

AGILE ALLIANCE ANNOUNCES FIRST DAY SPEAKER LINE-UP FOR AGILE 2010

First day of program offers attendees blockbuster schedule of presenters and topics

PORTLAND, Ore., April 29, 2010 – The Agile Alliance, (www.agilealliance.org) a non-profit organization dedicated to supporting the advancement of Agile software development principles and practices, today announced the line-up of invited speakers and topics for the opening day of Agile 2010. The list of invited speakers promises attendees a wealth of information and practical tips for delivering business value from some of the brightest minds in the Agile community. Set for Aug. 9 – 13 in Nashville, (<http://agile2010.agilealliance.org>). Agile 2010 is the leading international conference on Agile methods in software development, bringing together many disciplines in the fields of information systems and software development to foster the exchange of fresh ideas and best practices.

Some of the featured presenters for Day One of the Conference include:

- Alistair Cockburn, *“Seven Tools for the Product Owner Interfacing with an Agile Development Team”*
- Mike Cohn, *“Agile Estimating & Planning: From Basics to Brain Stumpers”*
- Martin Fowler & Jez Humble, *“Continuous Delivery”*
- Jim Highsmith & Pat Reed, *“Beyond Scope, Schedule and Cost: Optimizing Value”*
- Jeff Patton, *“Help Me See It: Using Collaborative Sketching to Bring Product Ideas to Life”*
- Mary Poppendieck, *“Leader’s Workshop: From Cost Center Disease to Strategy Deployment”*
- Jean Tabaka, *“The Agile Organization: Applying Visioning and Learning Models”*

To help ensure this year’s conference offers sessions that vary in experience level and address topics of interest shared by past attendees, the program committee invited

specific sessions to be presented on the first day of the conference around the broad conference themes of “Business, Technical and Leadership/Organization.”

“We are excited to offer such a broad array of topics and sessions from some of the top minds in the Agile community,” explained Jim Newkirk, Agile 2010 conference chair. “We heard attendees’ feedback from last year regarding how we could continue to improve the annual Agile conference and make it more useful to them. We believe this year’s conference delivers on that feedback, making it the best, most useful conference ever for advancing the practice of Agile software development principles and practices.”

Additional first day invited speakers listed in alphabetical order are (*NOTE: some speakers listed are co-presenting with another first day speaker*):

Scott Ambler	Ashley Johnson
Simon Bennett	Micah Martin
George Dinwiddie	Sue McKinney
Mike Dwyer	Jean-Michel Lemieux
Abby Fichter	Dave Nicolette
Neal Ford	Linda Rising
Erich Gamma	Johanna Rothman
Israel Gat	Ahmed Sidky
Mary Gorman	Greg Smith
Ellen Gottesdiener	Matt Smith
Tom Grant	Michael Spayd
Janet Gregory	Dennis Stevens
Aslak Hellsoy	

Submitted proposals for the remaining days of the conference program (August 10 through 13) will be finalized and announced May 3, Newkirk says.

Attendees are encouraged to register early to obtain the Super Early Bird and Early Bird rates. For more information or to register online, visit (<http://agile2010.agilealliance.org/register.html>).

About the Agile Alliance

The Agile Alliance is a non-profit organization dedicated to promoting the concepts of Agile software development, as outlined in the (<http://www.agilemanifesto.org/>). With nearly 6,000 members located around the globe, the Agile Alliance is driven by the principles of Agile methodologies and the value delivered to developers, organizations

and end users. The Agile Alliance organizes the annual Agile Conference, the industry's leading event that attracts practitioners, academia, business and vendor-partner community members from around the globe. The Agile 2010 conference <http://agile2010.agilealliance.org/> is set for August 9-13 in Nashville. For more information about the organization, visit <http://www.agilealliance.org/>

Media contact:

Christie Denniston

Catapult PR-IR

Phone: 303-581-7760

Cell: 303-827-5164

cdenniston@catapultpr-ir.com