

PROPOSAL



# Scrum Day Bandung 2017

Professionalism in Software Development

28 Februari 2017

Hotel Novotel Bandung  
Jl. Cihampelas No. 23-25

IGNITING  
CHANGE  
IN SOFTWARE  
ECOSYSTEM,  
INSPIRING  
FUTURE  
LEADERS



Scrum Day Bandung



@ScrumDayBandung



ScrumDayBandung



ScrumDayBandung

# Not just a conference!

## What is Scrum Day Bandung

Scrum Day Bandung 2017 is a business & management conference with Scrum as its framework. But Scrum Day Bandung is not just a conference. We claim it as a community movement towards software development ecosystem that emphasizes agility and professionalism. This conference is a medium for leaders, managers and change agents who have concerns about agility and professionalism in software development ecosystem to meet, exchange experiences and support each other. Unlike other conferences in the region where participants only leave the event with information or knowledge, in this event participants will feel inspired and empowered to make changes in their respective companies.

### TALKS

Inspiring talks for all business leaders to lead their companies with a more relevant management model for 21st centuries situation by thought leaders from the region.



### OPEN SPACE

Open discussion about radical or controversial topics around Scrum or Agile management facilitated by experienced Scrum coaches.

### NETWORKING

A medium to connect with other end-users and software vendors who want to execute the next software development project under Agile contract.

### COACHES CORNER

A corner for Scrum newbies to ask all things about Scrum and Agile management who will be answered by experienced Scrum coaches.

## Target Audiences

This event is targetted for **150 participants** from various backgrounds in company's leadership structure from all over Indonesia. This event is specifically targetted for **managers and executives**. More specifically, the main target for this event are **change agents** in software development ecosystem and **business leaders** and **decision makers** in their respective companies.

### PRODUCT OWNERS

**Product Owner** is a business manager who is responsible to define the vision of the product and maximise the value of the product. Product Owner has the entrepreneurship mindset and has been empowered by the company to lead the product development and to optimise the value of the product.

### CORPORATE LEADERS

Corporate leaders has a vital role to initiate change and make change persistent in the company for the long run. Corporate leaders attending this conference are expected to be inspired and bring an Agile mindset and support professionalism in their respective companies.

### SCRUM MASTERS (COACH)

**Scrum Master** is a manager who is responsible to lead the change towards Agility in the company. Besides Agile mindset, Scrum Master has professionalism over deadline mindset and has been empowered to be the agent of change and coach everyone in the company so that the company can move towards Agility.



## Sponsorship Packages

The sponsorship package that we have crafted ensures that your brand is recognised by corporate leaders, decision makers and change agents in software development ecosystem not only during the conference but also prior to the event. By being a sponsor, you have displayed to the audiences that your company is different to other companies because you have shown support for our mission to bring agility and professionalism into software development ecosystem in Indonesia. By being a sponsor you have also made yourself visible to talents who want to work in an Agile company.

	Gold 	Silver 	Bronze 
<b>Contribution</b>	USD 3,500	USD 1,500	USD 1,000
<b>Pre-event</b>			
Logo Size			
• Street Banner	Large	Medium	Small
• Website Banner	Large	Medium	Small
• Social Media Banner	Large	Medium	Small
Featured On			
• Youtube Video	Yes	Yes	Yes
• Media partner announcement	Yes	-	-
<b>On Merchandise</b>			
Logo Size			
• Tote Bag	Large	Medium	Small
• T- Shirt	Large	Medium	Small

	Gold	Silver	Bronze
• Tumbler	Large	Medium	Small
• Notebook	Large	Medium	Small
• ID Card	Large	Medium	Small
<b>During event</b>			
• Conference Booth	Yes	-	-
• Number of free pass	5	3	1
Logo Size			
• Stage backdrop	Large	Medium	Small
• Photo Booth	Large	Medium	Small
• Vertical Street Banner	Large	Medium	Small
• X-Banner in conference room	Large	Medium	Small

Besides the packages listed above, we've also made Platinum Package available to one sponsor who want a specific custom sponsorship package. For more details on Platinum Package please do not hesitate to start the conversation with us through email.

### BANK ACCOUNT INFORMATION

**Bank Name** : BANK CENTRAL ASIA  
**Account number** : 3460092522  
**SWIFT Code / BIC** : CENAIJJA  
**Account owner** : Dinar Trifiana  
**Email** : dinartriviana@gmail.com

