

## Tech.Ed 2011 – Factsheet

### 2011

- 16<sup>th</sup> year for Tech.Ed – started in 1996
- New Zealand's largest technical training event – 3 days of in-depth technical training
- 140 international and local tech experts
- 170 sessions, 108 Hands-on labs
- 182 women out of 1819 attendees (10 percent)
- 43 percent of attendees from Auckland, 57 percent from out of Auckland (20 percent from Wellington and 6 percent from Christchurch)
- 440 companies represented by approximately 1900 delegates
- 8 guys, 3 day IT infrastructure pack-in, 4 hour pack-out
- 4kms of Ethernet Patch cabling at SKYCITY
- 24 CPU cores, 48GB Memory, 3.5TB disk
- 78 desktops, 54 laptops
- 20+ Plasma screens
- 35 HP ProCurve 24 port switches
- 100Mbit Internet bandwidth and redundancy
- Expecting ~200GB of traffic excludes Wireless traffic
- 20 Wireless Access Points around SkyCity and Crown Plaza Hotel
- Extensive use of social media – Twitter, Facebook, LinkedIn, Flickr, Blogs
- 3 main partners for technical infrastructure
  - DTSL
  - Intergen
  - HP
- Infrastructure showcasing Microsoft technologies
  - Windows 7 and Windows Server 2008 R2
  - Hyper-V R2
  - SQL 2008 R2, Forefront TMG
  - Office 2010
  - System Centre
  - Kinect and Xbox
  - Small Business Server
  - Office 365
  - Microsoft TAG
  - Windows Phone
- Largest annual SYCITY conference
  - SKYCITY get started working on Tech.Ed about a year out, confirming venues etc.
  - Planning usually gets a little more focused about 5-6 months out and the last month is all go!
  - From an operational perspective the last week before the event is when chairs get counted, equipment ordered, staff rostered, food ordered etc.
- TechFest (Thursday night at Town Hall) with Fat Freddy's Drop, Dai Henwood and DJ General Lee
- Tech.Ed online [www.microsoft.co.nz/teched](http://www.microsoft.co.nz/teched) available free for delegates post event – 27 Breakouts plus 20 Interviews
- Sold out in 2010 – almost sold out in 2011 with two weeks to go
- Digital press room: <http://newzealand.msteched.com/Press>

**2010**

- 2716 registrations taken overall
- 134 speakers
- 32 stands in the Marketplace
- 172 sessions delivered
- 1,104 Red Bull shots consumed
- 420 litres of milk used during Tech.Ed
- 60kgs of coffee beans used at the Motorola coffee stand
- At Cloud Café, approximately 5,100 smoothies/juices made
- 5,024 Coronas drunk at TechFest
- 8 guys, 3 day IT infrastructure pack-in, 4 hour pack-out
- 4kms of Ethernet Patch cabling at SKYCITY
- 24 CPU cores, 48GB Memory, 3.5TB disk
- 42 desktops, 72 laptops
- 20 Plasma screens
- 42 HP ProCurve 24 port switches
- 100Mbit Internet bandwidth and redundancy
- More than 200GB of traffic excludes Wireless traffic
- 16 Wireless Access Points around SkyClty and Crown Plaza Hotel
- Xirrus Wi-Fi Array delivers:
  - 2 times more range
  - 4 times more coverage
  - 8 times more bandwidth
  - 75 percent fewer devices, cables, and switch ports than 2009
- 172 sessions, 108 Hands-on labs
- 250 women out of 2500 attendees (10 percent)
- 46 percent of attendees from Auckland, 54 percent from out of Auckland (25 percent from Wellington and 7 percent from Christchurch)
- 450 companies represented by approximately 2,500 delegates