

# The story of the first PGDay

How we started with the idea of having a barbecue  
and we ended in organising the first PostgreSQL conference in Europe

Federico Campoli

Somewhere in the time vortex

# Few words about the speaker



- Born in 1972
- Passionate about IT since 1982
- Joined the Oracle DBA secret society in 2004
- In love with PostgreSQL since 2006
- PostgreSQL tattoo on the right shoulder
- Freelance devops and data engineer

# Getting in touch

- **Blog:** <https://pgdba.org>
- **Twitter:** @4thdoctor\_scarf
- **Github:** <https://github.com/the4thdoctor>
- **Linkedin:** <https://www.linkedin.com/in/federicocampoli/>

- A PostgreSQL Day, a.k.a. PGDay is a day dedicated to PostgreSQL
- It may be nation wide or a local event
- Its main goal is to spread the word about PostgreSQL
- Single track, one day
- Accessible and affordable

Many PGDay all around the world

- PGDay Italy (of course)
- Fosdem PGDay
- PGDay Ibiza
- PGDay Amsterdam
- PGDay Santiago
- PGDay San Francisco
- PGDay Austria
- PGDay Paris
- Nordic PGDay
- Apologies! I can't list all the PGDays.

But how and when the PGDay did start?

Our story begins in December 2006...

Shine on your crazy diamond



December 2006 - January 2007

# From a pebble thrown

In Italy there is a long running event.

# The Linux Day

<https://www.linuxday.it>

# From a pebble thrown

Every year the Linux User Groups,  
organise a day of promotion for Linux.

# From a pebble thrown

Shortly after the Linux Day 2006 I thought...  
Why don't we have a day of promotion for PostgreSQL...  
We can call it the PGDay...  
Then I sent an email to the Italian PostgreSQL mailing list

# From a pebble thrown

```
From rotellaro a gmail.com Mon Dec 4 06:41:20 2006
From: rotellaro a gmail.com (Federico)
Date: Mon, 4 Dec 2006 12:41:20 +0100
Subject: [postgresql-it] Proposta per PostgreSQL Day
Message-ID: <a3e8e2210612040341r57b4e9afuedc056fd7419a6e0@mail.gmail.com>
Hola lista, che ne pensate di organizzare un PgDay
durante il periodo dell'anniversario (8 luglio)?
Magari si potrebbe fare in una citta' geograficamente
accessibile ai piu' (tipo Roma).
Ciao Fede
```

## Translation

```
From rotellaro a gmail.com Mon Dec 4 06:41:20 2006
From: rotellaro a gmail.com (Federico)
Date: Mon, 4 Dec 2006 12:41:20 +0100
Subject: [postgresql-it] Proposal for a PostgreSQL Day
Message-ID: <a3e8e2210612040341r57b4e9afuedc056fd7419a6e0@mail.gmail.com>
Hola list, what do you think about organising a PgDay
near the anniversary (8th July)?
Maybe we can do it in a city simple to reach for the most (like Rome).
Ciao Fede
```

# From a pebble thrown

The message was followed by a lot feedback.  
People were enthusiast to have a day dedicated to PostgreSQL.

We decided to set the location in Prato  
We had a strong linux users group there

## The Prato Linux User Group (PLUG)

All the PLUG members were deeply involved in the PGDay's organisation.  
Without their hard work the PGDay wouldn't have been possible.

**KUDOS!**

# From a pebble thrown

We also agreed for the PGDay's date. 7th July 2007.

A date which remembers the most open and permissive file mode on Unix.

07-07-07 => chmod 777

# From a pebble thrown

All looked fine, we prepared an informal day of promotion.  
Possibly planning for a nice BBQ as closing party for the PGDay  
We were expecting no more than 20 people to show up anyway

# From a pebble thrown

Then some of the pebble's waves started spreading  
I decided to send an email to the mailing list `pgsql-announce`  
to let the PostgreSQL people to know what we were planning.

# Some of the pebble's waves started spreading

```
From: Federico <rotellaro(at)gmail(dot)com>  
To: pgsql-announce(at)postgresql(dot)org  
Subject: Italian PostgreSQL Day 2007  
Date: 2006-12-21 10:41:10  
Message-ID: a3e8e2210612210241j23d983a1jab0cbb83a7c50da4@mail.gmail.com
```

Hi folks,

I'm proud to announce that the italian postgresql users community has begun to plan the first *\*PostgreSQL Day\** for the summer 2007.

For now we have a website, <http://www.pgday.it> who host a wiki, in italian language, to organize the event.

The planned date is July 2007 in Italy.

More detailed information will come soon.

Best Regards  
Federico Campoli

# And then things started becoming serious

Then out of the blue I received this email.

```
From: Josh Berkus <josh at postgresql.org>  
Organization: PostgreSQL Project  
To: rotellaro at gmail.com  
Subject: Italian PG Day  
Date: Wed, 3 Jan 2007 19:41:29 -0800  
Cc: it@postgresql.org  
Federico,
```

```
Hey, I just noticed that you're having a PostgreSQL day in Italy. If I can  
get Sun to fly me there, I'd love to come. I don't think my Italian is good  
enough to present in Italian, but I'll see what I can do.
```

```
--
```

```
Josh Berkus  
PostgreSQL Project  
Core Team Member  
(any opinions expressed are my own)
```

Hey wait a minute

BERKUS?  
THAT JOSH BERKUS?

# Hey wait a minute

We didn't thought the PGDay would get people from PostgreSQL.  
So we had to make it more professional than we thought.

Hey wait a minute

And we had no bloody idea from where to start!

# OK Panic!



Welcome to the machine



January-April 2007

# First things first, but not necessarily in that order

So we made a list of things to do for organising the PGDay

- Find a venue
- Open a CFP
- Setup the website
- Try to improve the website visibility

# First things first, but not necessarily in that order

- Realise that attendee will need to eat...
- Get a quote for the catering...
- And insurance quotes for the venue
- And let the police to know about the event...
- So they can help to manage the security

# First things first, but not necessarily in that order

- Ah, why don't we set live translation ITA-ENG and ENG-ITA?
- Oh, try to get discounted rates for the hotels
- And help who doesn't speak Italian to arrange travel
- And why not a tour in Florence maybe?

First things first, but not necessarily in that order

Then we realised that we forgot the most important thing.

**WHERE DO WE GET THE MONEY?**



# Get some sponsors!

We didn't think to charge people for the conference  
which remained FREE AS BEER.  
So we started searching for sponsors.

# Welcome to the machine

## PGDay 2007 Scopri il più avanzato database libero

Home

Search

General Information

- About PGDay
- Road to PGDay
- Call for papers
- Schedule
- Registration
- Sponsors
- Logo contest
- Committee
- Press

Logistics

- Monash University Centre Prato
- How to get to Prato
- Accommodation

Other

- News
- FAQ
- Contact Us
- Help out!

### About PGDay

Fri, 02/16/2007 - 18:59 — osvaldot

The PostgreSQL Day (aka **PGDday**) is a day of **celebration**. Celebration for PostgreSQL and, on a wider view, for the free software and open-source communities based in Italy and Europe.

The event (the first in Italy) will take place in **Prato**, Tuscany on Saturday **July 7th, 2007**, on the eve of the 21st anniversary of PostgreSQL, a project that was started on the 8th of July 1986, at the University of Berkeley in California.

The Italian PGDay 2007 is a chance for Italian and European **users** and **developers** of PostgreSQL to catch up, learn, build relationships, get to know each other and consolidate a real network of professionals that use this outstanding product for the daily **management of relational and object databases**.

Another fundamental goal for the event, is to **promote** the usage of PostgreSQL as a **completely free tool** for database management, a very competitive alternative to proprietary solutions.

Among the others, the most suitable audiences for the event (and the most suitable targets for PostgreSQL usage as well) are:

- government organisations**
- schools and universities** (for direct usage and educational purposes as well)
- small and middle size companies**

PGDay is organised as a set of parallel talks, seminars, presentations, tutorials and practical workshops that will run throughout the day Based on the target and the level of knowledge of the product, the happenings will be divided into:

- advanced** technical level presentations
- basic** technical level and **use-case** presentations

The event will be preceded by:

### Languages

- Italian Italian
- English English

### Technical

- Presentation
- Tutorial
- Workshop
- Speakers
- Paper

### Supporta il PGDay '07



### Syndicate



### Who's online

There are currently 0 users and 5 guests online.

Courtesy of wayback machine.

# More important people to come

In the meanwhile we got more PostgreSQL developers coming to our *little* (no-more-BBQ) event!

- Oleg Bartunov
- Josh Berkus
- David Fetter
- Magnus Hagander
- Bruce Momjian (Travel schedule changed at the last minute)
- Dave Page
- Simon Riggs

# More important people to come

And entire representatives from PostgreSQL User Group

- France
- Germany
- Japan

# Welcome to the machine

The screenshot shows the PostgreSQL Day website interface. At the top, there are language options: Italian, French, and English. The main header features the PGDay logo (an elephant) and the text "PostgreSQL Day, discover the most advanced open-source database". Below the header, there is a search bar and a navigation menu on the left with categories like "General Information" and "Logistics". The main content area is titled "About PGDay" and contains several paragraphs of text, including the event's date (July 6 and 7, 2007) and location (Prato, Italy). On the right side, there are sections for "Technical" (with links to Presentation, Tutorial, Workshop, Speakers, and Paper), "Sponsor Platinum" (featuring the Skype logo), "Sponsor Gold" (featuring the S.A. Software logo), and "Supporta il PGDay '07" (featuring the Visa Donazione logo).

So we improved the website and we also got sponsors! YAY!

# Welcome to the machine

Platinum



Gold

S.A. SOFTWARE S.R.L.  
Software house  
[www.sasoftware.eu](http://www.sasoftware.eu)



So we improved the website and we also got sponsors! YAY!

# Welcome to the machine

Silver



Bronze



Copper



The image displays a list of sponsors for PGDay, categorized by medal level. The Silver level includes ENGINEERING, FEDERIMPRESA, and Computer Programming. The Bronze level includes dalibo, Chris Mair (www.1006.org), Negen, and PGHost. The Copper level includes RICOR DATA SYSTEM and [X]CON.

So we improved the website and we also got sponsors! YAY!

Have a cigar



April-June 2007

Then we were interviewed by Free Software Magazine  
And it came out the idea of having an European  
PostgreSQL group.

[advertise here](#)

[Home](#) » [Blogs](#) » [Gabriele Bartolini's blog](#)

## Interview with the organisers of PostgreSQL Day 2007

By [Gabriele Bartolini](#)

Online on: 2007-05-09

July 6 and 7, 2007. Italy discovers "The most advanced open-source database" with the first **PostgreSQL Day** ever to be held in Italy. On behalf of Free Software Magazine I have interviewed some of the most active members of the organising committee. The event is one of the most important in Europe for the current year as far as relational database management systems are concerned, with conferences, talks and presentations on the usage of PostgreSQL. Entry to PGDay 2007 is free.

### Introduction

"The most advanced open-source database". This is how the **PostgreSQL community** promotes this outstanding relational database management system, a free software system initially started by the University of California in 1986.

This summer, Tuscany will be the location for the Italian and European communities of PostgreSQL's users and developers. On July 6 and 7, the Monash University Prato Centre will host the first Italian **PostgreSQL Day (PGDay)** [1]. The event is organised by volunteers of the Italian PostgreSQL community [2] and the Prato Linux User Group [4].

I have interviewed some of the members of the organising committee and the international PostgreSQL community to discover more about the event and get some insider information.

Figure 1: PICy, the PGDay mascot

Figure 1: PGy, the PGDay mascot

### Interviews

#### GB: Why PGDay 2007?

**Massimiliano Marini, psql.it:** The Italian PGDay was borne out of the PSQL.it community, the main source for Italian PostgreSQL users and developers. Currently, its mailing list contains approximately 400 subscribers.

Given the high level of professional quality of PostgreSQL and its continuous development, the need for a national event that would promote the database was envisaged by some of the more active members of the Italian PostgreSQL community. We therefore decided to organise such an event together with the Prato Linux User Group, a non-profit organisation whose main goal is the promotion of free software. PGDay has been made possible thanks to the voluntary contribution of other PostgreSQL users throughout Italy.

#### GB: Who is the target group of PGDay 2007 and what are its aims?

**Federico Campoli, PLUG:** The PGDay 2007 target group is quite broad. It extends from the academic world to industry experts who want to know about a free, effective and reliable alternative to proprietary database solutions. So we have chosen to give equal visibility to these requisites in organising PGDay.

Much interest has already been expressed given the high number of pre-registrations. Initially, the main goals of the event were to promote PostgreSQL in Italy and to consolidate the existing PostgreSQL Italian community. Unfortunately, PostgreSQL's potential is significantly underestimated in Italy. Given that PostgreSQL is a community-based project, formal channels of marketing and promotion of the software have been non-existent until now. The Italian PostgreSQL community has come together to promote PostgreSQL through the organisation of the first annual conference (PGDay) and through the distribution of promotional material, in synergy with the international community. Going beyond national borders and reaching out to the global community, has allowed us to broaden the scope of the PGDay and to start up a new network of PostgreSQL user groups in Europe.

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Last but not least, it is important that users across national groups get to know one another. After all, we are a group of people and the PostgreSQL European Group must follow, on a lower scale, the same principles of knowledge sharing and respect of differences as outlined by European Union.

**Susanne Ebrecht, PUG Germany**

The Italian PostgreSQL community has come together to promote PostgreSQL through the organisation of the first annual conference (PGDay) and through the distribution of promotional material, in synergy with the international community. Going beyond national borders and reaching out to the global community, has allowed us to broaden the scope of the PGDay and to start up a new network of PostgreSQL user groups in Europe.

**Federico Campoli, PLUG**

Wish you were here

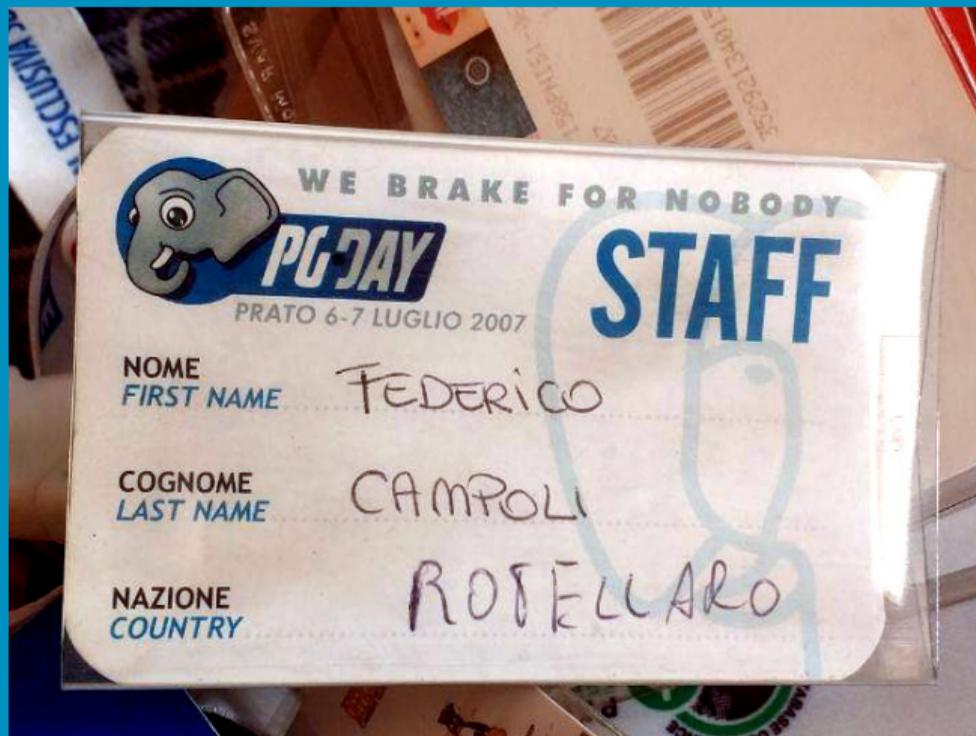


6-8 July 2007

Wish you were here



Wish you were here



Wish you were here



Wish you were here



Wish you were here



Wish you were here



Wish you were here



Wish you were here



Wish you were here



Wish you were here

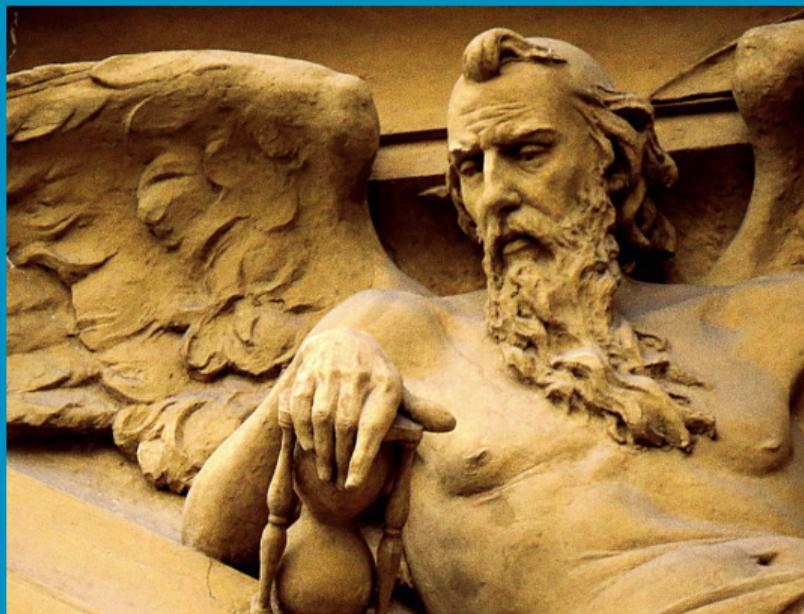


# Wish you were here

## More Pictures

- <https://flickr.com/photos/gleu/albums/72157600819725235>
- <https://flickr.com/photos/neothezion/albums/72157713604236777>
- <https://www.flickr.com/photos/7996882@N02/sets/72157600720065088/>

# Wrap up



## Special thanks

Gabriele Bartolini  @\_GBartolini\_

Marco Nenciarini  @mnencia

*They believed in this foolish project from the beginning and I owe them eternal debt of gratitude for achieving such results!*

## Special thanks

Claire Giordano  @clairegiordano

*She inspired me with the talk **Fibonacci Spirals and 21 Ways to Contribute to Postgres** she presented at the Fosdem 2020. I want to say thank you for showing me the path to revisit my past and write this talk.*

Non chi comincia  
ma quel che persevera

*Leonardo Da Vinci*

Tr: Not who begins but what perseveres

That's all folks!

Thank you for listening!



Any questions?

# The story of the first PGDay

How we started with the idea of having a barbecue  
and we ended in organising the first PostgreSQL conference in Europe

Federico Campoli

Somewhere in the time vortex