

# DOMAIN 领域驱动设计峰会2019 DDD China Conference 2019 Beijing, 2019.11.28-30



ThoughtWorks®

# Overview

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About Domain Driven Design

DDD China Conference 2017 - 2018

DDD China Conference 2019

Keynote Speaker 2019

Promotion Channel

About ThoughtWorks

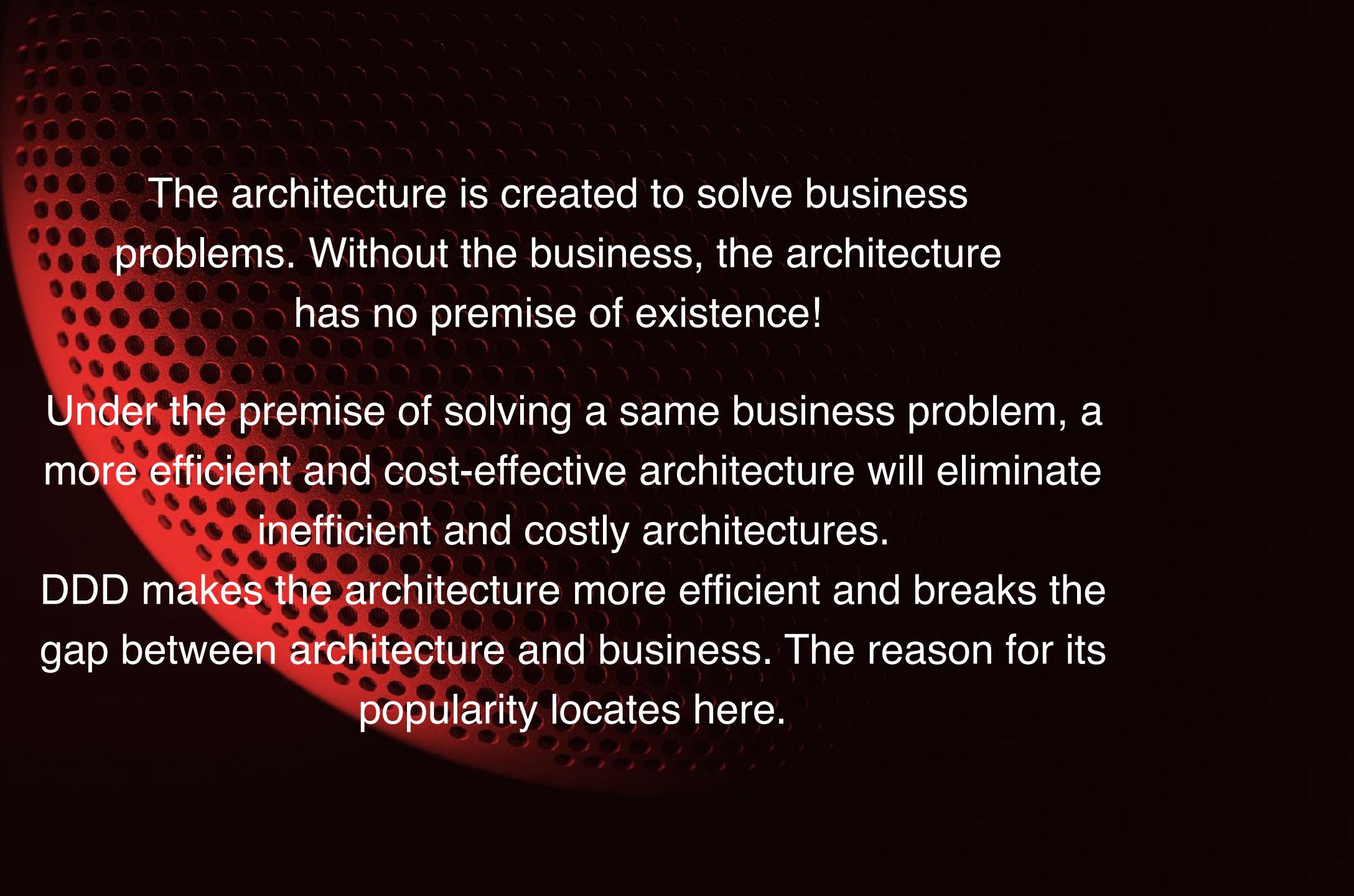
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# Architecture Evolution

## – Domain Driven Design





The architecture is created to solve business problems. Without the business, the architecture has no premise of existence!

Under the premise of solving a same business problem, a more efficient and cost-effective architecture will eliminate inefficient and costly architectures.

DDD makes the architecture more efficient and breaks the gap between architecture and business. The reason for its popularity locates here.

# About Domain Driven Design



The integration of business and structure is key to corporate innovation.



Businesses and technologies need to be simplified.



DDD is a natural partner for micro services.

DDD bridges the two parts to help businesses and functions evolve continuously, thus fueling corporate growth.

DDD binds business structures and system architectures. In doing so, when we adjust business structures following the new trends of business, system architectures evolve spontaneously.

Almost every team and product supported by micro services has benefited from DDD.

## The Original Intention of the Conference

DDD Conference is organized by a group of ThoughtWorks architects, leaders of DDD practitioners in China, to build a platform where DDD practitioners can exchange ideas and share success stories. The architects hope that the conference can promote the DDD idea to the public and create a greater economies-of-scale effect.



2018 - 2019 DDD Conference Speakers

## Review of DDD China Conference 2017-2018



- The first domestic DDD conference  
Dec. 8th to Dec. 9th, 2017  
Nov. 30th to Dec. 1st, 2018  
Beijing International Convention Center  
Focus on the first-tier practices of development!
  
- Attended senior technicians are from various industries.  
Successfully attracted 400+ senior architects, CTOs, product managers and other roles working in banking, Internet, finance, large-scale communications, education, medical, energy and power industries to join it.

- Global software giant, top experts of DDD practices came from domestic and overseas  
Founder of Cynefin Framework, Father of Event Storming, Consulting Director of ThoughtWorks, Chief Risk Control Architect of HSBC, Chief Expert/Founder of UMLChina, Architecture Director of Alibaba Hema.
  
- Multiple media followed up and reported it  
ZDNet, CCID Net, InfoQ, CSDN, ChinaByte, Phoenix New Media, techweb, Yesky, China.com, stdaily, etc.

# Review of DDD China Conference 2017

4  
Keynotes

2  
Tracks

30  
Speakers

31  
Topics

300+  
Attendees



# Review of DDD China Conference 2018

4  
Keynotes

6  
Tracks

25  
Speakers

25  
Topics

400+  
Attendees



# DDD China Conference 2019

Representative Summit for Software Design

# Three Theme

Ubiquitous language  
for domain-driven  
design

Collaboration of DDD

Evolution of the DDD  
framework

# Information of DDD China Conference 2019

- Time: Nov. 28th—30th, 2019  
Nov. 28th—29th, 2019 Two-day workshops  
Nov. 30th, 2019 One-day plenary conference
- Location: Beijing, Crowne Plaza Beijing Lido
- Attendee: 500
- Target Audience: Architect, technical director, operation and maintenance director, project manager, technical decision maker
- Detail: <http://ddd-china.com>
- Position: Representative Summit for Software Design  
"Domain Driven Design" will lead the architecture industry and establish the leading position in the architecture industry

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

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

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

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

# A Quick Glance of Global Conferences

# DDD China Conference 2019

## Highlights of Conference



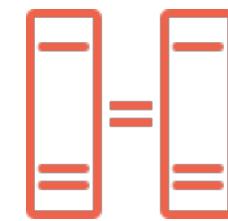
The 3rd Domain Drive Design Conference  
Focus on the first-tier practices of development



DDD experts at home and abroad  
Analyze DDD from the global perspective



Latest practices, classic cases  
Learn profound concepts explained in simple way and abundant useful stuff



International-level Technology Conference  
Take a panoramic view of the world, and benchmark against international standards

# KEYNOTE speakers to be invited



**Eric Evans**  
Father of domain-driven design  
Outstanding Software Modeling  
Specialist  
Author of “Domain Driven Design”



**Mathias Verraes**  
Founder of DDD Europe



**Anita Sengupta**  
Aerospace engineer  
Former NASA employees

Continuously reaching out to speakers.....

# Promotion Channel

WeMedia

ThoughtWorks Official Channel

Technical Community



自由开放分享  
**testwo** 测试窝  倍金



中生代架构  
archthink



**segmentfault**

Continuously updating channels.....

# Rights of Sponsors



## Diamond Sponsor ¥600000.00

- A most valuable booth (VIP) for corporate display
- In-bag promotion materials
- Corporate promotional video display (before the opening of the conference in the morning, and the opening of the noon, the video cannot exceed 5min)
- Display logos of sponsors
  - logo on off-line display boards, on-line promotional channels, chest cards for guests, etc.
  - logo on collateral gift bags
- Display sponsor's information and logos in conference catalogues (introduce the sponsor using one individual page)
- Ten-minute speaking at the beginning of keynote
- Directly pass one sharing session (DDD related, confirmation needed)
- 8 conference attendee passes



## Platinum Sponsor ¥300000.00

- A specially selected booth for corporate display and giveaways
- In-bag promotion materials
- Logo on official website of conference
- Logo display during the whole promotion process
- Logo on on-site display boards
- Logo on on-site chest cards for guests
- Logo on lifting rope of chest cards
- 6 conference attendee passes



## Gold Sponsor ¥100000.00

- A booth for corporate display and giveaways
- In-bag promotion materials
- Logo on official website of conference
- Logo display during the whole promotion process
- Logo on on-site display boards
- Logo on on-site chest cards for guests
- 4 conference attendee passes



## Silver Sponsor ¥50000.00

- A booth for corporate display and giveaways
- Logo on official website of conference
- Logo display during the whole promotion process
- Logo on on-site display boards
- Logo on on-site chest cards for guests
- 2 conference attendee passes

## Group Tickets Purchase for Sponsors

Amount	Early Bird Jul.15th-Oct.28th	Standard Oct.29th-Nov.30th
Original Price	1536	2040
1-5 Attendees	1408	1912
6-20 Attendees	1382	1836
20+ Attendees	1228	1632

### Tips

1. Please select a browser other than IE when you register, so as to avoid wasting your time due to unsuccessful registration
2. Please note that online payment system does not support credit card payment, and there is no quota setting.
3. Please note that those who intend to register should submit the order before the deadline for the early bird ticket, and then follow the internal processes of approval or payment. If you miss the early bird registration, the price will be calculated as same as the standard ticket.

Ticket fees include (early bird and standard)

1. Conference attendee pass includes all keynotes and tracks on Nov. 30th.
2. Access to visit or participate in interactions, and collect various small gifts during the conference.
3. Lunch on Nov. 30th, distributed at registration, no compensation if lost (excluding dinner).

## About ThoughtWorks®

ThoughtWorks was founded in 1993 in Chicago, USA and currently has 6,000 employees in 40 offices in 14 countries.

A leader of global software design and customization.

A group of passionate technical individuals.

Provide consulting services, advanced tools and deliver softwares for organizations with extraordinary missions.



# THANKS

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