



How To Be A *NOG

Job Snijders
NLNOG Foundation

How We Started...

many years ago

- Mailing list (nlnog@nlnog.net)
- IRC #NLNOG channel ([#nlnog](irc://irc.nlnog.net))
- Often a yearly get-together for drinks

But there must be more...

....it's not about the drinks...

Communities need substance

NLNOG RING

28 Dec 2010/10:26 CET on IRC:

<job> hey, maybe we should
create a #nlnog test platform

Local knowledge sharing

- A full day event, with the most relevant presentations for our community
- Low budget, high quality
- No marketing shit
- A group of volunteers organising it
- Sounds familiar? This is just like ITNOG2 :-)

NLNOG Days

- From 40 (2014) -> 80 (2015) -> 200 people (2016)
- Stuff gets serious, you need:
 - A legally registered non-profit organisation
 - Funding
 - T-shirts, banners, location, catering, promotion
 - A lot of time and enthusiasm

Our Board

- We decided to make NLNOG “official” in 2014
- Recruited the right people for the job:
 - Somewhat independent of their ORG (no sales)
 - know the community very VERY well
 - Willing/crazy enough to spend time
 - Passionate

Funding

- **NEVER** trade money for stage time. Do not accept a sponsored talks.
- ITNOG/NLNOG are not a trade show or market place.
- The NOG exists for the community, for newcomers too. Free/donation based entrance fees are preferred.
- The more sponsors the NOG has, the better. (each responsible for a smaller part of the budget).
 - The more sponsors you have, the more clear it is that the community as a whole supports the NOG.
 - Diversity & Risk distribution

Lessons We Learned

- Your community is **local!**
- Good content is the most important. (Local content is best)
- Don't care about clashing dates with other NOGs
- Keep commercials out of it. Fight event hijacks.

Encourage

- Encourage open source initiatives from within the community
- Encourage projects (maybe translate important bits of some RFCs/BCOPs into Italian for easier access).
- Encourage civil discussion in a moderated environment: have a policy (fight against ad hominem, discrimination or sexism).
- Regional ITNOG meetings?

Dutch directness...

Board proposal

