PowerShell Saturday Chattanooga

Chattanooga, TN

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Executive Summary

PowerShell Saturday Chattanooga will be help on Saturday August 11, 2018 at Chattanooga State Community College in Chattanooga TN., Our goal is to provide a one day event focusing in PowerShell, DevOps, Window server administration and day-to-day automation. This will be an action-packed day with 5 one hour sessions with guest speakers from around the area presenting. Representatives from Microsoft will also be in attendance to present / be available to answer real world questions that individuals may have.

Mission Statement

To provide a professional level, 1 day 100-200 level conference focusing on PowerShell and Devops at a low cost to administrators in the Chattanooga and surrounding areas.

Event Details

Event Description

PowerShell has gained ground as the defacto administration tool for the Windows Operating System. From server and workstation administration to automation, PowerShell has proven its capabilities. Join us in taking a deep dive into what makes PowerShell the number one tool in a Windows admin's toolbox. We will have three tracts of course material with guess speakers from our local community as well as Microsoft. Subjects include; <something>, <something>, and <something>.

Location

3 auditorium classrooms have been reserved at Chattanooga State Community College located at 4501 Amnicola Hwy, Chattanooga, TN 37406. HSC 1083, 1085, 1087 as well as a conference room to be used as a headquarters.

Audience/Attendance

- *Attendance goal is 75 registered participants.*
- *We will work with the Chattanooga visitor's bureau to submit a bid for a preferred hotel to get a discounted rate.*
- *Parking is free at the location with easy access off Amnicola Hwy.*

Communication Strategy

Our communication objectives are as follows

- *Create advance awareness of the event*

- *Clearly define the event's purpose*

- *Communicate the key event registration dates*

- *Communicate the key dates for the event sessions*

- *Proactively influence community engagement*

- *Motivate students, developers, and IT professionals to attend*

- *Educate participants on the value of the event*

- *Address any questions and concerns prior to the event*

Marketing Plan

Target market is Chattanooga TN, and major cities with in a 3-hour drive including, Knoxville TN, Nashville, TN, Atlanta, GA, Huntsville AL, Birmingham AL. A few cites outside of the 3-hour drive will also be targeted including Lexington KY, and Memphis TN.

The primary form of marketing will be through social media via our twitter account and communications via Meetup.com. 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 Dev Ops Collective will hold the money and assist with ticket sales, paying of vendors and speakers.

Pre-Conference

The event organizers are still debating on if we should attempt a pre-conference; as well as the PowerShell Saturday. This will be decided by January 1, 2018 so that promotional materials can be created and 1-2 speakers can be secured.

Event Fees

Event fees will be $25 dollars per person. This price includes lunch.

This price does not include admission to the 1 day Pre-Conference.

We are also offering a sponsorship package and hope to have all of expenses paid for by sponsors. We are modeling the SQL Saturday Chattanooga model for sponsorships. Their flyer can be seen here (http://www.sqlsaturday.com/624/Sponsors/SponsorPlan.aspx). We are working on modifying it to fit our needs. We are targeting $5000 in sponsor ships from local business. This will offset the travel cost for speakers.

Speakers/Presentations

A call for topics will go out October 1, 2017 and will be open until December 31, 2018. 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 are also working on backup presentations as a backup plan.

We are planning on reimbursing 'Head Line' speakers and speakers that present at the pre-conference (if one is held). 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 Janurary1, 2018.

Budget

Below is the budget that has been created thus far. There are still a lot of unknowns now around pricing of food and beverages. The expenses (including food & snacks) that are listed below are prices form potential vendors as of 8/25/2017. Prices are subject to change between now and the time we place our order.

See Appendix I below for a copy of our current budget.

Appendix

I - Budget

Number of Attendees	75	
Ticket Price	$25.00	
Income from Tickets	$1,875.00	
Income from Sponsors	$5,000.00	
Total Income	$6,875.00	

Expenses	Per Person/Quantity	Total
Lunch	$10.00	$ 750.00
Breakfast	$5.00	$ 375.00
Coffee Bar	$5.00	$ 375.00
Afternoon Snacks	$5.00	$ 375.00
		$ -
Marketing Items	1	$ 500.00
Promotional Items	1	$ 1,000.00
Speakers		$ 1,000.00
Hotels		$ 1,000.00
		$ -
		$ -
		$ -
Total Expenses		$ 5,375.00
Gross Income		$ 1,500.00