

# PSF Python Brochure: Contact Scout Guide

*This guide is meant to help our contact scouts, getting interview partners interested in cooperating with the brochure team – both for providing interesting content as well as supporting the brochure project as sponsors. So here goes...*

First of all, we should share why we are doing all this...

## Introduction

### Why a Python image brochure ?

Python has for a long time only been marketed via word of mouth, books, conferences and community events. This strategy has been very successful in reaching out to developers and people already interested in the computer programming field.

However, reaching out to people not in the IT business or people who are not working at the level of developers, has not worked out too well.

We have a [python.org website](http://python.org) built for developers. We have **lots and lots of mailing lists, blogs, IRC and Twitter accounts**. We have **conferences** for people to check up on the latest Python developments.

**The problem** with these resources is that they are

- **too technical**
- **only provide pull-based information**

**Managers** don't bother reading developer documentation, **CEOs** want distilled information served right up to them, **governments** and **larger corporations** all require **passing information through deeply nested decision making processes** – with **lots of potential for information loss** and certainly **no desire to go through the same information retrieval process at each level**.

**In short:**

We need a way to give these **non-developers** an easy way to get the information they want in **a format that suits their needs**, i.e. **printed material** and **PDFs** with **high level introductions** based on **real-life use cases**.

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# The Project

## So who's running the show ?

In April 2010, one of the PSF board members, Marc-André Lemburg, sat down in a local WorldPloneDay meeting and started reading the then new Plone brochure. It occurred to him, that Python was in bad need for a similar high quality brochure – for the reasons stated above.

Fortunately, the two key figures in producing the Plone brochure, Armin Stroß-Radschinski and Jan Ulrich Hasecke, were present at the same WorldPloneDay meeting. So we got in touch, discussed the idea and started to work out a proposal for the Python Software Foundation (PSF) to underwrite a project for producing the first PSF Python Brochure with a 10,000 copy first edition.

By December 2010 the PSF had approved the project, and since January 2011 we're busy working out message, structure and content of the brochure.

Right, the content ...

## Beautiful pictures, motivational text

For the brochure we want to present case studies that demonstrate how well Python can be used to implement and run real-life use cases.

We're not interested in the latest in decorator designs, meta-class overloading and context manager tweaks. We want to show people that Python is mature enough to be used in mission-critical systems to e.g. move billions of dollars through financial trading systems, run tests for NASA's Space Shuttle, collect VAT taxes from traders at the national level, or semi-autonomously control giant robots.

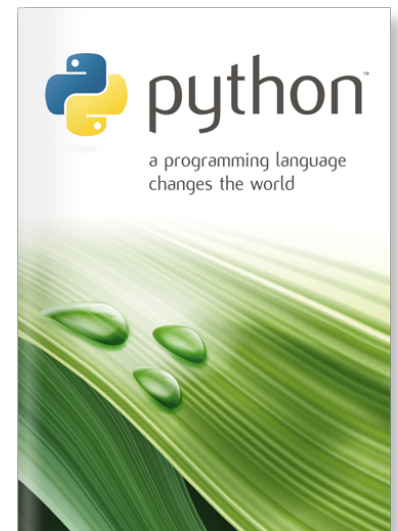
Topics that are interesting to people without having to know a lot about computers or programming.

## Reaching out to the people

Now, we're just three people working on the project, so it's obvious that we need help to find those interesting projects.

This is where our contact scouts come in.

We'd like you to make contact with people who work on these projects and could provide content, as well as people who understand that producing such a brochure is worthwhile doing and would like to help financially through sponsorships.



# Content Contacts

## Things we need from content providers

In general, we need information about the projects these contacts are working on and their contact details:

- name, company name
- project name
- postal address
- phone number
- email address
- company website
- project website

Since we'll be focusing on making the brochure visually appealing, we'll need **images** and **pictures** as well as **statements**, **quotes** and **high-level summaries** of what the projects are about.

In order for us to better understand the projects, it would be useful to also get:

- PDFs of slides or posters showcasing the project
- additional notes and texts the content providers can provide (not only for publication, but also to get a better understanding the project)
- videos or audios of presentations
- URLs to reference the projects
- URLs to use for getting more information
- contact information of people in charge of the project's or company's PR and marketing (in order to get the use permissions for images and texts)

## Quotes and statement

To make the presentation of the project more interesting for the reader, we'd also like to get a statement or quote from the contacts – or, if possible, one of the leaders in the company (the more impressive, the better).

This last part may be a bit difficult to put right, in order not to offend the contacts. A quote from the CEO of a company has more weight than a quote from one of the project developers – at least for marketing purposes.

## So many words, so little space

It should be made clear that we won't be able to use all provided information in the brochure and we also have to reserve the right, not to mention their project at all.

This shouldn't discourage people from contributing, though, since we plan to create a supporting website for the brochure, where we'll try to list most, if not all content contributions we receive.

Please also encourage contacts to consider writing and submitting a success story about their project to the Python success stories project:

- <http://www.python.org/about/success/>

After the brochure project we may consider reviving that project by creating a new edition of the success story booklet – if possible, in collaboration with O'Reilly who published the first edition of the Python Success Stories.

## Where to go from here ?

Once the contact has reached touch-down with the idea of having his or her project mentioned in the brochure, we can then take the lead from there and sort out the details directly via email, Skype or phone.

This is our email list address:

- [brochure@getpython.info](mailto:brochure@getpython.info)

Since you, as contact scout, made the contact, we may sometimes ask you to continue participating in discussions to make the collaboration an overall success.

## Ok, got it, but how do I approach the suspect ?

We'll leave this entirely up to you, since we're sure you'll manage. If you're looking for some additional help, please read on.

Experience has shown that starting the approach with a short introduction of the project, followed up by a more detailed interview, gives the best results.

You could, for example, use our promotional flyer as basis for the introduction and then ask the contact whether they'd be interested in learning more in a chat.

### *Motivational questions*

These are some questions we've thought up to help steer the interview in the right direction, together with the reasoning behind them:

- **In which mission-critical parts of the project is Python being used ?**

We are interested in learning how Python makes the world go round, so we emphasize on mission-critical use of Python. Having Python being used e.g. just for testing is not necessarily all that interesting – unless those tests are mission-critical in their own right, e.g. to save lives, prevent the rocket from blowing up, etc.

- **How did you arrive at the decision to use Python in the project ?**

We're interested in learning how the decision process worked, which criteria were used and why Python won in the process. This information is very interesting to people in charge of other projects, since it provides them with arguments for pushing Python in their own space.

- **How would you describe the overall impact of the project in your field of business ?**

The projects should be visible to a larger audience, affect a good number of people or have a sustained effect on the application area. Smaller projects are also welcome, if they have an interesting twist or potential to arouse attention in a brochure context.

- **Was it fun working with Python in the project ?**

One of the most important success factors in today's innovative IT projects is the joy of programming. Python usually makes the process very enjoyable and often creates motivational surprises, when finding how easy and elegant solutions can look in Python. We'd like to underpin this with real-life examples.

**For more inspiration**, please have a look at the Python Success Story submission guidelines:

- <http://pythonology.org/successguide/>

### Scouting on your own

For conferences, we usually try to pre-scan the talk programs for interesting talks. If that is not possible, or you attend other events or conferences, we have to rely on you to select the right contacts.

These are the criteria we apply to conference talks:

- case studies that fit one of the sectors we're looking at (see flyer)
- emphasis on real-life use cases with broad impact

### Examples of what we're looking for

ILM has put up a good case study on the Python Success Story site, which includes all needed information in a short and concise format:

- <http://www.python.org/about/success/ilm/>

### The PSF Flyer

The PSF has issued a flyer for the PyCon US swag bag.

If you are lucky, your contact has already recognized the project.



The flyer is titled "PSF Python Brochure" and features a green and blue color scheme. It includes a small image of the Python logo and a quote from a senior developer: "Python has changed the way we write programs and run projects." The flyer lists target groups such as CIOs, chief architects, and scientists. It also highlights "Case Studies" in various sectors like business, science, and education, and an "Ad Sponsorship" section. Contact information for the PSF is provided at the bottom.

Senior developers know. IT professionals know. "Python has changed the way we write programs and run projects." "Python has given us back the joy of programming." Let all others know as well...

**Our Target Groups**  
CIOs  
chief architects  
scientists  
programmers  
teachers  
lecturers  
students  
customers  
clients  
managers  
employees

... introducing the new professional quality

**PSF Python Brochure**

**Case Studies**  
If you are working on a Python Project with great impact, fascinating aspect or interesting twist: Please let us know!  
business  
science  
industry  
education  
media  
government  
public sector

**Ad Sponsorship**  
The production costs of the brochure will be financed using sponsorship ads. Don't miss the chance to present your company in the first Python image brochure - space is limited!

Please get in touch with us!  
Contact us via email: [brochure@getpython.info](mailto:brochure@getpython.info)  
Sign up for our newsletter: [brochure.getpython.info](mailto:brochure.getpython.info)  
Follow us on Twitter: [twitter.com/pythonbrochure](https://twitter.com/pythonbrochure)

# Sponsor Contacts

While it is still a bit early to approach sponsors for the brochure at this point, due to lack of content that we can show, we still think that getting at least contact information for possible sponsors is well worth considering.

## Who pays for all this ?

The project is setup to not produce any net costs for the PSF. While the PSF will initially provide the start-up money for the brochure production, we will try hard to refund the full amount to the PSF after we have collected all sponsor money and paid for all costs.

Armin and Jan Ulrich have kindly calculated the project at reduced costs, Marc-André is working on this at no charge. We regard the project as a significant contribution to the PSF from our side and **thank you for supporting the project by helping us !**

That said, we still need to get all available sponsorship places fully booked. So here's what we have on the menu ...

## Professional quality prints

The brochure will be printed on high quality paper, in full color and have 28 professionally designed pages.

The first edition will have 10,000 copies which will be distributed by the PSF at conferences, events and sent to interested universities, schools and institutions.

Additionally, companies, universities, schools and other interested parties may choose to help the project by pre-ordering subscription based copies in excess of the planned 10,000 copies, for local distribution, their customers, conferences and events.

We'll have these three options of sponsorship for the brochure:

## Ad sponsors

The brochure will have 4 DIN A4 pages for ads.

Ad sponsors can buy a **half page ad** for **EUR 2,450.00** (+ VAT if applicable) in the first edition.

Each ad sponsor will receive a box of around 120 free copies of the printed brochure after production.

There is room for 8 ad sponsors.

## Reference sponsors

To help develop the business community around Python, we will have 2 pages of fixed-layout reference listings for interested companies.

Reference sponsors can buy a **listing** for **EUR 500.00** (+ VAT if applicable) in the first edition.

The companies will get listed using their logo, a one line description of what they do, and their address details.

Each reference sponsor will receive a box of around 120 free copies of the printed brochure after production.

There is room for 30 reference sponsors.

## Subscription sponsors

As mentioned, it is possible for companies, universities, schools and other interested parties to help the project by pre-ordering additional copies in excess of the 10,000 copies we will have printed and distributed by the PSF. They can then use these copies for local distribution, marketing Python to their customers, at conferences and events.

These sponsors will not get a listing in the brochure itself, but will help refinance the costs of producing the brochure and also help spread the word more widely.

We can ship world-wide. The costs for the subscriptions vary depending on the destination country. While we don't have finalized prices yet, we estimate that a package of around **480 copies of the brochure will be available starting from EUR 600.00**:

Destination	Price (EUR)	Price (USD)	Per Item (EUR)	Per Item (USD)
EU	600.00 EUR	840.00 USD	1.25 EUR	1.75 USD
US	900.00 EUR	1,260.00 USD	1.88 EUR	2.63 USD
Japan, Australia	1,100.00 EUR	1,540.00 USD	2.29 EUR	3.21 USD

Printing and shipping is included in these prices. VAT and toll may additionally apply, depending on destination. USD prices are calculated from the EUR prices based on the current exchange rate (1 EUR = 1.40 USD) and may vary.

Please contact [brochure@getpython.info](mailto:brochure@getpython.info) for more detailed information and other destinations.

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