

## Appril Festival

Today I went to Appril Festival in Amsterdam. I had no idea what to expect since this is the first time I went to a festival like this. We first listened to Brechtje De Leij and some speakers, the subject was 'It's getting serious now!'. It was a lot about that as a company you have to have an app, because nowadays that is very usual to have.

Then the next speaker was Koen Adolf, he spoke about the app Tikkie and how it can be used in other apps. I found it very interesting, I didn't know a lot about the app because I don't use it so I learned a lot about the app and how it works. He also told something about working with other companies and how they can use an API.

The next presentation called 'Clash of culture' by IceMoblie was about the differences between China and west-America. They talked about how you can save your stamp through an app, and that there was a big difference between China and west-America in how they saved their stamps. And that they have a different way of thinking, in China they ask approval from their family if they want something where West-Amerika doesn't do that. So, there are more things that you have to think about when you want to make a good app, because there can be so much difference between countries in how they use it. I found that very interesting because you have to investigate the difference between countries and how their people act and life.

After that we did a short recap with our group and after that we were free to go. But I wanted to stay longer because I thought it was really interesting and wanted to learn more, so I asked if that was possible and it was. I saw a couple of other presentations, the one I found the most interesting one was from Tele2. They showed their new app and how they try to connect with the younger people who are using their services.