



SSP 2011 General Chair Report

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22 May 2012



The Organizing Team

- **General chair:** [Deborah Frincke](#) (Pacific Northwest National Lab)
- **Program chairs:** [Giovanni Vigna](#) (UC Santa Barbara) and [Somesh Jha](#) (University of Wisconsin, Madison) (see the full [Program Committee](#))
- **Treasurer:** [Robin Sommer](#) (ICSI and Lawrence Berkeley National Laboratory)
- **Vice Chair and Registration Chair:** [Robert Cunningham](#) (MIT Lincoln Laboratory)
- **Sponsor Chair:** [David Molnar](#) (Microsoft Research)
- **Publications Chair:** [Kevin Butler](#) (University of Oregon)
- **Site Chair:** [Kristen Gates](#) (TRUST at UC Berkeley)
- **Poster and Workshop Chair:** [Rachel Greenstadt](#) (Drexel University)
- **Student Travel Committee Chair:** [Terry Benzel](#) (USC Information Sciences Institute)
- **Web Chairs:** [Adrienne Porter Felt](#) (UC Berkeley) and [Michael Gagnon](#) (MIT Lincoln Laboratory)
- **Press Chair:** [Ulf Lindqvist](#), SRI International
- **Registration** by Executive Events: Yvonne Lopez and Shannon Cunningham



Sponsor Organization

- Sponsor:
 - Technical Committee on Security and Privacy, IEEE Computer Society (<http://www.ieee-security.org/>)
 - Chair, Hilarie Orman, Purple Streak, Inc
 - Vice Chair, Sven Dietrich, Stevens Institute of Technology
 - Treasurer, Terry Benzel, USC Information Sciences International

We also thank the many IEEE and Computer Society people who helped so much – with a special nod to Alkenia, Gabriella, Linda, and Lisa.

We couldn't have done it without your assistance!



We Deeply Appreciate ...

- ... our Supporting Organizations. Your assistance has been terrific!
- Google
- IBM
- Microsoft Research
- National Science Foundation

Excluding NSF student stipends,
supporting organizations contributed \$21.5K

The Venue

MAY 22-25, 2011 AT THE CLAREMONT RESORT, OAKLAND, CALIFORNIA, USA

IEEE Symposium on Security and Privacy

Sponsored by the IEEE Computer Society Technical Committee on Security and Privacy in cooperation with the International Association for Cryptologic Research (IACR)

- Registered attendees: 350
- Nights booked at Claremont: 571
- **SOLD OUT during Pre-registration, wait-list after that**
- *Capped attendance at the largest capacity allowed by the fire marshal per discussion with Claremont staff.*
 - *A more comfortable seating allowing laptops is approx 280.*
 - *Standing room only, no stage or presenters, the lobby holds 450.*
 - *Observation: at about 330 'used' seats the room is uncomfortably full*



Facts and Stats

- Event 2⁵:
- Berkeley, Claremont Hotel Club and Spa
- Activities:
 - Symposium
 - Poster Session
 - Workshops
 - NITRD
 - ... and Jazz Trio



Innovations for 2012

- “Going Green”
 - Changed proceedings from included to “separate purchase” – about sixty sold.
 - Saved about \$25-30/person for those who didn’t want them
- Note:
 - Volunteers invested considerable time in modifying the format to keep costs low; a professional publisher could have added potentially \$20+ to unit cost



Added Elbow Room

- **Goals**
 - *Mitigate overcrowding* in the main presentation room
 - Add *options* for those who need to be “in and out” of presentations
 - Voluntary – we limited SSP ticket sales to seats in the main room
- **Approach: Streaming Audio/Video Room**
 - partly subsidized by the Tech Committee gift!
Thanks!
 - Sonoma Room, 2nd floor, arranged to be comfortable
 - Wired sound and wired PPT from the main room
 - Added break food and coffee
 - First day usage: 12-24 people after first session



Enhanced Amenities

- **Music** – a jazz trio to play for us on Monday and Tuesday evening
- **Food** –
 - Extended days for a heartier breakfast – people loved it last year!
 - Added “California & Healthy Cuisine” where possible; greens, better cheeses, improved vegetarian option, vegan and gluten-free.
 - Light snacks for the overflow room
- **Signage** – Posters with Day’s Program placed through the facility
- **Technology** – Invested \$\$ in better wireless!



Increase Public Awareness

- Added a Press Chair (thanks Ulf!)
 - Five press and an IEEE representative (see Red Badges)
 - Provided “papers to watch” prep sheet
- Added a Green Room for interviews and prep
- Results to date
 - Numerous articles in both the scientific and popular press
 - Many interviews with Press
 - Interviews on local prominent radio

To date: we have increased public awareness of security research into both problems and possible solutions, and highlighted positive efforts of IEEE/SSP



Continued Reach To Other Science Communities

- **Government scientific leadership:**
 - NITRD co-location on Wednesday (be there!)
 - NSF support for student stipends
- **Academia:**
 - Targeted significant funding for student stipends (Terry Benzel/NSF, David Molnar/sponsor chair)
- **Cross Community Workshops:**
 - W2SP – Web 2.0 Security and Privacy
 - SADFE – Systematic Approaches to Digital Forensics Engineering
- **Poster Session**



Factors to Consider: 2012 +

- **Venue:**
 - Main symposium room cannot comfortably handle more than 280-330 people. 350 is too many.
 - Demand is conservatively estimated at least 410 based on preregistration/waitlist, and could be higher by 100+.
 - Staff at Claremont were quite responsive and wireless is dramatically better.
 - The Overflow room was IMPORTANT !
- **Sellout creates problems:**
 - Happening earlier this year than last, and projections are for this to be even faster next year
 - Some communities are “disadvantaged” – newcomers to SSP, nonlocals (who cannot use the wait list), those who require lengthy travel approvals (international, government, FFRDC, ...)