2023

WROBOCON BRIEF

ADAM HEPNER
HTTPS://WROBOCON.EU

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WHAT IS WROBOCON?

Wrobocon is a first conference in Poland focused exclusively on the open-source test automation tool Robot Framework. The format of the conference is virtual, and the length is one workday. There are no paid tickets, as the event is free for all.

WHAT IS THE GOAL OF WROBOCON?

The goal of the conference is to bring together professionals and beginners of the Robot Framework and to foster community building. As with any other open-source project, the tool is only as good as its users and developers. Robot Framework is already in good hands, as there is a Robot Framework Foundation that gathers capital, funds further development, and promotes the tool through various channels. By creating a yearly local event that promotes knowledge and experience exchange we want to encourage the users to strive for excellence in the tool's usage, with the benefit to the companies that employ them.

WHO IS BEHIND WROBOCON?

Wrobocon was conceptualized by the Nice Project QA team, including Adam Hepner, Krzysztof Żminkowski, Igor Czyrski, Jerzy Głowacki.

Last (2022) edition

The first edition of the conference had taken place almost exclusively with the support and dedication of those people, but it should be noted that Nice Project sp. Z o.o. provided significant funding (and manpower) to that edition. Additionally, we had managed to gain the support of CapGemini (which helped promote the event and provided one of the speakers), as well as the acknowledgment of the Robot Framework Foundation (we had asked for permission to use similar sounding name of the conference, and to repurpose the logo). The conference gathered ~170 registered participants, and all the lectures can be now viewed online: https://www.youtube.com/watch?v=1me0OXmgLSg

EVENT STATISTICS:

REGISTERED USERS:	AVG. TIME SPENT (mins):	TOTAL COMMENTS:	STAGE VISITORS:	AVG. ATTENDEE SCORE:	POST-EVENT SURVEY SCORE:
175	230	122	115	8.8	10.0

Current (2023) edition

Current edition is partially sponsored by Nice Project sp. Z o.o. which provides currently:

- Wrobocon newsletter (sent out weekly, open rate ~50%, approximately 150 recipients)
- Social media posting (mainly LinkedIn)
- Webpage hosting and maintenance

Additionally, in spirit with the goal of the conference (building of the community) the organizers of 2022 conference issued a call for membership in the organizational committee. As a result, there is now an independent body consisting of:

- Adam Hepner (Nice Project)
- Agnieszka Żminkowska (CapGemini)
- Mateusz Nojek (freelancer)
- Ed Manlove (freelancer, also Community Manager for Robot Framework Foundation)

The purpose of this body is to oversee the efforts and spread information about sponsoring possibilities and speaker possibilities, as well as act as communication channel to conference partners. There is no organization responsible for the conference as of July 2023.

WHAT IS PLANNED FOR 2023 EDITION OF THE CONFERENCE?

Current plans include:
- Usage of same platform as last year – Hopin. This should be a subscription at the level "Starter" or higher, at for at least 2 months before the event, and one month afterward: https://hopin.com/hopin-events/pricing . An additional admin seat may be required to have two event hosts who are able to lead the conference engagement and act as a backup in case of connection issues. ~2500 PLN
- Kahoot for Events (at least Event Silver plan): https://kahoot.com/register/pric- ing-events/ in order to organize games and facilitate the audience engagement ~2500 PLN
- Paid promotion via commercial channels (like: testerzy.pl)
- Paid ad promotion ~2500 PLN

ORGANIZATIONAL STATUS OF THE CONFERENCE

HOW CAN YOU HELP?

Non-financially

- You can encourage a lecturer to present on the event: https://docs.google.com/forms/d/e/1FAIpQLScCGQjDsEHTGfFr04LAXCrorzFZTWDYS3PCj6SJv4tY-yr93w/view-form
- Spread information about the event using your social media channels, or repost the information already published by Nice Project
- Encourage your testers to participate in the event

Financially

	Bronze (media) partner	Silver partner	Golden partner
Price	N/A Engage in Wrobocon promotion or fund a prize in the quiz and let us know about it	2500 PLN	5000 PLN
Logo on event webpage	✓	✓	✓
Logo on event page	✓	✓	✓
Permission to promote your company during a lecture		✓	✓
Logo on break screen between lectures		✓	✓
Logo on slide deck template			✓
Sponsor booth			✓
Your video played between the lectures			✓

Payment

The funding from the sponsor packages will be utilized exclusively to:
- cover expenses – for example gamification platform, or the event platform, or the paid promotion
- fund the prizes for the community engagement – currently we are planning a "Robcon 2024 online ticket" funded by the Robot Framework Foundation for the main prize, esti- mated cost: 300 euro

The funding will NOT be used to:
- Pay salary or salary equivalents to presenters or moderators
- Increase revenue of any or all the conference partner