



KDE Promotion:



How to rock the show with KDE



Why is it important?

- **give KDE a human face**
- **give people a chance for first hand experience**
- **answer questions**
- **debunk myths**



Why is it important?

- **meet potential contributors**
- **meet potential business partners**
- **meet other KDE and FOSS people**



What to start with?



- **Find out about potential target groups**
- **Register at the event**
- **Find volunteers**
- **Request BoothBox**
- **Get Businesscards**
- **Eventually arrange accommodation**



What does a booth need?

- **Paper for notes**
- **Live CDs**
- **Decoration**
- **Hardware**
- **Inviting staff**



What to be prepared for?



- **No network connection**
- **Unresponsive organizers**
- **KDE vs. GNOME questions**
- **Linux vs. Windows questions**
- **Trolls**
- **Distro related questions**



After the event?



- **Take care of the booth box**
- **Follow up on contact requests asap**
- **Write an article for dot.kde.org or planetkde.org**



What can we improve?



- **Booth FAQ for first timers**
- **Booth checklist**
- **Be even more professional**



How to be even more professional?



- **Registered for a booth? Show up!**
 - Find replacement if necessary
- **Offered a talk? Do it!**
 - Find replacement if necessary
- **Keep in touch with other volunteers and the event organizers**
- **Keep the booth tidy**



How to be even more professional?



Be approachable!



How can you help?



- spread.kde.org
- [Calendar on events.kde.org](https://calendar.events.kde.org)
- [kde-promo](#) and [kde-events](#) mailing list
- [#kde-promo](#) on freenode
- wiki.kde.org



Questions?