**1. Background**

PA DevCon is the first developers conference in Central PA. The conference is sponsored by Technology Council of Central PA, Harrisburg University, Delloitte, PWC, Fresh Roasted Hosting. The conference is aimed at software developers in Central PA to learn new technologies and processes from industry leaders.

**2. Objectives**

We want a website that will inform people of the conference, showcase the speakers involved, include sponsor pages, and allow for people to see the schedule of events and sign up for them as well.

**3. Reason for planning a redesign**

We’ve never had a website for the conference before as this is the first time we are planning it.

**4. Current website**

We don’t care what platform, we just want our webmaster the ability to update information. This person knows how to edit HTML and CSS

**5. Other systems you use**

We’re using Listrak for the email marketing campaign, and we have a Facebook and Twitter account to push out update

**6. Timescale**

3 months to design and build the site so we can hit launch date June 2012\*. The Conference is the first Friday, Saturday and Sunday in October

**7. Content**

Homepage

About Page > Include a blurb about the organizers

Register Page >

Sponsors Page > with their own individual pages

Speakers Page > With their own bio pages (22 speakers)

Schedule Page > With their own deep dive pages

Conference Policy and Legal Page

**9. Your budget**

$8,000 for a flat or WordPress site

**10. Staff resources and decision making**

Project Manager - Jeanie Geddy: will provide all copy and necessary image.

Project Owner - Antony May: will make all approvals.

**11. Understanding of best-practices**

We need the site to perform well from an SEO standpoint and it needs to be accessible. Mainly, we need it be mobile friendly.

Questions/more info: after party

Friday, sat, sun, full days

Charging people, pay online

Competitors generate conference in NY, smashing conference, cirlceconference

This is important because we are learning from speakers about best options.

Speakers from all over the country, leaders in their industries

Register for day/whole thing and pay online then get an email and print out ticket

On home page have directly linked to schedule and register but really showcase sponsors

Page with location, imbed google maps

contact/FAQ page?

Links to fb, twitter

Design logo, colors, name, register, dates

Logo: tech-y

Audience for software developers that Can you use code and tech to make their day to day lives easier.

Beginner, next level, professional level talks on the list

Meetup.com-dont make it look like that, not boring, not old or out of date

Maybe video backing

Code of conduct in footer

code4pa.com