# *10 reasons*

## why you should send your technical staff (or team) to

**devconf;**

Johannesburg, 8th March 2016

**1  Enhance your culture**

Each organisation has its own culture. Yet, it's important to occasionally step outside of the organisation and see what others are doing – get new ideas and gain different perspectives. DevConf is the perfect meeting place where developers get to take a step back, see what other developers are doing, and use that to improve the skills and processes within their organisation.

**2  World-class expert speakers**

DevConf is hosting speakers from three different continents who have presented numerous sessions across South Africa and the world. Our South African speakers are considered to be among the best in the country. Your technical staff will learn and glean from people who are acknowledged experts in their specialist areas.

**3  Real-world relevance**

DevConf speakers are practitioners, not theoreticians. They've "been there and done it". They are actively involved in real-world software projects, for a variety of organisations and across a wide range of industry sectors. Their advice is pragmatic, implementable and valuable.

**4  Broad choice of topics**

DevConf facilitates six tracks simultaneously, ensuring that delegates have a broad choice of topics and are able to choose a relevant session for each time slot.

**5  Value for money**

The cost of attending DevConf is on par with the cost of a one-day workshop. And the delegates' exposure to a wide range of topics which are relevant to current challenges and which enable delegates to address future challenges, is of immeasurable value.

**6  Independent perspectives**

DevConf is owned and run by the software development community and not by a specific tool vendor. DevConf's independence is important – it allows us to say things as they are. Having no hidden sales agenda, ensures the authenticity of the sessions.

**7  Focus on the entire lifecycle of software development**

DevConf is a technical conference for software developers, database-focussed professionals, software deployment teams, team leads and solution architects. The sessions address the complexities of understanding, designing, developing, deploying software and managing teams.

**8  Inspire both new and experienced software developers**

Attending a conference and being exposed to the knowledge and experience being shared is very inspiring for new software developers. Experienced software developers benefit from finding out where to focus their energy to keep your organisation moving in the right direction and on trend.

**9  Tech years are like dog years**

Things move quickly in the software development world. If your technical staff members are not kept up to speed with the latest technologies, trends and developments they might get left behind. DevConf empowers your staff members by keeping them abreast of current developments, and offering them insight into what lies ahead on the horizon.

**10  Reward your staff**

Sending your technical staff members to DevConf is a way of rewarding their commitment and demonstrates to them that their contribution is valued by your organisation, both now and for the future of the organisation.

*For more information, visit www.DevConf.co.za*