

**WE CAN'T WAIT TO
WELCOME YOU TO
OXFORD** 

 **SMASHING**
CONFERENCE





DEAR ATTENDEE,

With just a few weeks left until SmashingConf Oxford, it's just about time to provide you with pretty much everything you'll need to have a truly amazing, memorable experience in Oxford. We are very honored and excited to welcome you to this incredible city in March!

With this attendee pack, we're providing a few hints and tips for your stay in Oxford, as well as detailed information about the event. We know that most of you are coming just for the conference and won't have much time to sightsee or wander before or after the event, but if you decide to

stay longer or arrive early or come back again, then here are some useful tips we've prepared for you. We've tested everything on our own, so the recommendations are coming directly from us. We hope that you'll enjoy every single moment of the SmashingConf as much as we do.



At its essence, the SmashingConf is a very **hands-on event**, with thorough discussions about how we work, what strategies and techniques we use and how we can use them intelligently. Every talk should deliver value and should serve a purpose; it should be helpful and remarkable, it should challenge, share and inspire.

If all pieces of the puzzle come together nicely, the conference will be a memorable community event, with practical insights and takeaways for speakers and attendees alike. It should be an event that everyone remembers and looks forward to next year. It should keep you busy months after the event has passed.

OUR AMAZING AUDIENCE

This year, our beautiful venue will be bursting at the seams, with 400 people in attendance —

friendly, smart designers and developers who want to learn how to get better at what they do. We know many of you personally, and many of you are returning after a good experience at our previous conferences, so welcome back!

We know that you're going to learn a lot from our dear speakers, but we also want to make sure that you learn a lot from each other. Getting so many creative, talented web folk together in the same space is a wonderful opportunity for new connections, partnerships and collaboration.

Because of this, we'll be making sure that you have plenty of chances to interact, network and connect — with activities, challenges, mysterious surprises and regular breaks for meeting your fellow attendees.

Vitaly, Cat, Nadja, Jan, Markus



“Not all those who wander are lost” — the words of JR Tolkien, one of Oxford’s most celebrated residents (his favoured pub, if you’re interested and would like to check it out, was *The Eagle and Child*.) If you have time to wander the city, we really recommend that you do just that; wander, head down the tiny lanes and around the parks without too much of a plan. Oxford is full of surprises, and with every inch of the city centre packed with history, no route you choose will disappoint.

The most famous landmarks, are probably the *Bodlian Library*, *Sheldoian Theatre*

and *Radcliffe Camera*, both just a couple of minutes walk from our conference venue. Other points of interest, the newly refurbished *Ashmolean Museum* and the beautiful *Bridge of Sighs*. Also well worth exploring is the *Pitt Rivers Museum*; an amazing anthropological treasure trove. Expect to encounter a Tahitian mourner’s costume, Hawaiian feather cloaks in brilliant shades of red and yellow and everything in-between (including the infamous shrunken heads!)

When it comes to exploring the colleges, many are free to enter but some will charge a small fee. The closest college

to our venue is perhaps the most famous; *Christchurch*. Step through the entrance and it may feel familiar; it has provided a backdrop to the Harry Potter films, as well as many others. If you’d like to get away from the hustle of the city centre, head through the district of *Jericho* towards *Port Meadow*, an open area of common ground, where you’ll find the Isis river flowing, ponies grazing and some of the best sunsets imaginable.

Of course, if you need specific recommendations for great pubs or restaurants, Cat is available to share the knowledge gleaned in her mis-spent University days!



Many of you will be arriving to Oxford by **train**. The station is located just a few minutes walk from the city centre, and the Town Hall. Train services are reasonably fast and frequent through Oxford; just remember to avoid the local stopping services if you need to travel back to London speedily!

On leaving the train station, the first thing you'll see is the huge bicycle parking area; Oxford is a cycling city and **very bike-friendly**. With that in mind, remember to keep an eye out for speedy, silent cyclists when you're crossing the roads! While you're out and about in Oxford, everything is easily accessible on foot, but if you want to make like a local, then bikes are available to hire around the city.

For those of you travelling into Oxford by **shuttle coach**

(e.g. from Heathrow or Gatwick) it's best to get off at the *High Street* stop, right in the centre of the city, and just seconds from the Town Hall. If you're travelling from London, the *Oxford Tube* bus service is fast and well-priced. There's also free WiFi (just saying!).

If you're driving, we recommend checking out the *Park and Ride* scheme, as driving and parking in Oxford isn't always the most relaxing experience, due to a crazy one-way system and high parking charges.





With Oxford attracting so many tourists each year, the options for accommodation are huge! From the famous Randolph Hotel to some amazing AirBnB rentals, or even a room in an Oxford college (check out oxfordrooms.co.uk) there's an

option out there for everyone. To make life a little easier for you, we handpicked a few hotels around the city. Just head to our overview smashingconf.com/locations and you'll get all the data you need.





JAM SESSION

On Monday night, we'll be running a little jam session for attendees. This will offer the chance for folk to get together before the conference starts, to share a few beers then take the stage and give some micro-talks. Tell us what you're working on, a great lesson you learned from a certain client experience, your favourite front-end techniques, or just some great lifehacks to boost your productivity and charge your workflow. We'll announce details about the venue soon, and we're really excited to be

running our jams — we hope you'll be able to stop by!

INSTAGRAM PHOTO WALK

Oxford is quite a stunning city, and we want to get out there and appreciate it in good company. As well as running an Instagram contest throughout the conference, we'll also be headed out on an Instameet photo walk on Wednesday evening, immediately after the conference ends. After having a wander together, we'll find a nice venue to settle in, edit our photos and grab food together. Sounds like a nice

way to end the conference? Well, actually we thought so, too! ;-)

THE SMASHING PARTY

The party will be held on **Tuesday 17th**, in the evening. We're proud of throwing parties that really bring people together, so we've picked a beautiful converted church venue, which we think you're going to love, and we'll be paying special attention to creating a welcoming environment that encourages conversation and relaxation after a hard day's learning! You'll remember this one!



EATING & DRINKING

It's well worth checking out the *Covered Market*, a moment from our venue, which contains many great hidden gems, from yummy pie shops and salad bars, to customized milkshakes and incredible freshly baked cookies.

Oxford's pub are also brilliant, and most serve food. If you're looking for tradition, head to the *Turf Tavern* or *The Bear Inn*. If you're after a quick bite, *Atomic Burger* and *Atomic Pizza* on Cowley Road are definitely the places to head.

REGISTRATION

Registration will open at 8AM, so if you'd like to mingle with other attendees, please feel free to come early. If you can't be there that early, don't worry — someone will be on hand to register you all day, the desk will never close.

You don't need to print out anything, and we will have everything ready and waiting for your arrival. Just tell us your name, and we'll present you with your attendee badge and goodie bag.

Please keep your badge with you at all times, as you'll need it to get into the party and re-enter the venue. Our auditorium is in the beautiful Main Hall. When you arrive at the Town Hall, just follow our signs up the stairs and you'll spot us right away.

We like to be consistent with our mysteries and our WiFi passwords. While waiting in the queue, use the SmashingConf WiFi with our legendary password **icecream**.



LUNCH

Please keep in mind that, due to our contractual agreement with the venue, we aren't able to provide a full warm meal during lunch breaks. We will have enough snacks, coffee and drinks for your convenience, and we're working with the local independent cafés and market stalls around the venue to fix some special **lunch discounts** for all our lovely attendees. Details will be contained in your attendee pass!

THE PARTY

We'd love to see you at the **Conference Party on March 17th at Freud's**, which will be a great opportunity for everyone involved to relax, talk, exchange thoughts and just have some fun! On Tuesday, conference sessions will end, and we'll take a break to grab a bite to eat — then we'll all head over to the Freud bar for some fun! We've deliberately chosen a venue that we think will appeal to everyone — plenty of space for some quieter conversations, lots of seating and a safe location.

FILMING

We're very happy to confirm that the conference will be filmed, so as soon as the sessions are edited and uploaded, we'll email you to let you know about access. The camera crew will be as discreet as possible, but please be mindful of them working and try not to make an unplanned cameo appearance in the opening keynote!

LOCATIONS



Conference / Workshop Venue

Oxford Town Hall
 St Aldate's Oxford, OX1 1BX
 Phone: 01865 252195
 Map: <http://goo.gl/maps/u7s33>

Lunch Options

St Aldate's Tavern
 Pieminister
 Alpha Salad Bar
 Mission Burrito
 Important Numbers in UK

Jam Session (Mar 16th, 8PM)

St Aldates Tavern 108 St.
 Aldate's, Oxford, Oxfordshire,
 OX1 1BU (The Blue Room)

Party Location (March 17th)

Freud's, 61 Banbury Rd, Oxford,
 OX2 6PE, Map: <http://goo.gl/maps/oz0sb>

Ambulance / Police: 999
 Taxi: +44 (0) 1865 242424



CAT CLARK

Cat has been working in events since her University days, when she ran gigs and clandestine club nights in the basements of Oxford colleges. Switching allegiance to the world of web design in 2010, she's never looked back (laptops are a lot easier to set up than drum kits and bass amps!) Please do get in touch if you have questions about any element of the show :)

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NADJA VÖLKER

Nadja has studied Hospitality and Event Management in Freiburg. Nadja is looking forward to welcome you at the SmashingConf in the beautiful town of Oxford and loves to show you some nice places and bars :) So please get in touch if you have question or need any information, details or... *anything!*

Email: nadja@smashingconf.com



VITALY FRIEDMAN

Vitaly Friedman loves quality content and does not give up easily. When it comes to articles, books or conferences, he is the person who drives authors and speakers nuts, working hard to put them out of their comfort zone and push them beyond their limits. Vitaly thoroughly curates every speaker, every talk, every author and even every tweet — to make sure that valuable resources get noticed and spread by and in the web design community.

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The Smashing Code Of Conduct

At SmashingConf we aim to provide a **welcoming environment** that is memorable for all the right reasons. Our event has inclusivity at it's very heart, and this centers around treating all individuals with respect and tolerance; regardless of gender, sexual orientation, age, disability, ethnicity or religious views.

Be considerate. Be kind. Be smashing to each other. Please treat each other as you would expect and wish to be treated. We're very proud of the environment that we've created at all previous SmashingConfs – our events have a solid track record, and reputation for being welcoming and friendly.

If you do have a problem or see that someone else is having a problem, please contact a member of conference staff, or **contact Cat at (+44) 007828036157**, who will meet with you right away and handle the issue immediately.

Harassment of any kind will not be tolerated at SmashingConf. This includes offensive verbal comments related to gender, age, sexual orientation, disability, physical appearance, body size, race, religion, sexual images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention.

