

European Conference on Object-Oriented Programming 2007

21st European Conference on Object-Oriented Programming

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<http://2007.ecoop.org>

FINAL REPORT



Introduction

ECOOP 2007 in Berlin was organized under the following premises:

- After the experience from preceding editions, we had to be very careful regarding the budget, since:
 - numbers of participants are decreasing over the years (cf. 700 participants in 1998, 600 in 2000, 483 in 2002, 339 in 2005),
 - specifically tutorial registrations, which used to give a valuable income, are constantly decreasing.

Thus a balanced budget could only be achieved with substantial sponsoring and low fixed costs (venue).

- By involving a local company we ensured that all local arrangements outside the university and all financial matters were handled in a professional way.
- For advertising and information we focussed on electronic media (web site and email).

Due to a pessimistic budget, an affordable venue, fairly good sponsoring and a good number of participants, we achieved to run the conference at the same fees as ECOOP 2006 and still achieve a good financial result.

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1 Financial Statement

1.1 Fee structure

We charged exactly the same fees as ECOOP 2006:

Fees		Conference	WS only	1 Tutorial	2 Tutorials	3 Tutorials	4 Tutorials
Regular	early	500	250	200	360	480	560
	late	600	300	260	450	620	720
	on-site	700	350	300	520	710	830
Student	early	300	160	100	180	240	280
	late	400	200	130	225	310	360
	on-site	500	260	150	260	355	415
Extra Banquet		70					

Our initial calculations also included a category "Reduced", but we couldn't think of any objective criteria, who this category would apply to, so we followed the pattern of ECOOP 2006 and dropped this category before publishing the rates. The fee included:

- lunches and coffee breaks
- two receptions (Monday and Wednesday)
- a banquet ticket.
- For conference registrations also a CD of the proceedings was included (see below for details).

The total income from fees was: **122,400.00 €** (incl. tutorials).

1.2 Global Financial Statement

Budget ECOOP 2007, Berlin

Category	Key	Income	Expense	Balance
Publicity and Printing	10	Call for Papers	324.90 €	
	11	Sponsoring Flyer	59.00 €	
	12	Poster (printing & mailing)	1,132.74 €	
	13	Conference guide (design & printing)	4,971.34 €	
	14	Printing additional insets	167.89 €	
	15	Badges	885.53 €	
	16	Banner & posters at the conference	1,325.03 €	
	Sum	0.00 €	8,866.43 €	-8,866.43 €
Conference	20	PC meeting support	1,000.00 €	2,862.46 €
	21	Invited speakers		184.90 €
	22	Conference fees	120,180.00 €	
	23	Donation	1,000.00 €	
	24	Sponsoring I	22,831.43 €	
	25	Sponsoring II	8,300.00 €	
	26	Proceedings	2,190.00 €	12,923.81 €
	27	Room rent TUB & decoration		15,978.60 €
	28	Room rent conference reception		1,785.00 €
	29	Banquet	2,870.00 €	14,626.34 €
	Sum	158,371.43 €	48,361.11 €	110,010.32 €
Tutorials & Workshops	30	Tutorials	2,220.00 €	0.00 €
	31	Material / equipment		879.24 €
	32	Presents WS organizers		272.10 €
		Sum	2,220.00 €	1,151.34 €
Catering	40	Coffee breaks & workshop reception		9,996.60 €
	41	Lunch		8,197.79 €
	42	Catering conference reception		4,968.01 €
		Sum	0.00 €	23,162.40 €
Exhibitions	50	Fees	270.00 €	
	51	Mailing		54.00 €
		Sum	270.00 €	54.00 €
Merchandise	60	Bags (incl. design & printing) & goodies		3,236.65 €
		Sum	0.00 €	3,236.65 €
	70	Student volunteers (dinner, present)		599.08 €
	71	Misc (drink & transportation)		108.82 €
	72	Bus transfers (various)		2,120.58 €
	73	AITO meeting		1,698.50 €
	74	CyberChair		6,000.00 €
	75	Management fee (external)		19,876.71 €
	76	Banking		3,876.10 €
	77	Personell during Conference		7,616.00 €
	Sum	0.00 €	41,895.79 €	-41,895.79 €
Financial	80	Taxes (included in above)		
	81	Interest	139.95 €	
	82	AITO loan	20,000.00 €	20,000.00 €
		Sum	20,139.95 €	20,000.00 €
Total		181,001.38 €	146,727.72 €	34,273.66 €

Interestingly, at the time of the conference, we could not safely predict a surplus greater than 2,000 €. The positive outcome only occurred once concrete invoices were available. We will discuss some of the positive surprises throughout this report. We strongly advise future organizers not to take these actual figures directly as the basis for their calculations because the same planning could easily – under slightly different circumstance – produce a outcome that is 10,000 – 20,000 € lower.

We had higher **printing** costs than ECOOP 2006 which is mainly due to the program

brochure being professionally designed and printed in colors.

The **conference** income was lower than previously, but this was more than balanced by extremely low expenses in this category. The main position here is the rent for the conference venue, here: University rooms.

By not counting workshop fees separately we get negligible figures for **workshops and tutorials**.

The **catering** costs only seem to be higher than in 2006, but this may be due to different assignment of these positions to the conference vs. catering categories. In fact most of these costs were much lower than in 2005 and 2006.

The exhibitions and the conference bags had only little significance for the overall budget.

Organisational costs were higher than in Nantes, but a closer comparison will show, that in part this is again due to different assignment to categories.

The original calculation contained a significant position for **unforeseens**, which was hardly touched (except for small presents bought during the conference). We also had the option to **renegotiate the room rent** in case the balance would have dropped below zero. Obviously, this was not actually used.

1.3 Payment details

From 328 paying participants, **60** paid by **bank transfer**, **267** by **credit card** and **one** participant paid in **cash** (on-site).

The external company (BWO) that was responsible for all bookings of participants spent considerable time with sorting out double bookings, cancellations, registrations by Africans who never showed up etc. We had a quite restrictive cancellation policy, but in the end there was one single person, who couldn't attend due to an illness. At that time we already knew that the budget would be fine, so we paid back the fee except for the real bank fees. We still advise future organisers to stick to a strict policy, until the budget is really safe.

1.4 Sponsoring

We spent considerable time in acquiring sponsors and negotiating conditions with them. On our flyer to potential sponsors we listed three categories of sponsoring:

- *"Gold (more than 10.000 Euros). The sponsor will be namely associated with one of the main conference dinner or reception plus Silver and Bronze privileges and with 5 free passes to all of the conference events.*
- *Silver (more than 5.000 Euros). A stand may be offered for the sponsor to present his technology plus bronze privileges but with 2 free passes to the conference.*
- *Bronze (more than 1.000 Euros). The logo of the sponsor will be printed on the proceedings and all conferences materials. This logo will be displayed on the ECOOP Web site with a link to the sponsor Web site. The sponsor will get a free pass to the conference."*

We had to distinguish between proper sponsoring and a donation, where the donating company did not expect any direct benefits from the giving. Only the donation was directly credited to our account, whereas regular sponsoring was subject to taxes and fees collected by the university.

We acquired:

Gold	Deutsche Telekom Laboratories	10,000€	
Silver	SAP	7,000€	
Silver	IBM	5,000€	
Silver	Google	5,000€	
Bronze	Microsoft research	3,693€	≅ 2,500 £
Bronze	ERCIM	2,000€	
Bronze	DCAITI	2,000€	
Donation	sd&m	1,000€	
Donation	DAIMI	1,000€	contribution to the PC meeting in Aarhus

After we learned that the university had to subtract **VAT** for all incoming money from sponsors, we asked the sponsors whether they could pay a gross value including VAT. Four sponsors actually agreed: T-Labs, SAP, Google and Microsoft. In the other cases the net value we received was correspondingly lower than stated above. The budget presented at the dinner in Potsdam did not count on these gross payments, which accounts for part of the improvement towards the final budget. Additionally the university claimed a total **fee** of 3,266.83 € on incoming sponsoring. The above positions 24 and 25 (Sponsoring I and II) result from different accounting but in the end were not treated differently.

In one case **negotiations** with a sponsor were very tedious and time consuming, because the sponsor insisted on tying many **conditions** to the grant. They required us to sign a contract containing some clauses which we could agree upon only very reluctantly. One person, not listed in the local team, spent a significant time just for these negotiations, trying to coordinate the sponsor and the university administration, who eventually had to sign that contract. Another sponsor required part of his money to be spent particularly in favour of students. This we did not hesitate to agree upon.

Finally, also the Eclipse Foundation was willing to contribute, but they could have done so only by directly supporting a special event. After some options for such a special event simply did not work out (e.g., an intended speaker could not be acquired, coordination with another sponsor did to succeed), we had to drop these considerations as time ran out.

Another challenge incurred by the sponsors related to the **delivery** of their material: we were asked to receive several deliveries for their exhibition booths, but since before the conference we had no office in the building where the conference took place, we had to accept some deliveries at our department and transport these things to the conference venue. Other deliveries were addressed to the final building, but then it was difficult to convince the doormen to receive these and/or to dispatch the deliverer to the correct place within the building. One deliverer needed several attempts before he finally reached us. After the conference we had to send back several items to their respective owners.

For a while it seemed we would have problems getting the usual notepad and pen from our sponsors. One sponsor was out of notepads, then we decided to ask our sponsors top-to-bottom starting with our gold sponsor. It took some time to find out that they had no interest in this kind of advertising, etc. In the end everything worked out as desired. These things tend to be complicated by the fact that the persons who arranged sponsorship usually are not the ones responsible for executive tasks like shipping notepads. In one case we ended up negotiating with almost ten persons of the same company.

Considering all this, arranging for sufficient sponsoring and all related affairs might be separated out to be the single responsibility of a dedicated sponsoring chair.

2 Figures and numbers

2.1 Participant Numbers

We had a total of **328 paying participants**. The following table shows how this number breaks down into the different kinds of registrations.

	Regular			Student			Sum
	Early	Late	On-site	Early	Late	On-site	
Conference	107	21	1	59	11	0	199
Workshops only	60	24	5	30	9	1	129
Totals	167	45	6	89	20	1	328

The distribution seems to be in line with previous conferences as the following statistics show:

Conference	60,7%	Workshops only	39,4%		
Regular	66,5%	Students	33,5%		
Early	78%	Late	19,8%	On-site	2,1%

The number of paying **tutorial** participants was actually negligible: **9**. See below for a discussion.

2.1.1 Free admissions

We were very restrictive with respect to free admission and argued down many inquiries in this direction, by referring to the very tight/uncertain budget. As a result we gave free admission to:

- 13 locals, all of whom helped for the conference.
- 20 student volunteers.
- 8 "VIPs" like speakers and PCC.
- 8 passes for representatives of our sponsors, who mainly staffed the respective exhibition booths.
- 2 press passes.
- In two exceptional cases we charged the early registration price despite of late registration.

We present these numbers because when we planned our budget the difference between total participants and paying participants appeared as a major uncertainty. For some previous conferences we couldn't easily find the number of paying participants as a reference for our calculations.

At ECOOP 2007 only **21 regular conference participants** were admitted for free. At an early stage we also promised free admission for the speakers in the panel

discussion. Shortly before the conference, when figures did not yet show a positive balance, we asked them to voluntarily pay the registration, with two panelists following our suggestion. We strictly argued against requests by workshop organizers, but for one invited workshop speaker we made an exception, because the workshop succeeded in attracting a renowned senior speaker, who otherwise would not have attended ECOOP.

Thus, the total number of participants (incl. SV, exhibitors & press) was **379**.

Here is how the distribution compares to ECOOP 2006:

	2006	2007
Conference Regular	36%	34%
Conference Student	19%	19%
Workshops Regular	25%	24%
Workshops Student	12%	11%
"VIP"	7%	8%
Student volunteers	?	5%

This table shows no significant difference and shouldn't be over-interpreted because these numbers might be calculated against slightly different interpretations of "total participants".

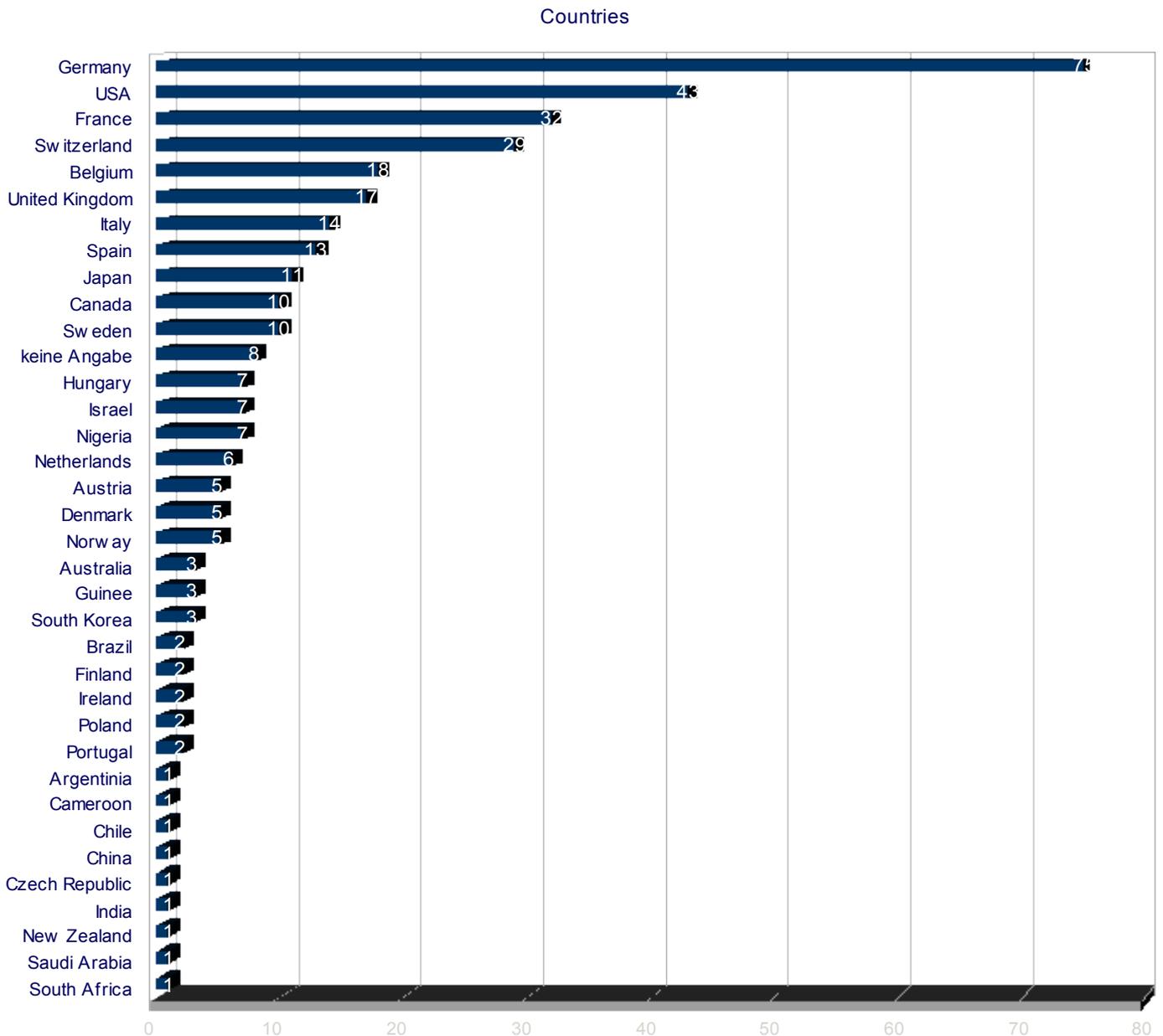
2.1.2 Accommodations

We did not include any hotel booking in the registration, but negotiated prices with a few hotels and gave links on the web page. Our experience from other conferences was that people tend to search individually for hotels that match their specific expectations and budgets. Still a significant number of participants chose from the suggested hotels in the University's neighbourhood.

2.2 Statistics

2.2.1 Participant statistics

The following diagram shows where the participants came from. This diagram includes 12 registrations from Africa, non of which were actual serious registrations for ECOOP (with the exception of Judy Bishop from South Africa, of course).

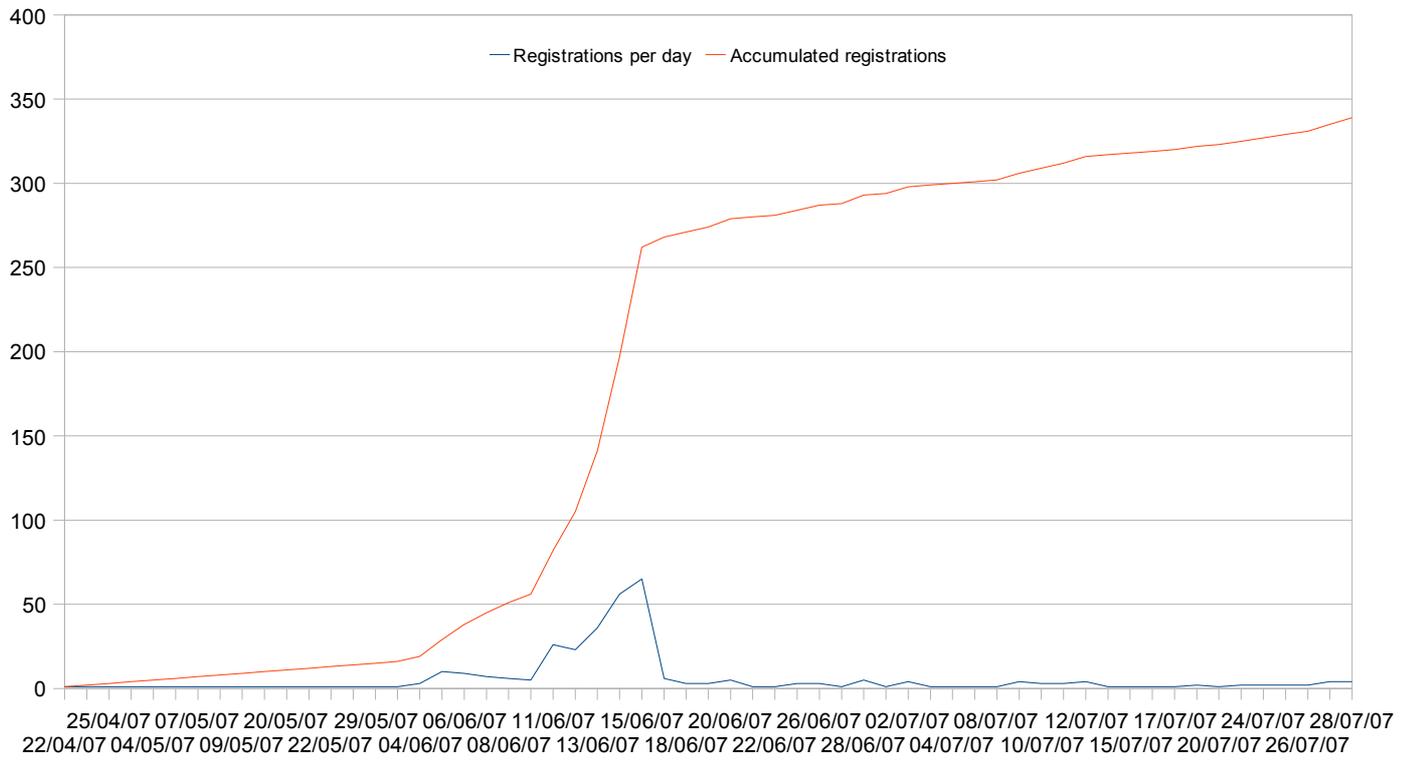


2.2.2 Registration progress

This diagram shows *when* participants registered. Obviously there is always a strong peak around the early registration deadline (15/06/07). After this point other ECOOP editions decided to extend this deadline in order to attract more participants. We calculated the options and decided that we could well use the higher fees and did not expect many additional participants just because of an extended deadline.

Note, that the numbers include some invalid registrations, e.g., right at the time of

the early registration deadline we had 262 registrations, 256 of which were actually valid.



3 Organisation

Erik Ernst was appointed by AITO to be the PC-Chair for ECOOP 2007. This was very fortunate, because he and the main local organizer already knew each other well, resulting in a very fruitful and efficient communication on various topics regarding the conference.

Stefan Jähnichen (TUB) and **Peter Fritzson** (Linköping) were the Conference Chairs.

Stephan Herrmann (TUB) and **Uwe Aßmann** (Dresden) were the Organizing Co-Chairs. Stephan Herrmann was responsible for the overall coordination and the budget. Specifically, he acted as the single interface to AITO and most of the ECOOP community.

Doris Fährdrich was responsible for many local issues. She made all the arrangements with the University, managed the web pages and our accounts, and was the main interface to the BWO company.

BWO Marketing Service GmbH gave the professional touch to many aspects of the conference. They made the designs (logo, posters, program brochure), arranged the banquet, organized the bags (incl. imprinted logo and touristic content), handled registrations and fees from participants, and staffed the conference office during the event.

Peter Pepper (TUB) and **Arnd Poetzsch-Heffter** (Kaiserslautern) were the Workshop Co-Chairs. After the workshop selection, Peter Pepper appointed **Michael Cebulla** from his group for the executive support of the workshops. Michael Cebulla worked hard to schedule and allocate the workshops, inquire and satisfy each workshop's needs and wishes. Given the high relevance of the workshops (see the participation figures) we considered satisfaction of workshop organizers an important goal.

The Tutorial Co-Chairs **Thomas Santen** (TUB) and **Klaus Grimm** (Daimler Chrysler) actually had to make one difficult decision (see below). In the end the tutorial program did not turn out as expected due to few submitted tutorials and a negligible number of actual tutorial registrations.

Other chairs were:

- Sabine Glesner (TUB) and Christoph Meinel (Potsdam): Demonstrations and Posters.
- Dirk Seifert (TUB) and Peter Möckel (T-Labs): Exhibitions
- Bernd Mahr (TUB) and Judith Bishop (Pretoria): Panel
- Danny Dig (Urbana-Champaign): PhD Symposium

During the conference **Dirk Seifert** and **Paula Herber** (both TUB) were invaluable help as coaches for the student volunteers.

Marco Mosconi arranged free WLAN access for participants and gave technical support throughout the conference. Issues here were the requirement to use explicit accounts over VPN rather than unrestricted access and a lower signal strength than expected. All these factors were beyond our control.

The organizers mainly followed the guidelines as outlined in the AITO "How to organize an ECOOP conference" ("AITO HowTo"). We did hold regular local meetings with increasing frequency. We also tried to assign specific tasks to specific persons, but in retrospect the cooperation is probably best described by who each person was

interfacing with (AITO, TUB, BWO, ...). So each communication channel was under the responsibility of a dedicated team member. This helped to distribute responsibility as everybody knew best which tasks had to be performed with respect to his/her specific contacts.

The core team consisting of Doris Fährndrich, Stephan Herrmann, Michael Cebulla and Dirk Seifert discussed issues immediately as they occurred, which was only possible because all had their offices down the same hallway. Also the communication with BWO was rather frequent and quick.

3.1 Registration

Conference registration was performed in two steps: an online registration via a web form, which produced the input for our database (the database was attended by BWO) and a fax which was used to submit the CVC code and the signature. BWO needed the CVC code for charging credit cards, but for security reasons this should not be sent via the internet. The system mainly worked very smoothly, but still several participants (accidentally?) submitted the form more than once, so BWO had to sort out a number of duplicates. The web form automatically calculated the fee to be paid including the determination whether early registration fees should be applied or not.

We had several request from people who thought they would apply for free admission or some reduction. We strictly rejected all these inquiries except for one emergency where a workshop organizer was said to be unable to attend the conference otherwise. We encourage future organizers to maybe publish a strict policy up front, e.g., the notification of acceptance of a workshop could indicate that organizing a workshop does not entitle anyone to any financial privileges. Also one or two PC-members thought they would have such privileges.

Another tedious issue with registration is the case of applicants from Africa, who ask for **invitation letters** in order to obtain a **visa**. Obviously, most (or all?) those applicants never planned to attend ECOOP but do it just for the visa. In most cases it sufficed to indicate that we would wait for the payment and then send the letter. Usually, after that we received no further message. In a few cases, emails looked very plausible stating an honorable affiliation. In one case the original email was sent from a different account than what the person claimed to be his account. Replying to the "official" address terminated the correspondence in this case. The main reason, why this is explicated in this report is the considerable time that is consumed by judging which request is serious and which ones are faked. Of course, a few regular participants need invitation letters for their visa, too, but their names should be known within the community.

The **registration desk** at the conference site opened on Sunday at 5pm. At peak hours it was staffed to serve participants in four parallel lines. However, except for a brief moment on Monday morning there hardly were any lines. The key to smooth registration was a good preparation of envelopes for each participant (prepared by BWO) and good instructions to the people staffing the desk (instructions were given to student volunteers on Sunday – they also pre-packed the bags at that time). At any time at least one local organizer was present at the registration desk. Also a clear separation of the registration desk from the conference office helped a lot. Thus the registration desk served routine cases only, whereas all special situations were handled in the conference office only. The conference office had direct access to the registration database and collected all fees paid on-site. Short waiting times occurred in the office, but generally people were very cooperative here.

3.2 Publicity

The main channel for advertising ECOOP 2007 was through various **mailing lists** (the main mailings went out to approx. 20 lists) plus the web site at <http://2007.ecoop.org>, which went online during ECOOP 2006. Mailings happened along this timeline:

- July: Preliminary CfC (paper) distributed at ECOOP 2006 (as inset of the conference bags)
- Oct. 13: "CFC – 2 months": emailing by the PCC
- Nov. 13: "CFC – 1 month": emailing by the PCC
- Dec. 6: "CFC, with last CFP - ONE WEEK": emailing by the PCC slightly adjusted version sent by OC to even more lists.
- Feb 27: Call for Student Volunteers: emailing by the SV coach.
- Apr 20: "Call for Participation": emailing by the OC
- May 15: Poster printed (surface mailing to universities and research institutes)
- June 05: Announcement of Dahl-Nygaard-Prizes: emailing by AITO
- June 08: "Early Registration Reminder" (1 week): emailing by OC
- July 25: "ECOOP'07 -- some hints" (5 days): emailing to participants by OC.

SEWORLD distributed some of these mailings only after explicit request to the moderator (with according delay). Some mailing lists require registration for posting, some are very restrictive regarding multiple post for the same event etc. In all our mailings our strategy was to write rather short texts with sufficient pointers to more information. We think recipients appreciate finding essential information without scrolling through long texts (this was agreed between PCC and OC).

For the future we suggest to better coordinate the announcement of the Dahl-Nygaard Prizes with the various mailings from PCC and OC. The effect should be constant public visibility of the event by means of a sequence of different announcements.

3.2.1 Technical infrastructure

Setting up the desired **web** address (2007.ecoop.org) to be hosted at TUB plus a set of **email** addresses via this domain, required some negotiations at the local side plus solving some technical issues from the AITO side. In the very beginning some emails were not delivered to all addressees but hopefully nothing was actually lost. Yet, we consider these "official" addresses as important for advertising and easy access by participants.

We had discussed providing some infrastructure for participants like a **wiki** or a **bulletin board**. The intention was to provide a channel where arrangements for joint travelling and also touristic programs could be discussed. In the end we had more fancy ideas of what technologies might potentially help than directly applicable tools. So this idea was eventually dropped.

4 The Conference

The general timeline of all conference events was:

- Dec 13: Technical Papers (Submission of abstracts + draft)
- Dec 20: Technical Papers (Full Paper submission)
- Jan 3: Workshops/Tutorials (**extended** from Dec 20)
- Feb 9: Notification Technical Papers (final May 2)
- Feb 28: Notification Workshops/Tutorials (*2-5 days delay*)
- Mar 15-~Apr 22: Workshop CfPs published
generally: submission May 13, notification May 31
- Apr 18: Application of Student Volunteers
- May 31: Demos (call open until the conference)
Posters (open until 16 slots filled – approx. June 20)
- June 15: Early Registration (no extension)
- July 28: Online Registration ends
- July 30: Launch

This schedule pretty much followed the well established patterns and worked smoothly. A few deviations might be highlighted, though:

- Due to a suggestion by Erik Ernst (which had been voted on in the closing session of ECOOP 2006) paper submission was for the first time split into abstracts and full papers. The intention was to parallelize the jobs of authors and the PCC: while authors were still finishing their papers the PCC could already initiate the bidding process among the PC. So when the final versions came in, reviewing could immediately start, which was crucial due to the Christmas break right after the submission deadline. According to Erik Ernst this worked well. Only very few of the abstracts did not materialized into full papers.
- The deadline for submitting workshops had to be extended and in this case the Christmas break was a little unfortunate, because it was unclear when people would be able to continue working on their proposals.
- After workshop organizers received their notifications some time was wasted until finally all workshops sent out their individual calls. On April 11 (six weeks after notification) we checked the calls collected via various mailing lists (notably ecoop-info of course). At that time six workshops still had not sent their CfP, at what time we reminded them to do so soon, because we counted on these CfPs to further advertise the conference. This delay roughly consumed the additional time we had gained from starting as early as usual yet having the conference later in the year than usual.

The late date of the conference had been discussed at AITO meetings where we presented our bid. However, at our University we had no choice because we had to wait until the term and major examinations were over.

4.1 Conference bags and content

For the bags we chose an inexpensive yet fashionable design, available in three colors. The choice between different colors made a special topic for conversations during the conference: we were soon out of orange bags, and also blue was requested more than we had. By having the ECOOP'07 logo printed on the bags we slightly overdrew this position by 750 €.

City maps for all participants were obtained for free from the BVG (public transportation). We considered supplying tickets for local transportation, but decided that participants would already need to buy tickets at the airport.

4.1.1 Programme brochure

As we understood that producing the programme brochure would be a significant effort, we made a high estimation of its cost, of which we in the end saved approximately 2,500 €. Still the brochure was designed and produced professionally by BWO, with all the contents put together by Doris Fährndrich. Because printing the brochures had to happen before all details regarding rooms etc were settled, we had to print a one-page Addendum.

4.2 Workshops

The **selection** of workshops was under the sole responsibility of the Workshop Co-Chairs and a small committee they had gathered. They worked towards merging two pairs of workshops. In one case (the Roles workshop) this succeeded, resulting in a coherent 2-days workshop. Actually, this merger was facilitated because the OC was asked to help organize for both, so he could connect both groups even before the submission deadline. Another proposed merger resulted in one of the two proposals being withdrawn by the submitters ("Unanticipated SW Evolution").

The result of the selection was a list of 20 workshops plus the PhD workshop. Of these, only one was scheduled as a two-days workshop (see above). Later, one workshop was cancelled by its organizers due to a lack of submissions.

The **scheduling** of workshops turned out to be a tricky constraint system. At that time we also tried to coordinate workshops with tutorials (which was in vain given the low turnout for tutorials). Several workshop organizers had specific interests not to overlap with specific other workshops. After several iterations the "executive workshop chair" could eventually settle this. Also the allocation to rooms was not so easy because naturally workshop organizers could give only vague estimates regarding the number of participants. In the end some of the workshop rooms (normally seminar rooms) were filled to capacity and one really large workshop had to be relocated on short notice. With a slightly more comfortable budget up-front, we would have rented more rooms of different sizes. A tight planning ensured very low rents and luckily worked out well.

Some workshops expected special **equipment** like poster boards, flip charts (we had to buy 10 flip charts to come close to their expectations), broad-band internet connection etc. This, too, kept the executive workshop chair very busy. Standard equipment including a video projector was not a problem because we were able to borrow a sufficient number of projectors from different groups at TUB plus the Fraunhofer FIRST institute. White boards were more of a problem because not all rooms we rented at TUB had white boards (some had black boards, though). These things contributed to a transportation problem which was then solved by renting a

truck and having the SVs help carrying as one their first and last duties.

We made the special offer to workshop organizers to print **workshop proceedings** as technical reports of TUB. Nine workshops made use of this option (see <http://iv.tu-berlin.de/TechnBerichte/tb2007.html>).

The **workshop reader** comprising summaries of all workshops (except for the PhD workshop) was published by Springer as LNCS 4906.

In order to acknowledge the significant contribution of all workshop organizers to the success of the event, we honored them with a little present during the workshop reception on Monday.

4.3 Tutorials

The trend of **decreasing tutorial registrations**, which started some years ago, came to a drastic point at ECOOP 2007. With 9 Tutorial registrations this part of the program became essentially irrelevant. This has implications on the budget (less income) and on the character of the conference (less variety). We did not immediately adjust the budget with respect to reimbursements to the speakers. But in the end we saved 2,000 € that were budgeted before.

We had very unpleasant communication with one submitter of several proposals for tutorials and workshops, of which we accepted only one workshop. This situation demonstrated the importance of coordinating the workshop and tutorial activities.

4.4 Further Content

4.4.1 Invited Speakers

While the two laureates of the Dahl-Nygaard prizes were not of our responsibility, we were happy to follow the suggestion by the PCC to invite Joe Armstrong who spoke on "Software for a concurrent world", thus stimulating the community to think about something that is not on our every-day agenda. This seemed to work very well. Many comments throughout the conference implicitly or explicitly related to this talk.

In preparation of the talk we might not have been very explicit in offering the normal **gratifications** to the speaker. When after the conference we asked for receipts he reported that his company had paid for everything and he didn't need any reimbursement. Of course, he had free admission to the conference but again this saved some money that was actually planned for. We are embarrassed by this mistake and thankful to Joe Armstrong, who seemed to enjoy his appearance just for the sake of stirring people and starting discussions.

4.4.2 Proceedings

Arranging the proceedings was a moving target because of two significant shifts: during the preparation of the conference the copyright regulations of Springer changed and many negotiations were needed to ensure some rights for the authors that they traditionally had. Secondly, ECOOP 2007 was the first to offer **proceedings on CD** as the primary media, while still providing the option to buy a book (with CD attached). This additional choice made calculations and estimation of numbers to order more complex. Even Springer officials had difficulties finding out how announced discounts and free exemplars applied to a concrete order. The bad surprise actually was, that CDs at 29 € a piece were not that much cheaper than books, which from a regular price of 72 € were discounted down to 39,60 €. Books with CD attached were

list price 78 € but discounted down to 42,90 €. The discount did not apply to CDs.

Securing enough stock in two different categories introduces more uncertainty into the budget. In fact, when calculating the order of books and CDs, a mistake was made regarding the required numbers, whereby we ended up with a surplus in CDs. We offered these additional CDs for sale at a special rate of 10 €, but only very few were bought. The background of our confusion was the fact that participants registered for workshops only traditionally do not get the proceedings. Yet, most of these workshop-only participants did not bother to invest the 10 € to acquire the CD. So obviously the interest of this group of people is low.

For regular conference participants we sold the upgrade from CD-only to book-with-CD for 30 €. This way we sold **71 books**. We used the unique chance to save the costs for delivering the proceedings by fetching them in a private car from the print shop in Berlin Schöneeweide.

4.4.3 BoFs

We have no figures on the number of BoF sessions. We only know that there were not very many. Quite early we received a request for a room on the Sunday before the conference. When it turned out that we had to rent some of the rooms including the weekend anyway, we happily offered a room and the planned meeting took place.

4.5 Social Events and Catering

ECOOP 2007 contained the traditional set of receptions and a banquet.

4.5.1 Workshop reception and coffee breaks

The workshop reception on Monday was held in the "Lichthof" of TU Berlin. This widely open space within the main University building served as the main location for gathering, having a coffee, browsing the exhibitions etc. We had the impression that people accepted this place very well.

For the workshop reception we had finger food served from the nearby staff canteen. The same caterer also served all coffee breaks. This connection had been used for many previous events of all sizes and everything here worked out very smoothly. During all breaks and the workshop reception participants consumed less coffee and sweets than we had expected. Because we were charged according to the actual consumption we saved more than 4,000 €.

4.5.2 AITO Dinner

Following the tradition, on Tuesday evening the AITO gathered for a dinner including a comprehensive program of presentations and discussions. For this event we chose the historical site of "Cäcilienhof" in Potsdam. The location required a bus trip from the University. The only slight difficulty in this regard was estimating at what time the bus should travel back to the Berlin city. The event was not extremely expensive but the historical site gave a memorable location.

4.5.3 Conference reception

For the conference reception we chose a location at the beautiful square "Gendarmenmarkt". The choice for the "Akademie der Wissenschaften" was made as to give a suitable environment for a speaker of one of our major sponsors: Dr. Axel Uhl from SAP. He had the challenging task of combining technical content, some due

advertisement for the sponsoring company plus the necessary entertaining touch suitable for the event. After the talk, sliding doors opened for a buffet of a good variety of finger food. Again the consumption was lower than estimated. We saved more than 2,000 €.

People were brought to the location by buses leaving from University. It took longer than planned to guide everybody into the buses and also the buses needed some time to make their way through the traffic. As a result, the last bus only arrived towards the end of the talk by Axel Uhl. Obviously, it was difficult to decide when the last bus should leave University since it was hard to tell, how long to wait for participants. Also heavy road construction right in front of the University made this departure slightly more challenging. We expected everybody to find his or her way back to the hotel on their own, equipped with a city map and some hints on public transportation.

4.5.4 Banquet

The location for the banquet was a restaurant called "Alte Pumpe", an old pump station still displaying a huge pump in its interior. Participants were received with drinks and entertained by a barrel organ, to set the mood for a traditional Berlin feeling. The food was served on several buffets inside the restaurant. Tables were scattered over several levels, which made any central performance, speech or the like impossible. After eating, many participants enjoyed the warm summer night in the beer garden of the restaurant or strolling around further in the city. Again, transportation by buses was organized for one way only.

4.5.5 Lunches

We arranged for all lunches Monday through Friday to be consumed at the general refectory of the University. This means we could not offer superb menus. Indeed we received some negative feedback regarding these lunches but less because of the quality of the food, but more because there wasn't a dedicated area of tables just for conference participants. This was actually requested in advance but simply didn't work out in practice. There was also some confusion regarding the tickets and what their actual value was. Some people put more on their trays than they should (but they weren't told well enough), and some cashiers were not informed about the special tickets by which the participants paid.

Much more surprising was the low usage of these tickets: many participants did not show up at lunch. These are the numbers of lunches consumed:

	Monday	Tuesday	Wednesday	Thursday	Friday
lunches consumed	242	217	226	162	164
tickets given (approx.)	369	379	250	240	230

On the one hand this means we saved approx. 5,200 € in lunches that were not consumed. On the other hand this gives hints at the actual participation over the days. Yet, this table should be seen in the light that obviously some people always preferred having their lunch somewhere out in the city.

We had one inquiry about kosher food, in which case we unfortunately couldn't really help.

4.6 Student Volunteers

The student volunteer program of the ECOOP 2007 was important to help in running the conference smoothly, and we thank twenty students from all over the world for their participation in the program. The tasks and responsibilities of our SVs covered the preparation of the conference venue, the packing of conference bags, helping at the registration desk, checkroom and computer room, support during workshop and conference sessions, and solving problems whenever they emerged. These tasks and plenty additional information were collected into a "roadbook" handed out to each SV upon arrival. They did all their tasks to our entire satisfaction, and supported the conference with great effort. Moreover, they showed a lot of individual responsibility and helpfulness all the time in helping the conference attendees as well as the organization team whenever they could.

As we had up to 14 workshops at the same time, 20 SVs were sufficient, but not too many. As much as possible we assigned them to the workshops and the conference sessions according to their own preferences. All of them had to work the whole day on workshop days. At the main conference, the SVs had more spare time and could join most of the talks at their own choice. Half of the SVs were local students. Their knowledge about the conference venue as well as local peculiarities especially helped in organizing the daily activities and in guiding attendees to find their ways throughout the conference. Last but not least, we organized at the evening before the conference a "student volunteer dinner" to introduce everybody and to establish this well-functioning group as is were. The work of the SVs was also appreciated by the conference attendees, as was shown by the fact that our request to return unneeded tickets for the banquet yielded enough tickets, so that all SVs could participate.

Concluding remark

This report tried to summarize all essential facts about ECOOP 2007 and also give suggestions and convey some lessons we learned while preparing the conference. At the time of this writing some of the *very many details* are already forgotten. Thus we suggest to pass the "HowTo" as an editable document from one organizing team to the next for continuous updating *during* the business. Or even better: perhaps some of this could be easily restructured into a wiki that can quickly be evolved to changing environments without disrupting the daily work.