



DevOpsDays Zurich: Bigger is not always better

Nadine Broghammer, Dirk Lehmann | 03.09.2024 | DevOpsDays Global Organizer Summit

2017 DevOpsDays is coming to Switzerland for the first time!



- # of attendees: ~200
- Capacity of venue: 250 (300m²)
- Core team members: 12
- Supporters on-site: ~4
- # of sponsors: 18

2018 We are back for the second round of DevOpsDays



- **# of attendees:** 250
- **Capacity of venue:** 250 (300m²)
- **Core team members:** 12
- **Supporters on-site:** ~4
- **# of sponsors:** 15



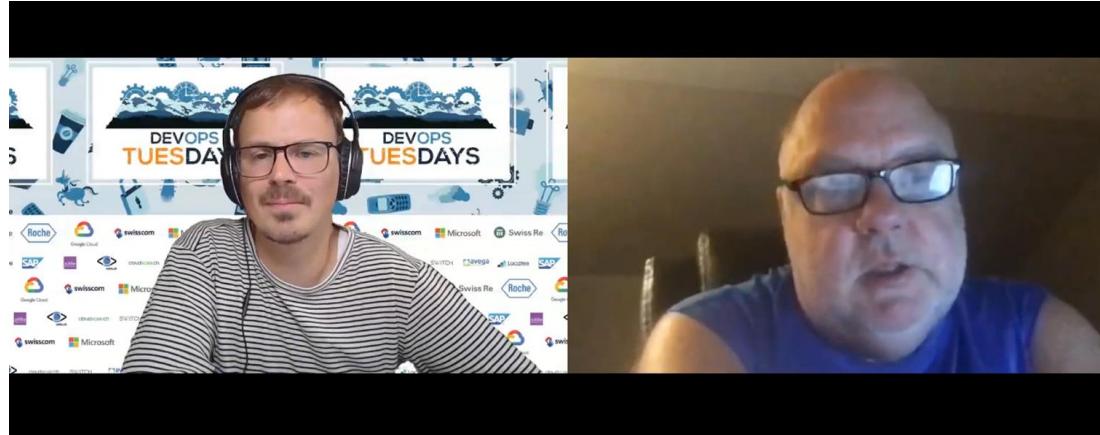
2019 Harder, Better, Faster, Stronger



- # of attendees: ~500
- Capacity of venue: ~600 (3000m²)
- Core team members: 16
- Supporters on-site: ~19
- # of sponsors: 15



2020 DevOpsTuesDays



How some security people see DevOps

A cartoon illustration on a blue background. It features a white unicorn on the left with the word "DevOps" written on its side. A white figure on the right, labeled "Sec", is holding a paintbrush and painting a rainbow onto a cloud. The slide credit "Slide Credit: Pete Cheslock" and the handle "@WeHackPurple" are visible at the bottom.

A video call interface showing two women. The woman on the left has purple hair and is wearing an orange top. The woman on the right is wearing glasses and a white top. They are both looking towards the camera.



Kibble observes dogfood.



- **# of attendees:** ~30 (avg. all sessions)
- **Capacity of venue:** ∞ (The internet)
- **Core team members:** 8
- **Supporters on-site:** 0
- **# of sponsors:** 12



2021 Stronger than COVID



- # of attendees: 250
- Capacity of venue: 250 (300m²)
- Core team members: 15
- Supporters on-site: ~6
- # of sponsors: 16





- # of attendees: 250
- Capacity of venue: 250 (300m²)
- Core team members: 11
- Supporters on-site: ~10
- # of sponsors: 22

Sold out
2 weeks
in advance



2022 Back to normal

2023 Together for a sustainable future



- # of attendees: 250
- Capacity of venue: 250 (300m²)
- Core team members: 10
- Supporters on-site: ~12
- # of sponsors: 22

Sold out
7 weeks
in advance



2024 To infinity and beyond



- # of attendees: 250
- Capacity of venue: 250 (300m²)
- Core team members: 12
- Supporters on-site: ~16
- # of sponsors: 18

Sold out
9 weeks
in advance



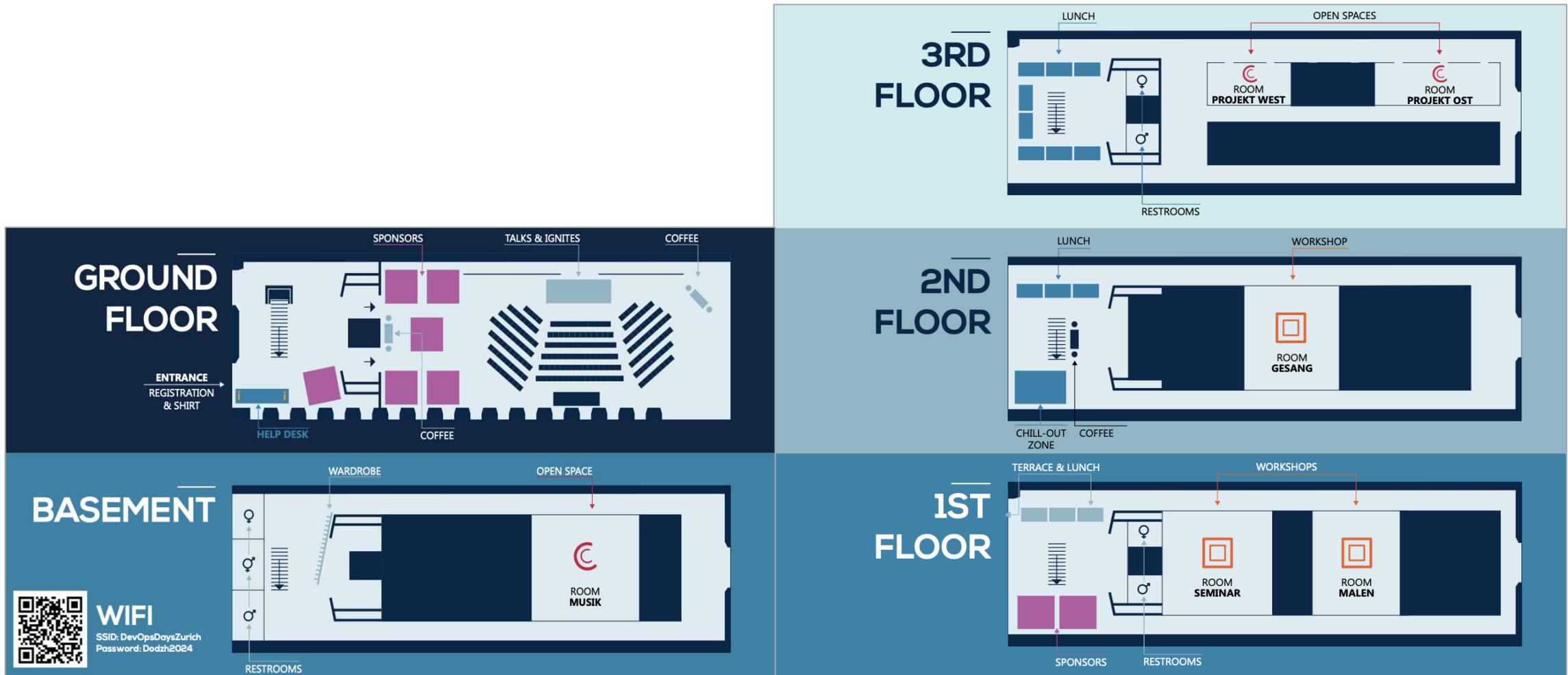


The Universe expands
Why aren't we?

Current venue: Alte Kaserne, Winterthur



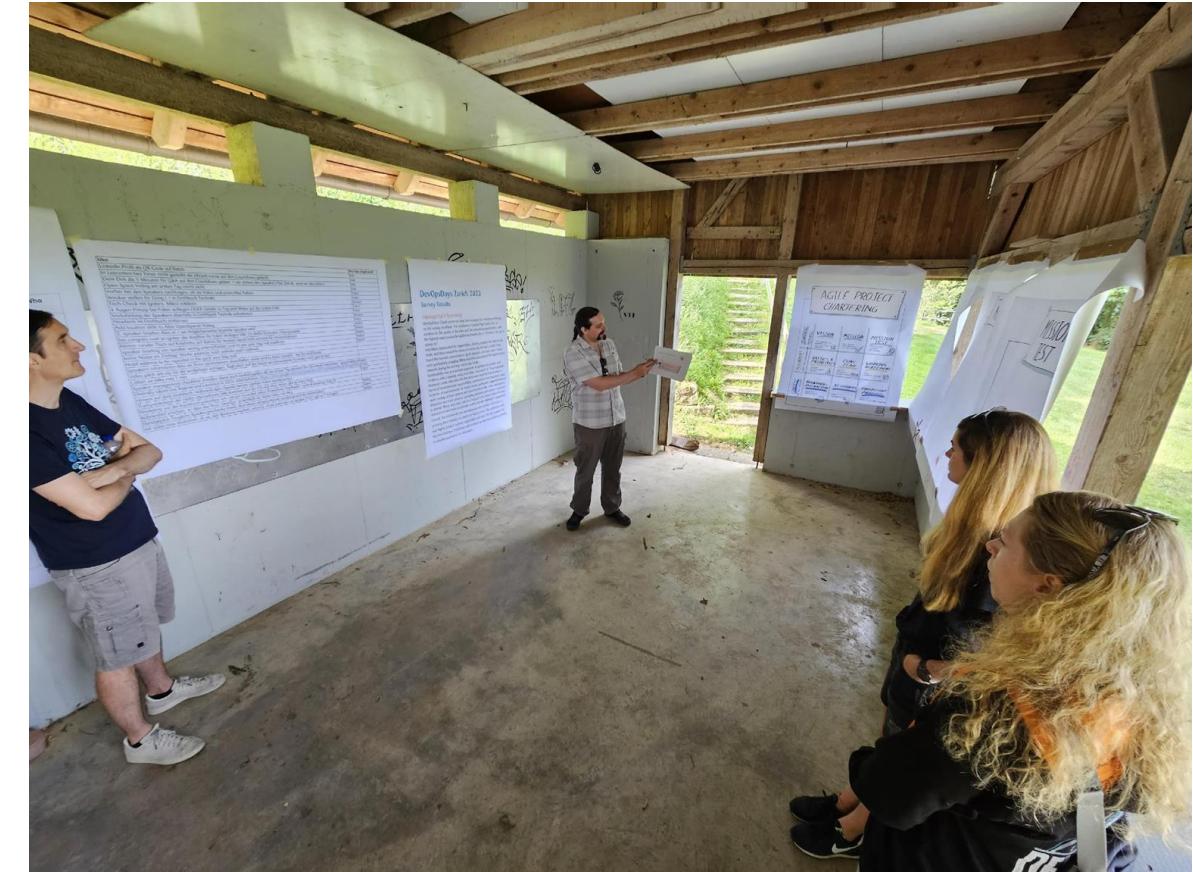
Current venue: Alte Kaserne, Winterthur



Quantitative: Trade-Off Analysis

We used the ATAM (Architecture Trade-off Analysis Method) to evaluate if we should scale:

- Identify the options
- Identify the criteria
- Rate the options according to the criteria
 - 2 very good / very satisfied
 - 1 good / satisfied
 - 0 neutral
 - -1 bad / dissatisfied
 - -2 very bad / very dissatisfied
- Sum up the ratings
- Analyse the result
- Take a decision



Quantitative: Trade-Off Analysis results

Criteria ↓ Options →	Don't scale	New Location	Live Streams	Hybrid	Food Concept	2 x Zürich	Bern & Zürich
Time Effort	0	-1	-2	-2	-1	-1	-2
Staff	1	2	1	1	1	2	2
Sponsors	-1	2	0	0	-1	2	2
Participants	2	2	2	2	-1	2	2
Speaker	2	2	2	2	1	1	2
Community	-1	2	0	1	1	2	1
Location	1	2	1	1	-1	1	1
Risk	2	-2	1	-2	-1	-2	-2
Competition	2	2	2	2	2	2	-1
Finances	2	-2	1	0	1	-1	-2
Department: Tech	2	2	-2	-2	2	1	2
Department: Moderator	2	2	2	1	2	-1	1
Department: Location	2	1	2	2	1	2	2
Department: Speaker	2	2	2	2	2	-1	-1
Department: Sponsor	1	2	2	2	1	2	-1
Department: Staff	1	1	1	1	-1	0	1
Department: PO	2	2	2	2	2	2	1
Department: SM	2	2	2	2	2	2	1
...
Total	41	39	35	28	26	26	10
Median	2,0	2,0	2,0	2,0	1,0	1,0	1,0
Not weighted	13,6	8,6	7,4	0,2	0,3	6,9	-2,6
Weighted	43	37	33	22	24	24	4

Rating:

2 very good / very satisfied | 1 good / satisfied | 0 neutral | -1 bad / dissatisfied | -2 very bad / very dissatisfied

Qualitative: Community first!



DevOpsDays Zurich Vision

For the English understanding DevOps Community, 200 ~~kilometres~~ around Zurich,
Who wants to learn and network and share,
The DevOpsDays Zurich is a 2 day on side single track conference,
That has top topics, networking opportunities, and like-minded people, and is inspiring, motivating,
intense and holistic,
Unlike commercial conferences,
Our ~~conference has~~ Heart's Blood (Herzblut) is affordable, holistic and community-based.

Mission

Our mission is to organize the DevOpsDays Zurich and to build up the DevOps Community.

Mission Test

- Sold out conference.
- Great Feedback

Values and Principles

- Diversity
- Open mind
- Ease (Löckerheit)





Bigger is not always better

