement

To provide a professional single day 100-300 level conference focusing on PowerShell Basics, DevOps/Cloud and Security at a low cost to administrators in the Chicagoland area.

Event Details

Event Description

PowerShell has gone from a basic Windows Administration tool to a powerful automation and configuration management framework capable of running on Linux, macOS, and Windows. It can be used to create and configure entire cloud environments, configure virtualization hypervisors, set up networking switches, and a whole lot more. Chicago's PowerShell Saturday conference is a two-day event for the IT pro, as well as the IT novice, aimed at helping others learn, develop and master PowerShell.

Schedule

	PowerShell 101	DevOps/Cloud	Security
8:00 - 9:00 AM	*Registration / Breakfast – Goodwin 411*		
9:00 - 9:45 AM	Talk 1	Talk 1	Talk 1
9:45 - 10:00 AM	Break	Break	Break
10:00 - 10:45 AM	Talk 2	Talk 2	Talk 2
10:45 - 11:00 AM	Break	Break	Break
11:00 - 11:45 AM	Talk 3	Talk 3	Talk 3
11:45 - 1:00 PM	Lunch	Lunch	Lunch
1:00 - 1:45 PM	Talk 4	Talk 4	Talk 4
1:45 - 2:00 PM	Break	Break	Break
2:00 - 2:45 PM	Talk 5	Talk 5	Talk 5
2:45 - 3:00 PM	Break	Break	Break
3:00 - 3:45 PM	*Panel Discussion – Goodwin 411*		
3:45 - 4:00 PM	*Break – Goodwin 411*		
4:00 - 4:30 PM	*Raffle – Goodwin 411*		

Location

3 classrooms have been requested at Benedictine University located at 5700 College Rd, Lisle, IL 60532. 321, 317, ### (TBA), Goodwin Lobby, and Goodwin 411 (Banquet Hall).

Benedictine University is near tollway 88, and 355. It is approximately 2 miles from the Metra train station (BNSF line) which goes east into Chicago (Union Station) and west to Aurora. O'Hare International Airport (OHD) is 23 miles away, and Midway International Airport (MDW) is 27 miles away.

Hotel & Accommodations

We have reached out to several hotels in Naperville off Freedom Drive and Diehl Road for special group pricing. There are 8 hotels in this area for consideration. There are around 12 restaurants within walking distance. The hotel is approximately 2.5 miles from the conference venue.

Audience/Attendance

- Attendance goal is 60 registered participants
- Covered and uncovered parking is free at the location

Communication Strategy

Our communication strategy is as follows:

1. Create advanced awareness of the event on social media and other mediums
2. Communicate the key event registration dates and event sessions
3. Communicate the keynote speaker for Saturday
4. Motivate students, and IT professionals in and around the area
5. Reach out to people in the IT profession at schools, MSP's, consultants, etc.
6. Promote event at local user group
7. Educate participants on the value of the event
8. Address any questions and concerns prior to the event

Marketing Plan

Target market is the Chicagoland area and major cities with in a 3-hour drive including, Milwaukee WI, Indianapolis, IN, and Madison, WI. A few cites outside of the 3-hour drive will also be targeted including St. Louis, MO, Minneapolis, MN, and Detroit, MI.

The primary form of marketing will be through social media via Twitter with other communications coming via Meetup.com, Facebook, Reddit, and LinkedIn. We will be reaching out to leaders of local meetups that have a focus in PowerShell/DevOps in their respective cities.

Finances

Accounting will be handled by the local team members; however, the DevOps Collective will hold the money and assist with ticket sales, paying of vendors and speakers.

Pre-Conference

The event organizers have decided to **not** peruse a pre-conference event for the first year. Should this event become an annual conference, we will re-examine the possibility based on past results and attendance.

Event Fees

Event fees will be $75.00 dollars per person. This price includes breakfast and lunch.

We are also offering a sponsorship package and hope to have all of expenses paid for by sponsors. We are modeling the PowerShell Saturday Raleigh model for sponsorships. Their flyer can be seen here (https://rtpsug.com/pssaturday/sponsorships). We are working on modifying it to fit our needs. We are targeting $5,000.00 in sponsorships from local business.

Speakers/Presentations

A call for topics will go out January 1, 2020 and will be open until March 1, 2020. During this time, we will accept purposed topics and abstracts from potential speakers/presenters. We will use Social media including but not limited to Slack, Facebook, and Twitter to advertise the call for topics. The event organizers will also work on backup presentations as a retention plan.

We are planning on reimbursing key speakers and speakers that present on Friday and Saturday. We are hoping to follow the model set forth by SQL Saturday in which presenters are not paid for PowerShell Saturday. If we are unable to get enough speakers and sessions lined up, we will adjust or payment model for speakers and increase the price of the conference. This decision will be made before February 1, 2020.

Budget

Below is the budget that has been created thus far. There are still a lot of unknowns right now around pricing of food and beverages. Prices are subject to change between now and the time we place our order.

See Appendixes below for a copy of our current budget.

Appendix

I – Budget (Saturday)

Number of Attendees	60	
Ticket Price	$75.00	
Income from Tickets	$4,500.00	
Income from Sponsors	$0,000.00	
Total Income	$4,500.00	

Item	Per Person/Quantity	Total
Lunch	$12.00	$ 720.00
Breakfast	$8.00	$ 480.00
Coffee Bar	$5.00	$ 300.00
Afternoon Snacks	$3.00	$ 180.00
Venue Costs		
Goodwin 411 (Banquet)	1	$ 800.00
Goodwin 321	1	$ 300.00
Goodwin 317	1	$ 150.00
Goodwin ##	1	$ 325.00
Goodwin Lobby	1	$600.00
Speakers		$ 0.00
Hotels		$ 0.00
		$ -
		$ -
		$ -
Total Expenses		$ 3,855.00
Gross Income		$ 645.00