

RubyShift 2011

Dnipropetrovsk, Ukraine
October 22—23, 2011

CONFERENCE CONCEPT PAPER

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Concept Paper

RubyShift 2011
Second Conference on Ruby Programming Language
in Eastern Europe

DNIPROPETROVSK, UKRAINE
OCTOBER 22—23, 2011

Summary

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Dates:	October 22 — 23, 2011 (2 days)
Venue:	Dnipropetrovsk, Ukraine
Organized by:	Volunteer Rubyists; collaboration of Ruby Groups of Ukraine, Germany and Netherlands
Country:	Ukraine
Participants:	250 participants from Europe, United States, Ukraine, Russian Federation, Belorussia, Brazil
Working languages:	English, Russian (with translation)
Overall theme:	Ruby, Ruby on Rails, Data Analysis, Evented Systems, Continuous Integration and Distributed Testing, Metaprogramming, HighLoad, Interfaces
Mission:	The overall goal is to increase motivation of digging deeper into Ruby for junior- and middle-level developers.

Conference Overview

Background

RubyShift 2011 is the second conference on Ruby programming language in Eastern Europe. More than 250 people from across the globe will attend keynotes, speeches, lightning talks, workshops, panel discussions as well as social events to broaden their horizon. For the second time, RubyShift will be held in Dnipropetrovsk, Ukraine.

Audience Profile

Developers, engineers, and managers from companies of all sizes; efficiency-minded CxOs, strategists and business developers, technology evangelists and entrepreneurs.

Demographics

We expect about 25% of attendees from abroad (from all over Europe) and the rest of the attendees from former USSR countries and an audience of at least 250 attendees.

Finance

RubyShift is a non-profit event and the organizing committee is working voluntarily. The main funds need to be provided by our partners in order to give attendees the opportunity of joining RubyShift 2011 for the lowest fee possible. Further expenses are for rentage, organization, audio/video equipment, recording and post-production, social events and marketing. Partner support will directly contribute to making RubyShift 2011 a truly unforgettable experience.

Past Speakers

At the first RubyShift conference last year we had some of the best speakers ever attended Ukraine including Yehuda Katz and Michael Klishin.

Partners

The conference aims at creating sustainable value for our partners. They will benefit from the following advantages:

- Connecting with highly motivated developers
- Exchanging insights with representatives of other companies
- Influencing the issues discussed by leading a workshop
- Raising brand awareness among Europe's leading developers

Further information can be found in the sponsorship options below.

Organization

Venue

RubyShift 2011 will take place at the Potyomkin Palace in the central park area near the river bank of Dnipropetrovsk, Ukraine. The venue has been built in 1789 and has 3 halls with total capacity for up to 750 people. The total area of the venue is 5600 sq. meters (~60,500 sq. feet).

Schedule

Our draft schedule includes 1 keynote, 4 talks, 1 master class and 3 lighting talks on the first day and 1 keynote; 3 talks and 3 lighting talks and 1 master class on the second day of the conference. Each keynote and talk is 45 minutes long, each lighting talk is 15 minutes long. The after-party on the first day is an organized activity.

Accommodation

Attendees will get several hotel options at the special conference rate starting the day before registration. They will have breakfast, lunch and dinner at the venue.

Speakers

This year we open a call for presentation proposals with total of 7 keynote speakers selected from proposals. Another 2 speakers will be invited by the organizing committee.