

DevWorld 2009

Web development event

Meet web developers from IT and non-IT companies seeking solutions for their day by day problems: improving the scalability and security of their applications, increasing efficiency in their development process, creating better user interfaces.

www.devworld.ro

Bucharest – May

KEY TOPICS

- | | |
|--------------------------------------|--------------------------------------|
| ✓ Handling scalability issues | ✓ Securing web platforms |
| ✓ Implementing complex web platforms | ✓ Designing user friendly interfaces |
| ✓ Efficient development tools | ✓ Improving users' experience |

EVENT SUMMARY

In the Web 2.0 era more and more people dream of obtaining overnight resounding success. Having in mind examples like digg, wikipedia, del.icio.us, YouTube, Facebook or Twitter the recipe seems to be simple:

1. you have an innovative idea of using crowd wisdom
2. provide a platform on which your idea can develop
3. make sure you distribute the user-generated content in a relevant way

Assuming you succeed with these steps and your web 2.0 application becomes popular you will quickly get tens of thousands of daily visitors. Most will consider you very lucky, but what may seem to be good luck can quickly turn into a dangerous situation. The complexity of application, the scalability problems or security are issues that can affect you quite badly if you didn't design a sound platform architecture from the start.

The lack of online development experience can cost you your business if these issues are not handled properly. The good news is that you are not the first to go on this road and now you can meet the field experts who are willing to share their experience.

Trends, workshops, awards

Where? At **the event** that we - the IDG Romania team - prepared for web developers. Because we know you have high standards, we will meet your needs with **carefully selected information and sessions**.

The event will begin with a session of **trend presentations and news** held by experts in the IT industry. Short and to the point, you'll be informed about what's new in the web development area, what tools they prepared for you and how will things evolve on short and medium term.

The **workshops** will start after a short break. Drupal development, application scalability and user interface design are just some of the themes addressed by the practical demonstrations. We'll decide the workshop details with you through the polls you'll find on the event website.

To ease the mood before the award session emotions, we have prepared a **special talk show**. Guests will each have 5 minutes to present industry insights to the audience. After that they will be questioned by the talk show moderator.

After the talk show a session will take place during which the contest finalists will have the chance to present their projects. Those who will convince the audience will receive **popularity awards**. The others may hope to receive **awards from the jury** for the best user interfaces, best technical solutions etc.

AGENDA

ORA		
9:30 - 10:00	Inregistrarea participantilor / Wellcome Coffee	
10:00 – 10:20	Social Web API Justin Kadima, CEO Republika	
10:20 – 10:35	Technology Keynote	
10:35 – 10:50	Technology Keynote	
10:50 – 11:30	Coffee Break	
* In paralel	*Sesiune dedicata Programatorilor	*Sesiune dedicata WebDesignerilor
11:30 – 12:15	Scalabilitatea aplicatiilor web: Practici si recomandari BOGDAN LUCACIU / SINAPTICODE	Workshop design ALEX BUGA / MB DRAGAN
12:15 – 13:00	Workshop programare: Drupal ALEXANDRU BADIU / DRUPAL ROMANIA	Workshop design ALECS STAN / HYPERACTIVE
13:00 – 13:45	Workshop programare	Workshop design
13:45 – 15:00	Pranz	
15:00 – 16:00	Talkshow “Confruntarea dezvoltatorilor: Programatori vs Designeri” Moderator: BOBBY VOICU	
16:00 – 17:00	Despre antreprenoriat in Romania VLAD STAN, Seed Money Prezentarea initiativelor: “ Finalisti in 60’ “	
17:00 – 18:30	Premiere + Cocktail	

DevWORLD SPEAKERS

	Alexandru Badiu Drupal Romania		Alex Buga Creative Director MB Dragan
	Bogdan Lucaciu Lead developer Sinapticode		Alecs Stan Creative Director Hyperactive

Si multi altii. Pentru lista completa vizitati site-ul evenimentului DevWorld – <http://www.devworld.ro/>

DevWORLD TARGET

- Web developers
- User interface designers
- Web project managers
- Anyone involved in the web development arena

The event is planned to attract between 80 – 100 attendees.

DevWORLD SPONSOR PACKAGES

Platinum SPONSOR PACKAGE

Pre-conference Promotion

- logo on all the printed materials (agenda, invitations, ads)
- logo on the conference materials bags
- logo with link and Platinum sponsor designation opening on the DevWorld 2009 web site
- banner on the DevWorld 2009 web site special e-newsletter
- 1 full page, color advertisement in PC World Romania

On-Site Visibility

- video spot presentation (60 seconds, produced by sponsor) at official opening
- video spot presentation at „ DevWorld GALA AWARDS”
- video spot presentation in conference rooms
- 10 DevWorld invitations
- 3 „DevWorld GALA AWARDS ” invitations - reserved table
- corporate literature on the registration desk
- side event desk (product promotion, job opportunities)

Agenda Speaking Sessions

- 15' presentation in the DevWorld sessions (according „EVENT AGENDA”)
- 10 minutes slot presentation in the official opening

Post Conference Benefits

- Demographic report and registration list
- Follow-up campaign (DVD wich contain the sponsor presentation, distributed to all the event attendees)
- Two-time use of post conference registration list via IDG mail services

Price: 5000 euro *

Gold SPONSOR PACKAGE

Pre-conference Promotion

- logo on all the printed materials (agenda, invitations, ads)
- logo on the conference materials bags
- logo with link and Platinum sponsor designation opening on the DevWorld 2009 web site
- banner on the DevWorld 2009 web site special e-newsletter

On-Site Visibility

- video spot presentation (60 seconds, produced by sponsor) at official opening
- video spot presentation in conference rooms
- 5 DevWorld invitations
- 2 „DevWorld GALA AWARDS ” invitations - reserved table
- corporate literature on the registration desk
- side event desk (product promotion, job opportunities)

Post Conference Benefits

- Demographic report and registration list
- Follow-up campaign (DVD wich contain the sponsor presentation, distributed to all the event attendees)
- One-time use of post conference registration list via IDG mail services

Price: 3000 euro *

Silver SPONSOR PACKAGE

Pre-conference Promotion

- logo on all the printed materials (agenda, invitations, ads)
- logo on the conference materials bags
- logo with link and Platinum sponsor designation opening on the DevWorld 2009 web site
- banner on the DevWorld 2009 web site special e-newsletter

On-Site Visibility

- video spot presentation in conference rooms
- 3 DevWorld invitations
- 2 „DevWorld GALA AWARDS ” invitations - reserved table
- corporate literature on the registration desk
- side event desk (product promotion, job opportunities)

Post Conference Benefits

- Demographic report and registration list
- Follow-up campaign (DVD wich contain the sponsor presentation, distributed to all the event attendees)
- One-time use of post conference registration list via IDG mail services

Price: 2000 euro *

* The price does not include VAT

CONTACT

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