

OWASP GLOBAL APPSEC - CONFERENCE TIMELINE

| PRE-CONFERENCE | | | | | | | | | | | | | DURING CONFERENCE | POST-CONFERENCE | | | | | | | | | | | | | | | |
|---|--|---|--|--|---|--|--|--|---|---|--|---|--|--|--|--|-------------------------------------|--|---|--|-------------------|--|--|--|----------------|--|----------------|--|---|
| START 12 MONTHS | 9-10 MONTHS | 9 MONTHS | 6 MONTHS | 4 - 6 MONTHS | 3-4 MONTHS | 2 MONTHS | 6 WEEKS | 3-4 WEEKS | 1 -2 WEEKS | 1 - 2 DAYS | 1 WEEK | 1 MONTH | | 2-3 MONTHS | | | | | | | | | | | | | | | |
| Put together a local volunteer team & select chair (101) | | | | | | | | | | | Hold periodic (weekly or bi-monthly) volunteer planning meetings to discuss logistics, outreach, content (speakers/trainers), and other planning needs (109) | | | Member of the local planning team (chair or other) attend monthly Global Conference Committee call, providing status updates on logistics, content and budget. Includes post event wrap-up (110) | | | | | | | | | | | | | | | |
| Local planning chair(s) hold weekly or bi-monthly call with SB (OWASP Staff) to communicate about conference updates and coordinate action items before and after event. (111) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Enter event into OEMS & get approval from GCC (102) | Launch event website (112) | Solicit Keynote Speakers (121) | Finalize Keynote Speakers (123) | Announce Keynote speakers (128) | DEADLINE: Launch Event Registration (131) | Call for on-site volunteers (134) | Order event-specific merch (tshirts, bags, pens, etc) (136) | Coordinate shipment of standard OWASP merch, banners, & equipment (141) | Provide final food counts & special dietary needs to venue (145) | Confirm details with venue & onsite walk-through (150) | Collect and review speaker slides (154) | Collect remaining speaker slides (161) | Post conference slides video to website & email attendees to let them know that video and slides are available (167) | | | | | | | | | | | | | | | | |
| Start looking at possible venues (including dates of availability and pricing) (103) | Negotiate venue: time, rooms, food, min spend (113) | DEADLINE: Send venue contract to OWASP Staff for signature (122) | Check-in with venue to confirm details (124) | Find hotel room block(s) (129) | Find vendors (if needed) for AV, internet, merch, equip, translation, and social events (132) | | Review hotel room block: compare to VIP list, determine availability (137) | Confirm AV & network needs w/ venue (or provider) (142) | Order signage & schedules (146) | Print name badges & Set up registration area (151) | Monitor daily activities: ensure trainers & speakers show up & know where to go, AV /network is up & running, food and coffee breaks are on time (155) | Mail event video for production (162) | Send feedback to trainers & speakers (168) | Compile conference lessons learned & notes for next year's team (171) | | | | | | | | | | | | | | | |
| | Set up (transfer) social media accounts (114) | | Launch Call for Trainers - CFT (125) | Start planning other conference events : CTF, committee workshops, OSS, University Challenge, social events, etc (130) | | DEADLINE CFP/CFT - make final selections, notify speakers & trainers of whether accepted or not, send and collect paperwork (135) | | Ensure all speakers confirmed & send details (138) | Merch, supplies, & equipment shipped (147) | Meet with volunteers to go through timeline & responsibilities (152) | Collect training & talk feedback (156) | Send post-event survey to attendees (163) | Send thank you notes to keynotes & speakers (169) | | | | | | | | | | | | | | | | |
| Work with OWASP staff to determine needs for event website, graphics, marketing, and PR (104) | Contact other infosec groups (ISACA, ISSA, IS2C) about co-marketing agreements (115) | | Launch Call for Speakers / Papers CFP (126) | Select (at least 1st round) of speakers & trainers. Notify speakers & trainers of status, send & collect paperwork (133) | | DEADLINE: Finalize conference schedule and send to printer (143) | | Conference programs shipped (148) | Monitor video collection of conference talks, dump SD cards as needed (157) | | Ensure registration & info booth is staffed at all times (158) | Collect invoices and sign-in sheets from trainers (164) | Finalize payment to trainers (170) | Transition social media accounts to next year's team (172) | | | | | | | | | | | | | | | |
| Draft event communications plan & delegate responsibilities (105) | Contact educational institutions, government & industry for support/patronage (116) | | Launch Call for OWASP Track (127) | Send weekly reports to trainers with reg #s (139) | | Hold thank you event for volunteers/staff (159) | | Implement event communications plan: including press releases, announcements regarding speakers, trainers, and sponsors. Coordinate social media postings and updates to event website (117) | | | | | | | | | | | | | | | | | | | | | |
| Put together event sponsorship pricing & packages (106) | OBTAIN SPONSORSHIP: Work with OWASP Staff to solicit event sponsorships & establish central place to track communication with sponsors. As sponsors commit, collect graphics for website and other conference materials. Update sponsorship document based on availability (ie. number of gold sponsorships remaining) (118) | | | | | | Send out sponsor info kit - shipping address & event info (140) | Confirm details and registration with sponsors (144) | Sponsors to ship inserts/ brochures for attendee bags, booth supplies (149) | Attendee bags - stuff w/ sponsor materials, program, etc (153) | Circulate vendor/booth area for questions before (set up), during, and after (tear down) event. Provide return shipment instructions. (160) | Send thank you notes to sponsors and solicit event feedback (165) | | Share sponsor feedback with next year's event team (173) | | | | | | | | | | | | | | | |
| Submit event budget with costs & income to GCC and Staff for review (107) | Provide monthly budget updates to OWASP Staff and GCC, per budgeting guidelines. Should include itemized projections/actuals on expenses and income (119) | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Discuss with OWASP Staff any possible issues with making and receiving payments in local currency (108) | Send all invoices, receipts for reimbursement, payment schedules, and other financial paperwork to Alison for processing (120) | | | | | | | | | | Work with OWASP Staff to finalize all incoming & outgoing payments (166) | | | | | | | | | | | | | | | | | | |
| <table border="1" style="margin: auto; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="background-color: #0070C0; color: white; text-align: center;">Focus Areas</th> </tr> </thead> <tbody> <tr> <td style="background-color: #D9E1F2; width: 20px;"></td> <td>Internal Communication and Planning</td> </tr> <tr> <td style="background-color: #D9E1F2;"></td> <td>External Communication & Community Outreach</td> </tr> <tr> <td style="background-color: #FFFF00;"></td> <td>Venue & Logistics</td> </tr> <tr> <td style="background-color: #FFDAB9;"></td> <td>Event Content (Speakers, Trainers, etc.)</td> </tr> <tr> <td style="background-color: #D9E1F2;"></td> <td>Event Sponsors</td> </tr> <tr> <td style="background-color: #90EE90;"></td> <td>Event Finances</td> </tr> <tr> <td style="background-color: #0070C0; color: white; font-weight: bold;"></td> <td>DEADLINE - Required action items</td> </tr> </tbody> </table> | | | | | | | | | | | | | | Focus Areas | | | Internal Communication and Planning | | External Communication & Community Outreach | | Venue & Logistics | | Event Content (Speakers, Trainers, etc.) | | Event Sponsors | | Event Finances | | DEADLINE - Required action items |
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