ICSE 2001 Postmortem Report

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General Chair

Mary Jean Härrold
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Program Chairs

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

<table>
<thead>
<tr>
<th>Event</th>
<th>Registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>SE Week (different people)</td>
<td>😊1,174😊</td>
</tr>
<tr>
<td>ICSE Main Conference</td>
<td>869</td>
</tr>
<tr>
<td>Tutorial registrations</td>
<td>434</td>
</tr>
<tr>
<td>Workshops+DLPS+NSEFS+Doc</td>
<td>649</td>
</tr>
<tr>
<td>IWPC 2001</td>
<td>89</td>
</tr>
<tr>
<td>EHCI 2001</td>
<td>52</td>
</tr>
<tr>
<td>SSR 2001 including 13 tut regs</td>
<td>61</td>
</tr>
<tr>
<td>SPIN 2001</td>
<td>63</td>
</tr>
<tr>
<td>Total registrations</td>
<td>2217</td>
</tr>
</tbody>
</table>

*A Meeting of Minds*
Demographics ...

<table>
<thead>
<tr>
<th>Countries</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>22.5%</td>
</tr>
<tr>
<td>USA</td>
<td>29.6%</td>
</tr>
<tr>
<td>Other countries</td>
<td>48.9%</td>
</tr>
<tr>
<td>Industry and government</td>
<td>34.5%</td>
</tr>
<tr>
<td>Academia</td>
<td>65.5%</td>
</tr>
<tr>
<td>Students</td>
<td>22.6%</td>
</tr>
</tbody>
</table>
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
- Targeting 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
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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 ...

Europe
99

North America
114

Asia
38

South America
9

Africa
1

Australia
7
Submissions ...

- India
- Taiwan
- Netherlands
- Spain
- Brasil
- Australia
- Italy
- Finland
- France
- Japan
- Canada
- UK
- Germany
- USA

- Turkey
- Switzerland
- Sweden
- Norway
- Ireland
- Egypt
- Denmark
- Belgium
- Albania
- Malaysia
- Argentina
- Singapour
- Portugal
- Korea
- China
- Bosnia-Herzegovina
- Austria

Total submissions: 102
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

<table>
<thead>
<tr>
<th>Company</th>
<th>Amount</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM</td>
<td>$30K</td>
<td>Sep 16, 1999</td>
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<tr>
<td>Bell Canada</td>
<td>$5K</td>
<td>Jan 12, 2000</td>
</tr>
<tr>
<td>CITO</td>
<td>$5K</td>
<td>Aug 2, 2000</td>
</tr>
<tr>
<td>NRC</td>
<td>$5K</td>
<td>Jan 9, 2001</td>
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<tr>
<td>ACD Systems</td>
<td>$30K</td>
<td>Aug 23, 2000</td>
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<tr>
<td>Microsoft</td>
<td>$5K</td>
<td>Oct 2, 2000</td>
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<tr>
<td>MDA</td>
<td>$5K</td>
<td>Oct 2, 2000</td>
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<tr>
<td>Sun</td>
<td>$5K</td>
<td>Dec 1, 2000</td>
</tr>
<tr>
<td>Company</td>
<td>Amount</td>
<td>Date</td>
</tr>
<tr>
<td>-----------</td>
<td>-----------------</td>
<td>------------</td>
</tr>
<tr>
<td>CISCO</td>
<td>US$3.5K($5K)</td>
<td>Jan 9, 2001</td>
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<tr>
<td>iCORE</td>
<td>$5K</td>
<td>Jan 12, 2000</td>
</tr>
<tr>
<td>CISCO</td>
<td>$5K</td>
<td>Aug 2, 2000</td>
</tr>
<tr>
<td>Avaya</td>
<td>US$5K($7.5K)</td>
<td>Jan 17, 2001</td>
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<tr>
<td>Rationale</td>
<td>$5K</td>
<td>Feb 27, 2001</td>
</tr>
<tr>
<td>ASERC</td>
<td>$10K</td>
<td>Apr 27, 2001</td>
</tr>
<tr>
<td>Nokia</td>
<td>$10K</td>
<td>Mar 19, 2001</td>
</tr>
<tr>
<td>SPC</td>
<td>$1K</td>
<td>Apr 10, 2001</td>
</tr>
<tr>
<td>Mitel</td>
<td>$5K</td>
<td>Apr 30, 2001</td>
</tr>
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</table>
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

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
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<tbody>
<tr>
<td>Approved budget</td>
<td>US$520,000</td>
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<tr>
<td>Registration income</td>
<td>US$540,000</td>
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<tr>
<td>Corporate donations</td>
<td>US$90,000</td>
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<tr>
<td>Projected expenses</td>
<td>US$600,000</td>
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- Lessons learned
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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hits since Feb 1999</td>
<td>232,850</td>
</tr>
<tr>
<td>AP/FP downloaded</td>
<td>13,435</td>
</tr>
<tr>
<td>Links within web site</td>
<td>3,047</td>
</tr>
<tr>
<td>Web sites referring to ICSE web site</td>
<td>687</td>
</tr>
<tr>
<td>Major Editions</td>
<td>44</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Service</th>
<th>Provider/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Management</td>
<td>Carlson Wagonlit, Toronto</td>
</tr>
<tr>
<td>Registration</td>
<td>RSL, Florida</td>
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<tr>
<td>AV</td>
<td>Frischkorn, Toronto</td>
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<tr>
<td>Proceedings</td>
<td>IEEE CS Press, CA</td>
</tr>
<tr>
<td>Printing</td>
<td>NRC, Ottawa</td>
</tr>
<tr>
<td>Catering</td>
<td>Westin Harbour Castle</td>
</tr>
<tr>
<td>Internet Cafe</td>
<td>Canadian Computer Rental</td>
</tr>
<tr>
<td>Entertainment</td>
<td>3 companies</td>
</tr>
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## Conference Management

<table>
<thead>
<tr>
<th>Service</th>
<th>Supplier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speakers gifts</td>
<td>Halo</td>
</tr>
<tr>
<td>WOW printing</td>
<td>Toronto</td>
</tr>
<tr>
<td>Wks &amp; tut printing</td>
<td>Print Three</td>
</tr>
<tr>
<td>Storage</td>
<td>Weston</td>
</tr>
<tr>
<td>Brokerage</td>
<td>Mendelssohn</td>
</tr>
<tr>
<td>Poster framing</td>
<td>Toronto</td>
</tr>
<tr>
<td>Dial-up connections</td>
<td>Canadian Computer Rentals</td>
</tr>
<tr>
<td>Conference bags</td>
<td>Halo</td>
</tr>
</tbody>
</table>
# Conference Management

<table>
<thead>
<tr>
<th>Service</th>
<th>Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic submission</td>
<td>NRC, Witanweb</td>
</tr>
<tr>
<td>Proceedings</td>
<td>IEEE</td>
</tr>
<tr>
<td>AP, FP Printing</td>
<td>NRC, Blueprint</td>
</tr>
<tr>
<td>Ads preparation</td>
<td>NRC</td>
</tr>
<tr>
<td>Exhibits</td>
<td>Exhibits Inc.</td>
</tr>
<tr>
<td>Signage</td>
<td>Toronto</td>
</tr>
<tr>
<td>Victory dinner</td>
<td>Toronto</td>
</tr>
<tr>
<td>Security</td>
<td>Cardwell Security</td>
</tr>
</tbody>
</table>
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## Top 10 Lessons from ICSE 99 & 2000

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Year</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t do proceedings yourself</td>
<td>99</td>
<td></td>
</tr>
<tr>
<td>Own graphics expert is critical</td>
<td>99</td>
<td>00</td>
</tr>
<tr>
<td>Typeset Final Program in-house</td>
<td>99</td>
<td>00</td>
</tr>
<tr>
<td>Location, no airport hotel</td>
<td>99</td>
<td></td>
</tr>
<tr>
<td>Schedule side meetings early</td>
<td>99</td>
<td>00</td>
</tr>
<tr>
<td>Raise corporate donations early</td>
<td>99</td>
<td>00</td>
</tr>
<tr>
<td>Tut &amp; wks fees cannot differ a lot</td>
<td>99</td>
<td></td>
</tr>
<tr>
<td>Provide lunch for both tuts and wks</td>
<td>99</td>
<td></td>
</tr>
<tr>
<td>Volunteers make a huge difference</td>
<td>99</td>
<td>00</td>
</tr>
<tr>
<td>Executive communication problems</td>
<td>99</td>
<td>00</td>
</tr>
</tbody>
</table>
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 collocated 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 and 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!