

ICSE 2001 Postmortem Report

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ICSE Postmortem Meeting
May 19, 2001 — 8-10 am
Westin Harbour Castle Hotel
Toronto, Ontario, Canada



Agenda

- Overview
- Tutorials & workshops
- Main conference
- Program committee
- Proceedings
- Conference program
- Donations
- TMRF
- Publicity
- Web
- Printed materials
- Conference management
- April 20 meeting
- Lessons learned



Objectives

- Pass on corporate knowledge as long as it is fresh on our minds
- How does ICSE conference management work?
- What's involved?
- How time consuming are the tasks?
- What is the critical path?
- How to survive the next 1, 2, 3 years?
- How to make it a positive experience for your team?
- You are not alone — Teamwork 😊



Attendance

SE Week (different people)	☺1,174☺
ICSE Main Conference	869
Tutorial registrations	434
Workshops+DLPS+NSEFS+Doc	649
IWPC 2001	89
EHCI 2001	52
SSR 2001 including 13 tut regs	61
SPIN 2001	63
Total registrations	2217



A Meeting of Minds ...

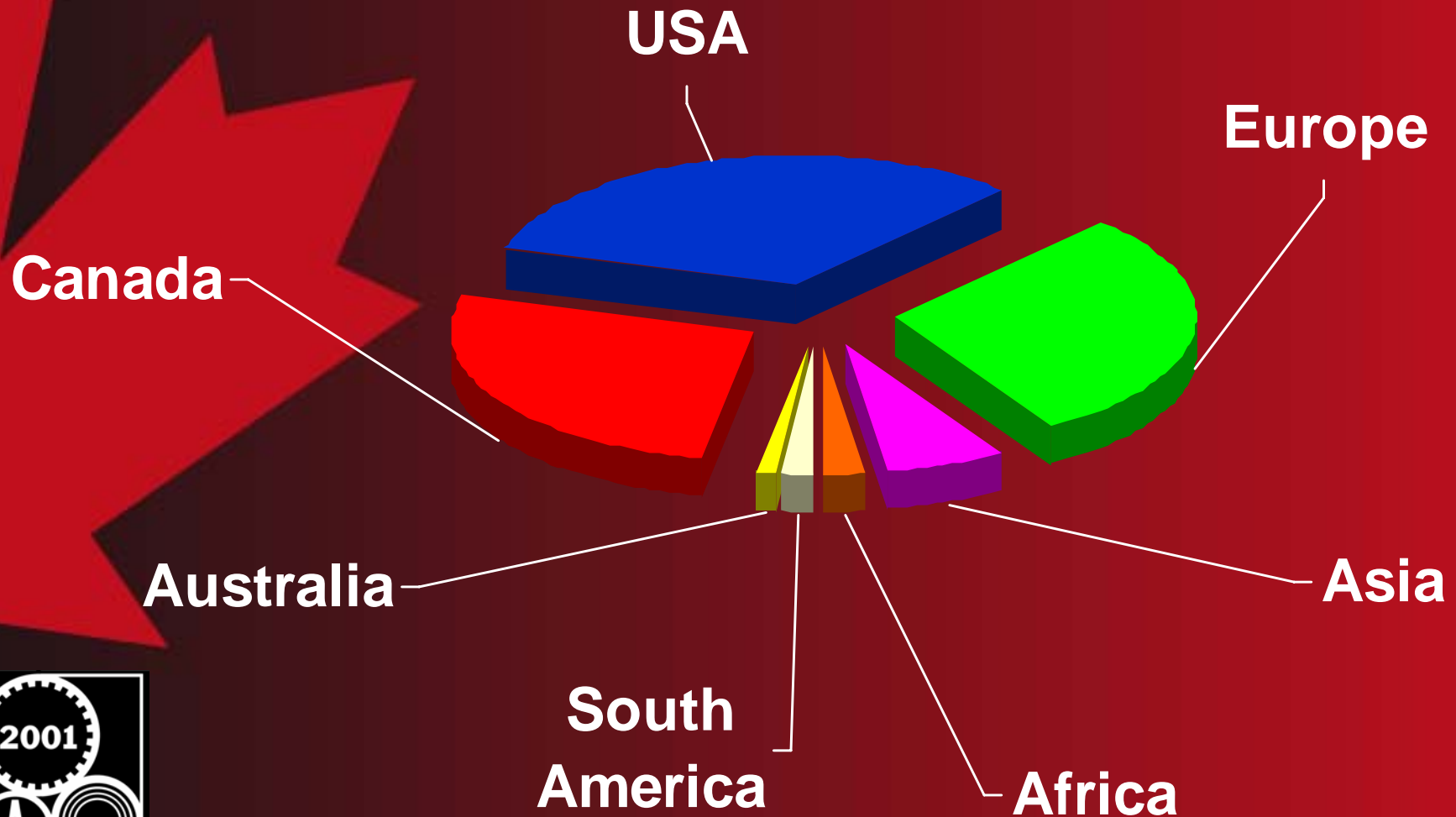
Demographics ...

Countries	44
Canada	22.5%
USA	29.6%
Other countries	48.9%
Industry and government	34.5%
Academia	65.5%
Students	22.6%



A Truly International Conference

Demographics ...



Timelines

- 1989-1997
 - ◆ Lobbying for ICSE in Canada
 - ◆ Victoria, Vancouver, Toronto
- Aug 1998
 - ◆ ICSE awarded to Toronto
- Aug 1998-May 2001
 - ◆ 1001 things to do
 - ◆ A full-time night job besides your day job
- May 2001-June 2002
 - ◆ Budget finalization and final report



A Four-Year Project ...

The Team

- Team work is everything
- Approximately 150 people on PC & CC
- 10-20 people are the core of the operation; look after them
- Get buy in from the core people; make sure their tasks are not too big but also not too small
- There will be people who will get busy in their day job and cannot devote as much time to their night job—manage this!
- Be flexible
- Return e-mail to your most important people as fast as you can



Organization

- Master plan
- Checklists galore
- The devil is in the details
- Think through the conference week and develop check lists
- Be ready three weeks before the conference
- Don't fall behind schedule; final deadline (conference) cannot be moved
- Every minute counts after the PC meeting to get the program on-line



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Tutorials

- Collecting submissions
- Targetting recruiting of tutorials
- Tutorial contract
- Submission of materials
- Scheduling of tutorials and workshops is hard and time-consuming
- Printing of materials
- AV requirements
- Send registration updates
- On site
- Evaluation forms and feedback
- Handout for reimbursement



Workshops

- Collecting submissions
- Targetting recruiting
- Workshop contract
- Open workshops
- Scheduling of tutorials and workshops is hard and time-consuming
- Submission of materials
- AV requirements
- Send registration updates
- On site
- Evaluation forms and feedback



ICSE 2001 Main Conference

- 6 Plenary Sessions
- 61 Papers
 - ◆ 47 Technical Papers
 - ◆ 8 Case-Study Reports
 - ◆ 6 Education Papers
- 9 Formal Research Demos
- 4 Panels
- 9 Invited Industry Track (IIP)
- 5 Challenges and Achievements in Software Engineering (CHASE)
- 8 Frontiers of Software Practice (FoSP)
- 30 Exhibits, demos and posters



Conference Program

- Something for everybody
- Innovations
- Schedule (190 versions)
- Schedule development
- Side meeting schedule
- Keep a couple of rooms in store for side meetings
- Solicit feedback on schedule
- Assign session chairs early
- If all workshop chairs were former General Chairs, organizing ICSE would be easy



Innovations

- FoSP (2nd lunch hour)
- NSEFS
- DLPS
- CHASE
- Case studies track
- Scheduled meetings
- Food à la CASCON
- Fancy exhibits



Frontiers of Software Practice

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Program Committee

- Call for papers
- Electronic submission through Witanweb
- Bidding
- Reviewing process
- Committee meeting in San Diego
- Collect external reviewers at the PC meeting



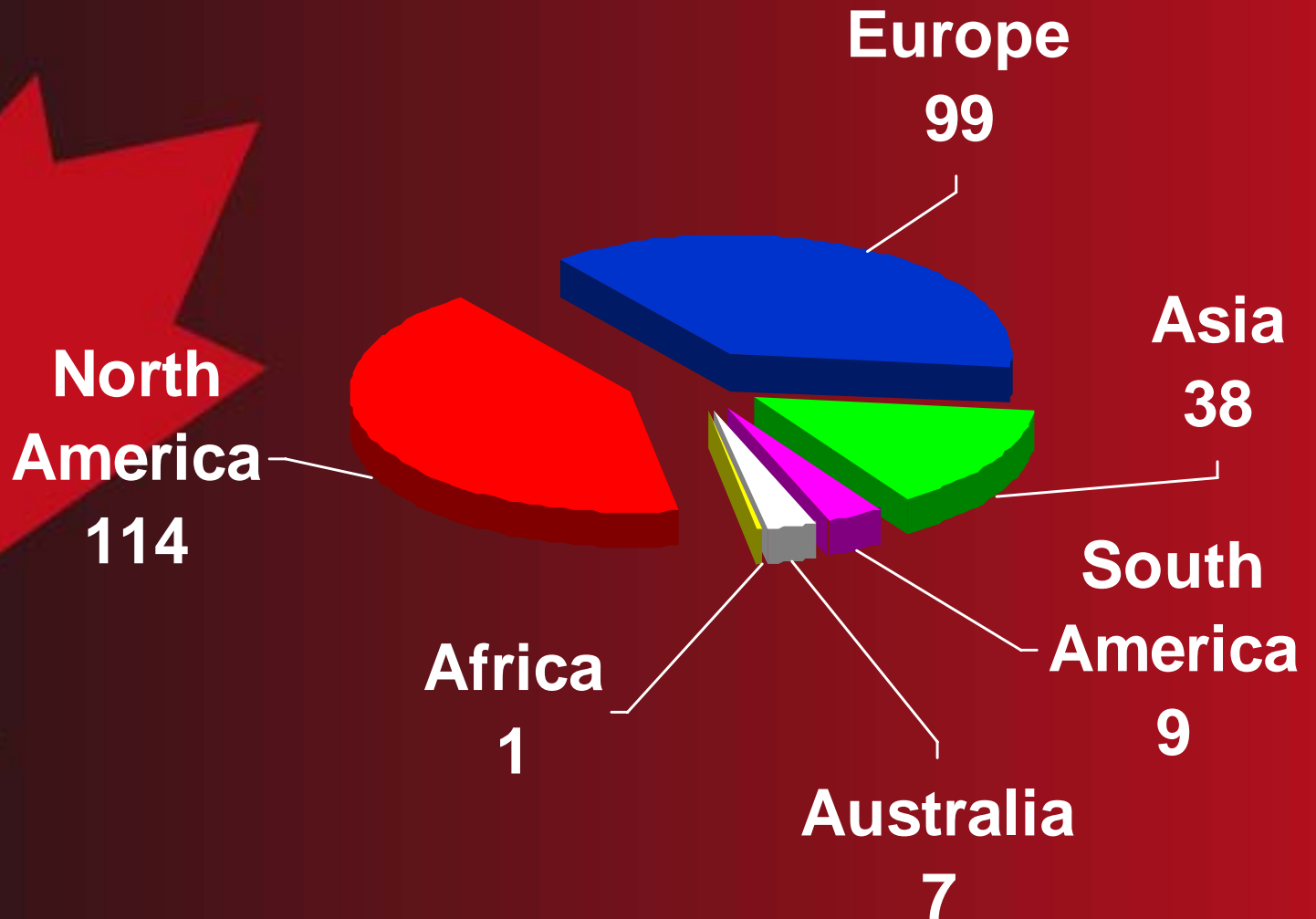
Submissions

- 303 submissions
- Three separate committees
- Electronic submission and review
WitanWeb, NRC
- Minimum 3 reviewers per paper; 4
for PC submissions; outside
reviewers
- 61 papers accepted



A Big Thank You to the PC !!!

Submissions ...



Submissions ...



Witanweb

- The NRC experience
- Adapting witanweb to ICSE
- Local vs. remote system
- People support for electronic submission system is critical
- NRC support was terrific
- Think through the submission process, bidding, PC meeting



Proceedings

- Proceedings planning
 - ◆ Projected page count: 862 pages
 - ◆ Actual page count: 870 pages 😊
 - ◆ Archive the entire meeting: abstracts
- IEEE editor: Anne Jacobs was terrific 😊
 - ◆ Proceedings preparation process
 - ◆ Front matter
- Shipment of proceedings
 - ◆ 3000 copies: 1.1K ICSE; 1K IEEE; 0.9K ACM
 - ◆ Brokerage fees
 - ◆ Storage fees
 - ◆ Shipping proceedings back
- Final proceedings



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Sponsors

- IEEE and ACM
 - ◆ ACM SIGSOFT
 - ◆ IEEE TCSE
 - ◆ Turnover at IEEE and ACM
- 8 Supporting Organizations
- 16 Corporate Donations
 - ◆ The corporate donations were critical for the success of ICSE 2001!!
 - ◆ CAD\$138,500
 - ◆ WOW sponsor
 - ◆ Canadian industry responded well ☺ ☺



Thank you very very much !!!

Donations

IBM	\$30K	Sep 16, 1999
Bell Canada	\$5K	Jan 12, 2000
CITO	\$5K	Aug 2, 2000
NRC	\$5K	Jan 9, 2001
ACD Systems	\$30K	Aug 23, 2000
Microsoft	\$5K	Oct 2, 2000
MDA	\$5K	Oct 2, 2000
Sun	\$5K	Dec 1, 2000



Donations ...

CISCO	US\$3.5K(\$5K)	Jan 9, 2001
iCORE	\$5K	Jan 12, 2000
CISCO	\$5K	Aug 2, 2000
Avaya	US\$5K(\$7.5K)	Jan 17, 2001
Rationale	\$5K	Feb 27, 2001
ASERC	\$10K	Apr 27, 2001
Nokia	\$10K	Mar 19, 2001
SPC	\$1K	Apr 10, 2001
Mitel	\$5K	Apr 30, 2001



TMRF

- Invest time to study, understand, and prepare the TMRF (2-3 weeks)
- The TMRF is a living document; evolve it and keep it up-to-date and current as much as possible
- It takes a long time for all the invoices to come in and clear
- Distributed versus centralized accounting
- What can be paid by ACM/IEEE?
- What has to be paid locally?



ICSE 2001 Budget

Approved budget	US\$520,000
Registration income	US\$540,000
Corporate donations	US\$90,000
Projected expenses	US\$600,000



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Publicity strategy

- Wave 1—ICSE 99, May 1999, flier, web
- Wave 2—Poster, Nov 1999, web
- Wave 3—CFP, ICSE 2000, June 2000
- Wave 4—CFP, July 2000, ads, mailings
- Wave 5—AP, Dec 2000, web
- Wave 6—AP, Jan 2001, 26 pages
- Wave 7—AP, Mar 2001, postcard, e-mail
- Wave 8—AP, Apr 2001, 46 pages
- Wave 9—FP, Apr 2001, 48 pages, e-mail
- Wave 10—May 2001, e-mail
- Wave 11—May, 2001, press release
- Ads—CACM, IEEE Software, SEN



Web Site Statistics

Hits since Feb 1999	232,850
AP/FP downloaded	13,435
Links within web site	3,047
Web sites referring to ICSE web site	687
Major Editions	44



A Great Basis for an ICSE Corporate Archiving

Printed Materials

- Flier at ICSE 99 (May 99)
- Poster at CASCON 99 (Nov 99)
- CFP at ICSE 2000 (June 2000)
- CACM & IEEE Software (Jul 2000)
- SIGSoft SEN ads (several)
- Exhibits brochure (Aug 2000)
- Postcard (Feb 2001)
- AP short (Feb 2001)
- CACM & IEEE Software (Mar 2001)
- AP long (Mar 2001)
- Final Program (April 2001)
- See display



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Conference Management

- What's involved?
- Distributed vs. centralized
- Collaboration and communication between conference chair, program chairs, and executive is critical
- Conference calls
 - ◆ Keep people informed
 - ◆ Build excitement
 - ◆ Reduce communication problems



Conference Management

Conference Management	Carlson Wagonlit, Toronto
Registration	RSL, Florida
AV	Frischkorn, Toronto
Proceedings	IEEE CS Press, CA
Printing	NRC, Ottawa
Catering	Westin Harbour Castle
Internet Cafe	Canadian Computer Rental
Entertainment	3 companies



Conference Management

Speakers gifts	Halo
WOW printing	Toronto
Wks & tut printing	Print Three
Storage	Weston
Brokerage	Mendelssohn
Poster framing	Toronto
Dial-up connections	Canadian Computer Rentals
Conference bags	Halo



Conference Management

Electronic submission	NRC, Witanweb
Proceedings	IEEE
AP, FP Printing	NRC, Blueprint
Ads preparation	NRC
Exhibits	Exhibits Inc.
Signage	Toronto
Victory dinner	Toronto
Security	Cardwell Security



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Top 10 Lessons from ICSE 99 & 2000

Don't do proceedings yourself	99	
Own graphics expert is critical	99	00
Typeset Final Program in-house	99	00
Location, no airport hotel	99	
Schedule side meetings early	99	00
Raise corporate donations early		00
Tut & wks fees cannot differ a lot	99	
Provide lunch for both tuts and wks	99	
Volunteers make a huge difference		00
Executive communication problems	99	00



Lessons Learned ... Canada

- Canada responded big time
 - ◆ Attendees
 - ★ Industry, Academia, Government
 - ◆ Sponsors
 - ◆ Organizers and volunteers
 - ◆ Content
 - ◆ Coast-to-Coast support
- Toronto was ideal
 - ◆ Westin Harbour Castle is great
 - ◆ Great City
 - ◆ Great resources



Lessons Learned ... Federated

- Federated conferences work
- Many conferences in one
- Workshops and tutorials could start on Saturday before the conference
- Workshops are really key
- Networking is critical
- Difference between a colocated conference and a workshop?
- Reserve more rooms for side meetings



Lessons Learned ... Tricks

- Conference calls did the trick
- Teamwork, teamwork, teamwork
- Time management is critical
- IEEE Editor for Proceedings was superb
- Graphics design is critical and extremely time consuming
- Web site design and management is critical for publicity, communication, coordination
- Contract with one printing house for all the printing and ad set up
- Workshop and tutorial contract



Lessons Learned ... Quality

- Web site and printed materials
- Content of entire program
- Proceedings
- Manage workshop quality
- Speaker guidelines 😊
- Common look-and-feel for events
- AV equipment and support
- Food and receptions
- Hotel: location, facilities, meeting rooms
- Internet café
- Student volunteers
- Attention to detail 😊



Lessons Learned ... Publicity

- High quality web site
- Each workshop has a web site
- Make sure other web sites link to us
- Inform workshop and tutorial chairs regularly of registration numbers
- Involve all program and conference committee members in publicity (e.g., link to ICSE web site)
- Stack publicity committee with senior and recognizable people
- E-mail, e-mail, e-mail



Lessons Learned ... the hard way

- Maintaining ICSE corporate knowledge is an elusive goal and a major challenge
- Assume that some people who made commitments will get busy in their *day* job build it into project plan and manage it
- People you don't know should not be on the critical path
- Contract with a professional to negotiate with the hotel (3-4 years before the event)
- Experienced conference organizers have some spare hotel bedrooms in their pocket (R. Sameshima, Westin)



Lessons Learned ... Tradeoffs

- Integrated vs. distributed conference management
 - ◆ Banking
 - ★ Registration
 - ★ Invoices
 - ★ Donations
 - ★ Exhibits income
 - ◆ Documents
 - ★ Proceedings
 - ★ AP, FP, etc.
 - ★ Web site
 - ★ Printing
 - ◆ Local arrangements



Summary

- Always on schedule
- No tutorial or workshop cancellations
- Within budget
- Excellent local and on site arrangements
- Great registration (pre, on site)
- Excellent AV
- Great food
- Great receptions and entertainment
- Terrific hotel and location



Summary ...

- Excellent program
- Great proceedings
- Great Final Program
- Great attendance
 - ◆ Great student turnout
 - ◆ Canada showed up big time
- Terrific ICSE 2001 team



Thank you!

😊 HM 😊 MJH 😊 WS



ICSE 2001

23rd International Conference
on Software Engineering 

May 12-19, 2001
Toronto, Ontario, Canada
The Westin Harbour Castle

www.csr.uvic.ca/icse2001/

Sponsoring Organizations

TCSE
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