

WordCamp Prague 2022



26. 2. 2022

Online

[Introduction](#)

[Programme](#)

[Sponsorship](#)

[FAQ](#)

[Our team](#)

WordCamp – what is it?

WordCamps are official conferences, and they are all about WordPress – an open source web development and content management tool. WordPress is used by more than 42% of the most visited websites worldwide, making it the most popular CMS tool in the world.

The purpose of each WordCamp is to bring the WordPress community together and to introduce new WordPress trends, thoughts, and personalities. WordCamp Prague is a part of a global series of WordPress-dedicated conferences – see the entire list at <https://central.wordcamp.org/schedule/>. All the conferences are organized by volunteers and approved by the WordCamp.org headquarters.

Prague will host its 9th WordCamp on the 26th of February 2022. This year's event will also take place online, but we hope to build on last year's success and bring the community together across the Czech and Slovak Republics. Since WordPress Central does not financially support online events, we are looking for sponsors to help us make it happen and provide an enriching experience for all attendees.

By becoming a sponsor, you get an excellent opportunity to promote your brand and show that you are actively involved in efforts to develop and improve this popular system. Your contribution will also make the visitors' conference experience even more fun and memorable.

We are planning one stream, several discussion rooms and possibly workshops. The streaming channel will be uploaded and available later on YouTube, discussions and workshops will not be recorded. We will alternate lectures for users, advanced and developers. We will also add case studies.

Programme

WordCamp Prague is attended by a wide array of visitors, from beginners to pros, from starting bloggers to professional developers and consultants, and it is our carefully crafted programme and a chance to meet new people from similar fields that brings them all to WordCamp. After last year's success, we expect around 600 visitors.

Our talks and lectures deal with various topics, not just WordPress CMS – we also have talks on general online marketing, SEO, web design and administration, and web hosting. Each year, Prague's WordCamp is attended by leading WordPress experts from the Czech Republic, Slovakia, and other countries, who are all there to share their know-how.

The next day, a Contributor Day is held with the goal to bring together those who would like to contribute to the WordPress community by helping with translations, or with planning of other events.

<p>Day 1: Saturday</p> <p>Online Conference</p> <p>Visitors: 600</p> <p>One stream, several chat rooms and case studies.</p> <p>Place: online</p>	<p>Day 2: Sunday</p> <p>Contributor Day</p> <p>Visitors: 15 – 30</p> <p>A moderated discussion board on various ways to contribute to the community, translation work</p> <p>Place: PKC, Old Town Square ¼ or online (according to the current situation)</p>
---	---

Sponsorship

Although WordCamp Prague is an official WordPress conference, it's not a traditional commercial conference that are commonly held in different fields. The main goal of WordCamp Prague is to help develop the open source community and to educate the users, which is why the tickets are priced at a very affordable rate.

Funds that are necessary to hold a WordCamp are obtained from sponsors, with the careful supervision of the WordCamp headquarters guaranteeing the conference's quality. Every WordCamp always receives a lot of attention, both domestic and international.

By becoming a sponsor, you get a great opportunity to promote your brand and show that you are actively involved in efforts to develop and improve this popular system even further. Your contribution will also make the visitors' conference experience even more fun and memorable.

Our biggest expense will be the video studio rental, which should be paid for by the main sponsor. The event will appeal to people interested in WordPress not only from all over the Czech Republic, but also from Slovakia as usual.

There are several sponsorship tiers:

- **Gold sponsor:** a unique opportunity to sponsor WordCamp and be seen, which in addition to silver sponsorship includes a virtual stand throughout the conference, including the announced presentation, activity before the event or during the lunch break, logo in the presentation not only between lectures but also during online broadcast.
- **Silver sponsor:** a popular form of sponsorship, which in addition to the bronze package includes a guest post on the web, a virtual sponsorship stand (for 1 hour), the opportunity to offer virtual swag visitors, a thank you note and a logo on slides in the introductory word or a logo between lectures.
- **Bronze sponsor:** as part of the basic sponsorship, you will receive a logo on the web with a link, a thank you note on our social networks (Twitter and Facebook) and a thank you note and a logo on the slides at the end of the conference.
- **Professional:** a micro-observation that allows you to pay for a ticket voluntarily. This level is suitable for individuals or companies who do business thanks to WordPress and want to reward the community at least a little by buying a paid ticket. We will publish your name on the WordCamp website and you can show your clients that you are actively interested in what is happening around WordPress.
- **I would like to support WordCamp:** do you like WordPress or do you use it for your projects, but do not necessarily need to have a backlink to your website? Then this is the offer just for you - for all fans of WordPress, WordCamp and the whole community!
- **Media partner:** take the position of our media partner and bring information on your website

not only about the conference itself, but also about all events connected with the Czech WordPress community.

What do you get under which level of sponsorship?

	I would like to support WordCamp 300 CZK	Professional 750 CZK	Bronz sponsor 1.800 CZK	Silver sponsor 5.000 CZK	Gold sponsor 15.000 CZK	Media partner
Name on the web with the link	without the link	✓	✓	✓	✓	✓
Logo on the web with the link			✓	✓	✓	✓
Thankyou on social media (Twitter and Facebook)			✓	✓	✓	✓
Thankyou and logo on the slides at the end of the conference			✓	✓	✓	
Thankyou and logo on the slides in the introductory word				✓	✓	
Guest post on the web				✓	✓	
Virtual sponsor booth				1 hour	whole day	
Possibility to offer virtual swag to visitors				✓	✓	
Logo in the presentation				between lectures	between lectures and also during	
Announced presentation in a virtual booth					✓	
Activity before the event or during the lunch break					✓	
Thankyou in the email					✓	

Benefits of sponsorship

- Sponsorship is perceived more positively by the public compared to advertising. Businesses co-create their image according to the areas of social life they devote their resources to. By sponsoring a non-profit event, you will reassure your partners about their desire to help the NGO industry.
- Thanks to its flexibility, sponsorship has the advantage that it can be used as a means of marketing communication (ie building awareness and image of a product or brand), but it can also support the company's communication goals.
- Sponsorship is a fully tax-efficient form of advertising. You can deduct all expenses from taxes.

To become a sponsor, you need to meet the following criteria:

- You do not abuse the WordPress trademark (e.g. you don't use the term "WordPress" in the names of your products and services).
- Your WordPress-related work is in accordance with the WP license and 100% compatible with the GPL.
- You do not support any forms of discrimination or intolerance.
- You do not support entities who don't meet the above-mentioned criteria.

If you are interested in **any of the offered forms of sponsorship**, contact us at sponzori@wordcamppraha.cz and we will be happy to send you more information.

None of the sponsorship tiers meets your needs, but you would like to support the conference anyway? Reach out to us, **and we will come up with a mutually beneficial form of sponsorship.**

FAQ

Who is the conference for?

Most of our visitors use WordPress professionally – they are mostly developers, designers, consultants, and other users that use WordPress to make a living.

Here is a short summary of the questionnaire we sent out after the last year's conference:

- **where they work:** 61% of respondents are freelance or form a small group, 29% work in a company and 5% in a corporation
- **what they do:** 21% websites (from A to Z), 15% marketing, 14% their own projects, 14% manage company websites, 10% do programming, 10% design, 10% coding and only 8% of participants do not use the internet for a living
- **what kind of hosting they use:** 56% regular web hosting, 19% VPS or VMS, 14% multihosting, 4% server hosting, 3% dedicated service (wordpress.com, Webnode, etc.)
- **how many websites do they manage:** 43% ten or more, 27% two to five, 21% five to ten, 7% one website
- **what is their impression of the conference:** 53% say it's the best event far and wide, 37% gave us a B, 7% said it's "good", i.e. an event like any other

What are the payment conditions?

The payment must be made within 10 days after the confirmation of the sponsorship tier. An invoice will be issued for the payment.

Is WordCamp Prague 2022 going to bring something new?

We have received no complaints about the quality of lectures and the organization of previous years in recent years, so we believe that we will be able to maintain that level. Last year, we prepared a well-trodden program for users, programmers and people dealing with content. All this with lecturers not only from the Czech Republic and Slovakia.

If there is space, we would love to do a Contributor day live where you can send your banners and possibly swag.

WordCamp Prague 2022 – our team

Meet the team of organizers of WordCamp Prague 2022. They voluntarily dedicate their time, experience and energy to make the event an unforgettable experience for everyone.

Jan Štětina, lead organizer - zaantar.eu
jan.stetina@naswp.cz, +420 799 797 065

Vladimír Smitka – lynt.cz – accounting (vladimir.smitka@lynt.cz)

Karolína Vyskočilová – kybernaut.cz – sponsors (sponzori@wordcamppraha.cz)

Adina Foxová – adinafoxova.cz – speakers (speaker@wordcamppraha.cz)

Michal Janata – michaljanata.cz

Radek Kučera – wpmax.cz

Adam Laita – laita.cz

Pavel Urbánek – wp-hosting.cz

Vlastimil Ott – vlastimilott.cz

Petr Cibulka – cibulka.me

Vojtěch Bruk - vojtechbruk.cz

Petra Stejskalová