



**satRday**  
**Cardiff**  
**2019**

# satRday - About



- satRday is an **international event** that was launched in 2016.
- satRday has been sponsored by the **RConsortium**, the Linux Foundation's open source project supporting the international R community.
- It's a (relatively) recent project: we aim at organizing one event per continent per quarter.
- Each event usually attracts between 100 and 250 participants.
- The events are always organised with involvement from the local community.

# The satRday philosophy

## Open, and Open source

Everybody can organise a satRday as long as it follows these requirements:

- The main event must happen on a **Saturday**
- The event must operate under a **Code of Conduct** and have a **strong commitment to increasing the diversity of speakers and attendees**
- The ticket price to attend the Saturday for an industry person must **cost less than 8 hours of minimum wage work**
- The event has a **pot of free tickets available for people who can't afford the full cost**
- Speakers should not be required to pay the attendance fee
- There should be a **mechanism to encourage and mentor new speakers**
- The event should be **volunteer run**
- **Excess funds should support the local community** whether that's the user group, holding the funds over for your next satRday, or arranging a prominent international speaker to come and do a workshop during the next year

# Why sponsor satRday?

Some good reasons to sponsor a satRday:

- satRday is organized by **volunteers**: by sponsoring the event, you show your support to the local R/Open source community.
- satRday is non-profit: sponsorships and profits (if any) will be **reinvested into community events**.
- satRday is "low-cost": we want to **set the ticket at the lowest possible price**. This is only possible thanks to our sponsors.
- satRday is "at the cutting edge": this conference aims to invite keynote speakers who are **leaders in their field of expertise**.
- satRday is "for everyone": the program is **prepared to suit both beginners and advanced users**.
- satRday is inclusive: by sponsoring this event, you **contribute to the effort to include minorities in the tech/data science sector**.

# How to sponsor satRday?

How can you help satRday?

- **Bronze - General - £100**

- Logo displayed on website
- Booth (table, chairs, power)
- Announcement on [satRdays twitter](#)

- **Silver - Coffee - £300**

- Everything in Bronze +
- Branding prominently displayed in the coffee break
- Announcement during the coffee break

- **Gold - Lunch - £600**

- Everything in Bronze +
- Branding prominently displayed during lunch
- Announcement during lunch

- **Platinum - Keynote - £1000**

- Everything in Bronze +
- Slide displayed before the keynote
- Announcement before the keynote

# Raffles

- Feel free to run a raffle, no matter the sponsorship tier
- Raffle announcement and prize giving will be at the end of the conference event (~5pm)
- Please communicate your interest to [satrday.cardiff@gmail.com](mailto:satrday.cardiff@gmail.com) before hand, this will help with scheduling and organisation

# Cardiff 2019

## The Organising team

- CaRdiff R User Group
  - Community run R user group for all levels founded in 2015 to provide informal training and support
- Forwards
  - Leading the R community forwards in widening the participation of women and other under-represented groups

# About R

satRday is a conference focused on R, **the main open source language** for Data Science.



- R is **open source** : free and open source.
- R is **everywhere** : used by **university, researchers, and industry**.
- R has proven itself: it celebrated its **25th birthday** this year.
- R is used everywhere: Airbnb, BBC, Booking, Ebay, Facebook, Google, Microsoft, Netflix, Twitter, Uber...

R is today the **lingua franca of Data Science**, and has become a real professional asset, whatever the sector of expertise.

R users can be found everywhere: in the private sector, with energy, finance, banking, the pharmaceutical industry, marketing, online commerce, as well as in the public sector, where R is used in many ministries.

# To know more

## **satRday**

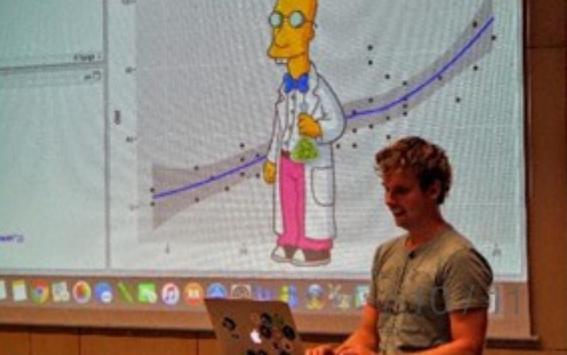
- satRday : <https://satrdays.org/>
- Knowledge Base : <https://knowledgebase.satrdays.org/>

## **R Consortium**

- RConsortium : <https://www.r-consortium.org/>

## **R**

- About R : <https://www.r-project.org/>
- Companies using R : <https://github.com/ThinkR-open/companies-using-r>



# Contact

## Cardiff SatRday

**satrday.cardiff@gmail.com**

Thanks From  
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