



**DOMAIN
DRIVEN
DESIGN**

CLOUD ERA

DDD CHINA CONFERENCE 2018

Beijing, 2018.11.29-12.1

CONTENTS

Why DDD Matters

DDD China Conference 2017 Review

About DDD China 2018

Info of Cloud Era I DDD China Conference 2018

Highlight of Cloud Era I DDD China Conference 2018

Invited Keynote Speakers

Covered Promotional Channels

Sponsorship Statement

About ThoughtWorks

The background is a vibrant red-to-pink gradient. Overlaid on this is a complex, abstract network of thin black lines connecting numerous small, dark circular nodes. The network is dense and irregular, resembling a molecular structure or a digital data network. The text is centered over this background.

COLLABORATIVE ARCHITECTIVE

DOMAIN DRIVEN DESIGN



**Architect design is driven by business oriented solution,
no architect design exists without a business solution it serves for.**


The solution itself will always choose an architecture that works with more efficiency under lower cost.
Domain Driven Designing is a methodology of practice enables higher efficiency of architecture by breaking
the boundary between architect designing and solutioning.
As our businesses need to adjust themselves frequently to keep competitive, Domain Driven Design
becomes pervasive.

WHY DDD MATTERS



Core innovation is the combination of business solution and architect design

Domain Driven Design bridges the business solution and architect design together thus enabling an iterative solution for the developing business.



It simplifies the work from both business and technical parts

Domain Driven Design manifest the correlation of designs for both business solution and technical architecture --- technical architecture should be able to respond to the change of business solution.



Domain Driven Design and Microservice share commons in their nature

Domain Driven Design is the all-time go-for method of practice when it comes to a team working on microservice architecture.

WHY DDD CHINA CONFERENCE

Initiated by Infrastructure consultants in ThoughtWorks, who are also thought leaders in software development methodology and practice, DDD China Conference aims to provide practitioners a platform to communicate and share, thus the thoughts exchanged can drive further discussions within wider group as such active engagement permeates.



Speakers at 2017 DDD China Conference

DDD CONFERENCE VENUE 2017



Debut -- 2017 DDD China Conference

Dec. 8-9th, 2017. CNCC(China National Conference Centre),
Beijing
Insights on day-to-day work for practitioners

Experts on practice of DDD in all professions

The first summit attracted 300+ architects, CTOs, product managers and other leaders from the banking, Internet, finance, telecom, education, etc.

World famous software developer, Top experts in DDD field at home and abroad

The father of EventStorming, ThoughtWorks Consulting Director, Chief Risk Control Architect of HSBC Group, UMLChina Chief Expert/Founder, Alibaba Director of Architecture, etc.

Reported by leading mediums

Zhiding.cn、CCIDnet、InfoQ、CSDN、ChinaByte、tech.ifeng、techweb、yesky、china.com、cstnet, etc.

DDD CONFERENCE VENUE 2017

4

Track

2

Unconference

30

Speakers

31

Topic

300+

Attendees





CLOUD ERA | DDD CHINA CONFERENCE 2018

The Premier Software Modelling & Design Conference

SIX CONFERENCE THEMES

Domain-Driven Design and
Enterprise Cloud IT
Architecture

Domain-Driven Design and
Microservices

Practices and Applications of
Ubiquitous Language

Domain-Driven Design and
Architects

Domain-Driven Design and
Evolutionary Architecture

Domain-Driven Design and
Reactive Programming

INFO OF CLOUD ERA | DDD CHINA CONFERENCE 2018

Time: Nov. 29th-Dec.01th , 2018——Nov.29th-Nov.30th, 2018 Two days workshop ; Dec.01th,2018 One day Conference

Location: CNCC(China National Conference Centre), Beijing

Planned attendance: 500 people

Attendees include: CTO/Technical Directors, Architects, Operation Directors, PMO/Project Manager, Other technical experts and tech decision-makers.

For more details: <http://ddd-china.com>

Our mission: The Premier Software Modelling & Design Conference
DDD practice is leading the trend in infrastructure profession

GLOBAL ACTIVITIES

DDD Explore (America)
<http://exploreddd.com>

DDD Europe (Europe)
<https://dddeurope.com/2018/>

DDD eXchange (UK)
<https://skillsmatter.com/conferences/9396-ddd-exchange-2018>

DDD Perth (Australia)
<https://dddperth.com>



CLOUD ERA | DDD CHINA CONFERENCE 2018

BRIGHT SPOTS



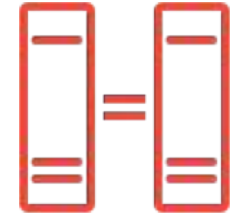
2th DDD China Conference
Insights on day-to-day work for
practitioners



Top experts in DDD field at
home and abroad
Exchange ideas on DDD from
a global perspective



The latest practices, the
classic cases
Simple explanations for
profound substantials



Global advanced level tech
conference
A bird's-eye view of the
industry across the globe

TENTATIVELY INVITED SPEAKERS



Dave Snowden

Founder of Cynfin infrastructure
Author of *Successful Knowledge
Leadership: Principles and Practice*



Alberto Brandolini

The father of EventStorming
2017 DDD China Conference speaker



Vaughn Vernon

Owner of track record of success practices
on DDD method
Author of *Domain Driven Design on Practice*

Pending speaker acceptance

COVERED PROMOTIONAL CHANNELS

Media Channels Before The Event

ThoughtWorks Official Channels

Coverage During The Event

CSDN
极客头条



ZD至顶网



CCID赛迪

CGTN

網易
NEWS



ChinaByte
比特网.com



Possibility of additional channels ...

SPONSORSHIP STATEMENT



Exclusive titled sponsor

¥100,000.00

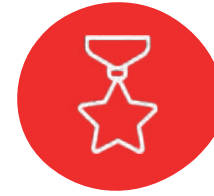
- Marketing with name of the exclusive titled sponsor
- VIP booth at conference for advertising your company
- Your publicity materials included in conference packets
- Promotional video (less than 5 minutes) of your company on loop before opening session and during breaks
- Your logo displayed
 - on conference website
 - on publicity materials before the event
 - alongside conference logo during the event (on attendee badges, at registration, during sessions, on published materials, etc.)
- An introduction to your company in official conference booklet
- A brief presentation about your company with conference attendees immediately before keynote
- A technical breakout session led by a speaker from your company
- 8 tickets included with sponsorship



Platinum Sponsor

¥70,000.00

- The booth (first choice) at conference for advertising your company
- Your publicity materials included in summit packets
- Promotional video (less than 5 minutes) of your company on loop before opening session and during breaks
- Your logo displayed
 - on summit website
 - on publicity materials before the event
 - alongside summit logo during the event (on attendee badges, at registration, during sessions, on published materials, etc.)
- 6 tickets included with sponsorship



Gold Sponsor

¥50,000.00

- The booth (first choice) at conference for advertising your company
- Your publicity materials included in summit packets
- Your logo displayed
 - on summit website
 - on publicity materials before the event
 - alongside summit logo during the event (on attendee badges, at registration, during sessions, on published materials, etc.)
- 4 tickets included with sponsorship



Premium Sponsor

¥20,000.00

- The booth (first choice) at conference for advertising your company
- Your publicity materials included in summit packets
- Your logo displayed
 - on summit website
 - on publicity materials before the event
 - alongside summit logo during the event (on attendee badges, at registration, during sessions, on published materials, etc.)
- 2 tickets included with sponsorship



ABOUT THOUGHTWORKS

ThoughtWorks was founded in 1993, based on a goal to attract and employ the best knowledge workers in the world to build a community that values people's attitude, aptitude and integrity.

20 years later, ThoughtWorks has become a company which has over 4500 passionate people spread across 42 office in 15 countries, and will still keep going with the same mindset, to be a proactive agent of progressive change in the world, to help the powerless and invisible.



THANKS

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