

# Analysis Design Architecture

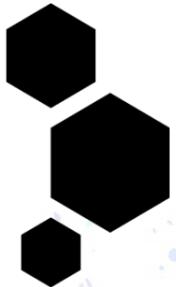
## Sponsorship Prospectus 2024

**ADAConf 2024** is an inaugural Australian *community conference* for those interested in software analysis, design, and architecture.

**ADAConf** creates space for conversations ranging from technology and implementation, to conceptual approaches and design philosophy.

-  <https://www.linkedin.com/company/adaconf/>
-  [info@adaconf.org](mailto:info@adaconf.org)
-  <https://adaconf.org/>

**8th of November 2024,  
Melbourne**

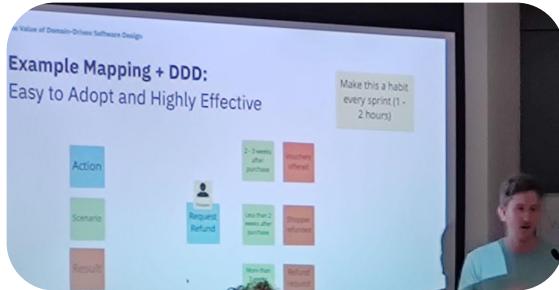


Our mission is to support the building of software that is:

more **valuable** for its users and owners

more **pleasant** to work with for its builders and maintainers

more **collaborative** in its conception and design



# Sponsorship Options



## Conference benefits

## Community reach

## Value-add to your team

**Platinum**  
\$12,000

- Exclusive tier
- Dedicated booth space
- Branding on conference banners and holding slides
- 2 invites to the speaker's dinner
- Individual social media posts: pre & post conf
- Invitation to speak at a DDD AU meetup
- 15 free tickets
- 10% discount on any tickets purchased

**Gold**  
\$8,000

- Up to 3 partners in this tier
- Dedicated booth space
- Branding on conference banners and holding slides
- 1 invite to the speaker's dinner
- Individual social media posts: pre & post conf
- 8 free tickets
- 10% discount on any tickets purchased

**Silver**  
\$4,000

- Up to 5 partners in this tier
- Branding on conference banners and holding slides
- Inclusion in silver partner social media posts
- 2 free tickets
- 10% discount on any tickets purchased

Please talk to us about any particular benefits that are more important to you. We can also work with you to develop tailored sponsorship packages based on your needs and interests.

# Conference Topics



MODELLING, ANALYSIS AND  
SOFTWARE DESIGN PRACTICES



SYSTEMS THINKING AND  
SOCIO-TECHNICAL ARCHITECTURE



BRIDGING THE GAP BETWEEN  
BUSINESS AND TECHNOLOGY



PRODUCT DESIGN



DEEP DIVES INTO ASPECTS OF  
BUILDING GOOD SOFTWARE



CASE STUDIES, EXPERIENCE  
REPORTS AND CODE DEMOS



VISUAL COLLABORATION AND  
FACILITATION



IMPLEMENTATION  
RETROSPECTIVES

# Community and Audience Reach



ADAConf is an offshoot of the Domain-Driven Design Australia community, and targeted to leaders within software development.

Community size: **700 members**

Average meetup rating: **4.6 stars**

Meetups attract up to **148 RSVPs**

Historical (organic) social media impressions: **500-1200 per post**

Social media presence



ADAConf 2024 expected audience:  
**150 attendees**

Typical roles of attendees in their organisations:

- Staff and Principal Engineers
- Software Architects
- Product Managers
- Engineering Managers
- Product and Technology Executives

As attendees are senior and experienced, they are looking for:

- 300/400-level Content
- High quality of speakers (respected peers and experts)
- Implementation retrospectives
- Workshops (skills and techniques)
- Code Demos

# More reasons to sponsor ADAConf



## ADAConf enables you to:

- **Position your brand** to thought leaders in key topic areas
- **Support a community** of professionals that care about solving your business problems!
- **Engage employees** with tickets
- **Attract talent** from the tech community at the forefront of modern software practices
- **Promote services** to current and future decision makers

## Events that inspire us



{ } NDC  
Conferences



## **What we value:**

- **Spaces** that promote an inclusive and harassment free learning experience
- **Confluence of ideas and experiences** from within the community
- **Conversations** that challenge and evolve the existing technology culture
- **Thought experiments and technical deep dives** - from the abstract to the very specific!

# Growing community engagement



Ubiquitous language in the frontend  
**Fadila Fidina**



Preventing emu wars with domain driven design  
**Lee Dunkley**



Domains in play:  
Game design meets DDD  
**Cuauh Moreno**



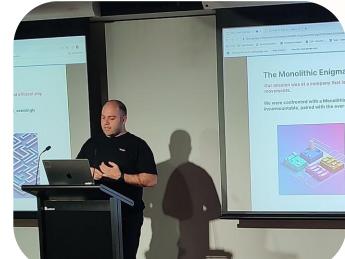
DDD in practice: Astrana so far  
**Darin Morris**



Security fails at the seams:  
Modelling to test a hypothesis  
**Sonal Premi**



DDD for  
realists  
**Karl Geppert**



Ship to shore:  
Utilising an event storm  
**Dan Lorenzin & Bojan Zivic**



Shining a light on your  
domain: Observability in DDD  
**Cynthia Xu & Ruilin Liu**



Recap: Eric Evans's workshop on  
domain-driven design (DDDEU '23)  
**Chris Simon**

# Guests who've joined us in the past



Subdomains from business capabilities

Ian Cooper



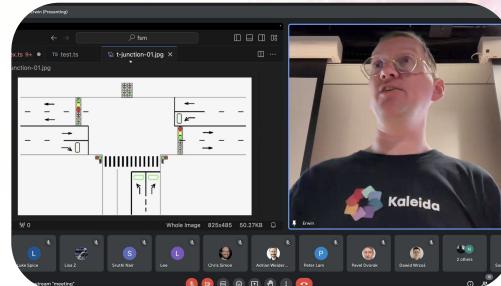
Share Pie: The DDD treasure hidden in plain sight

Nick Tune



Manage the understandability of your systems

Mathias Verraes



Match made in heaven?

Finite state machines and aggregate roots

Erwin van der Koogh



Strong and weak forces:  
Domain-driven  
architecture at MYOB

Evan Bottcher

# The ADAConf team



## Sonal Premi

Sonal is a consultant with close to two decades of experience in the technology sector. She has a relentless commitment to building people and products, and is always challenging conventionally accepted norms.

Sonal enjoys engaging with the tech community by co-organising the DDD Australia meetups, speaking at meetups and conferences, and actively mentoring people. She is partial to conversations about problem solving and decision making processes. She aspires to always keep learning, and build a community that learns and grows together.

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[sonal@adaconf.org](mailto:sonal@adaconf.org)

## Chris Simon

Chris is a 2 x Startup CTO/co-founder turned independent consultant who is an active community organiser and participant. He speaks regularly at international conferences, meetups, webinars and podcasts and co-organises DDD Australia. He's an open source maintainer and through his consulting work provides training, coaching and advisory services in Domain-Driven Design, technical leadership and strategy.



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# Let's build this community together!



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