WordCamp Toronto

Celebrating 10 Years of WordPress in Toronto

Fri, 29 Sep to Sun, 1 Oct

2017 Media Kit
WordCamp Toronto (#WCTO)

A brief history
#WCTO is 10 years old this year. #WCTO helped thousands of business owners, WordPress users, and coders to learn and grow in the past decade. We are looking forward to a new decade of growth in the WordPress community and for local business owners, coders and youth.

WordPress runs 28.5% of websites in the world (source: w3techs.com), and the total economic effect is measured in trillions of dollars. Locally, that means tens of millions of dollars injected into the GTA economy through jobs, freelancers and service providers. In just two days this year #WCTO is injecting $69,810.40 into the local economy. Add the ripple effect of new clients, joint ventures, and product development that comes out of WordCamp Toronto, and you get a million dollar boost to the Toronto economy.

Then there’s the fun and networking. Hundreds attend #WCTO every year from Ottawa, Montreal, New York, Syracuse, as well as England, Bulgaria, Japan, France, and Australia. #WCTO is a global, multi-cultural event in the world’s most multi-cultural city.

#WCTO starts Friday evening with a welcome dinner for speakers, sponsors and volunteers. The learning starts bright and early Saturday morning, then we relax Saturday evening with an after party at a local venue. Then more learning Sunday (with a slightly later start time) before everyone heads for home.
WordCamp Toronto Today

2017 kicks off a new decade of programs and growth in Toronto.

**KidsCamp**
This is our first year running KidsCamp. It’s an opportunity to introduce kids age 7-14 to WordPress and the world of coding.

All day Saturday kids (in company with parents) discover WordPress and build a working site. They leave at the end of the day with their own site and the knowledge to manage it.

**Wapuu Drawing Contest**
Wapuu is the official WordCamp mascot with local variations encouraged. WordCamp Toronto wants its own Wapuu and invites the community to choose.

Everyone is welcome to enter their idea for a Toronto Wapuu. Draw it hugging the CN Tower, Skydome, or City Hall. Put it in Greektown, Chinatown, or Little Italy. Every idea is welcome, and the community chooses Toronto’s new Wapuu during WordCamp.


**Ambassador Program**
WordCamp Toronto is a community driven and focused event. For the first time, we are moving attendees out of the event venue and into the community for lunch both days.

Several local restaurants are providing tables of 12 where attendees can have lunch with speakers or sponsors. We’re also listing restaurants within walking distance so everyone has a lunch option. The idea is to move the $22,000 typically invested in food at the venue out into locally owned restaurants.
New Toronto Programs

Teaching Kids Code (TKC)

We believe poverty is caused by a lack of opportunity. TKC provides opportunity by teaching valuable employment and life skills in the high demand area of technology. The curriculum aims to move kids toward being a full stack developer with options to branch off along the way into design, front end coding, and back end coding. Included within the curriculum is athletics, food security and nutrition, self image for success, way finding, financial literacy, and live projects for work experience.

We believe suicide is the result of feeling disconnected and ineffective. Every year, Toronto loses an average of 12 youth (ages 15-29) in each of the 44 wards of the city. In addition, York West is the second poorest riding in the province of Ontario. It’s hard to imagine anywhere in North York as a place of poverty.

TKC connects kids to other kids within the city, the business community (through live projects), and the global WordPress community. TKC helps kids be effective by giving them opportunities to develop skills, teach each other, and work on real projects for business owners.

Outreach to Business Improvement Areas (BIAs)
WordPress is the world’s leading content management system. This is why we’re using it as the foundation of the Teaching Kids Code program. It’s also why we’re reaching out to BIAs across the city to provide free WordPress training and digital marketing education.

Part of the outreach is introducing business owners to TKC. This is their opportunity to support kids learning essential life and programming skills while getting those skills at a reasonable investment. The kids get real life experience while earning and learning, and business owners get the results they want.

Content for Coders
The hardest to find human resource in Toronto is a back end coder. One of the reasons is that technology changes so fast it’s hard to stay up to date. We have a vested interest in solving both problems.

TKC trains kids to be full stack developers. This includes front end and back end coding. Content for Coders ensures they can always stay up to date while involving the local coding community. The goal is for the community to help itself stay up to date and effective.
Event Info

Event: WordCamp Toronto 2017

Dates: Friday, 29 Sept ‘17  
Saturday, 30 Sept ‘17  
Sunday, 1 Oct ‘17

Location: Ryerson University  
Ted Rogers School of Management  
55 Dundas St. W., 7th Floor

Tickets: $40

Website: https://2017.toronto.wordcamp.org

Lead Organiser: Conrad Hall

Email: wordcampto@gmail.com

Phone: 647.278.0188

Address: 610-341 Bloor St. W.  
Toronto, ON M5S 1W8

Attendance: 500 attendees
56 Volunteers https://2017.toronto.wordcamp.org/be-a-volunteer/  
40 speakers https://2017.toronto.wordcamp.org/be-a-speaker/  
20 sponsors https://2017.toronto.wordcamp.org/be-a-sponsor/

Demographics:
- Retail and service business owners (from shoe stores and hair salons to carpenters and lawyers to agencies and freelancers)
- $150,000 to $20,000,000 in annual sales
- 30 – 72 years of age
- Approximately 60% female
Sponsors

Diamond Sponsors ($3,000)

- Jetpack
- WooCommerce
- BoldGrid
- WP Engine
- Bluehost

Platinum Sponsors ($2,000)

- SiteGround
- Hover
- GoDaddy Pro

Gold Sponsors ($1,000)

- WPML.org
- DreamHost
- SiteLock

Silver Sponsors ($500)

- GreenGeeks
- Radix

Bronze Sponsors ($150)

- TestDrive
- Circus
- WP Expert
- David Gilbert Voice Over
- NexToronto
- WPUP