

DOUBLE YOUR REACH

Reach Software Professionals Looking for Software and Agile Development Solutions

Double your reach by exhibiting at the EXPO that serves attendees at two conferences! Better Software Conference East attendees are in search of the latest information and tools regarding project management, process improvement, metrics, design, and architecture. Agile Development Conference East is geared toward professionals wanting to adopt agile methodologies or improve and expand upon their current agile practices.



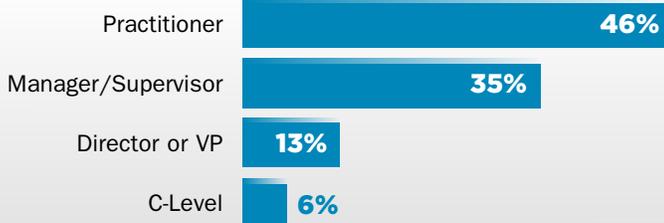
EXPO: NOV. 12-13, 2014

Location TBD

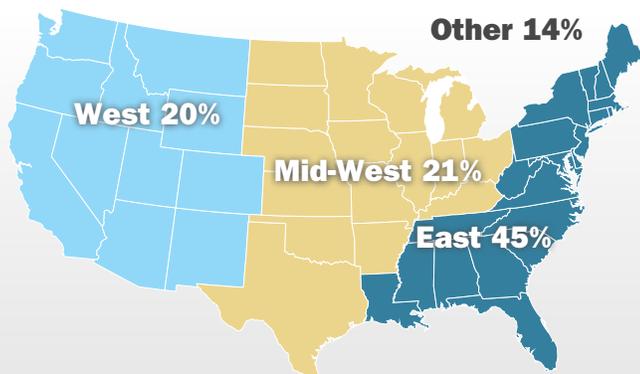
adc-bsc-east.techwell.com

EXPO AUDIENCE

JOB TITLE LEVEL



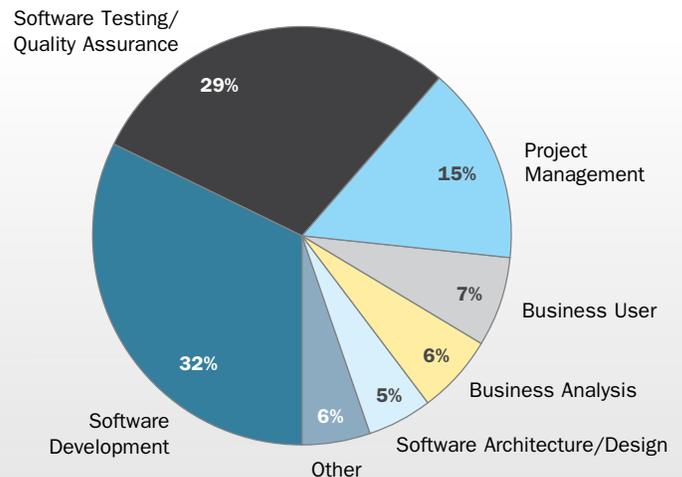
REGIONAL ANALYSIS



TOPICS COVERED

- | | |
|----------------------------------|------------------------|
| Projects & Teams | Transitioning to Agile |
| Business Analysis & Requirements | Going Mobile |
| Metrics | Agile Testing |
| Agile Development Techniques | Development |
| Agile Requirements | Cloud Computing |
| Testing & Quality Assurance | Agile Implementation |
| | Scrum/Kanban |

JOB FUNCTION



INDUSTRIES

- | | |
|--|-----|
| Information | 28% |
| Finance and Insurance | 15% |
| Professional or Scientific or Technical Services | 9% |
| Government | 9% |
| Health Care and Social Assistance | 6% |
| Utilities | 6% |
| Manufacturing | 5% |
| Other | 22% |