

## AGILE ALLIANCE ANNOUNCES FULL CONFERENCE PROGRAM FOR AGILE 2010

*Highlights include keynotes Dave Thomas and Mike Cohn, first day of invited industry luminaries and a wide range of sessions to meet the varying needs of Agile practitioners*

PORTLAND, Ore., May 13, 2010 – The Agile Alliance, a non-profit organization dedicated to supporting the advancement of Agile software development principles and practices, today announced that the full conference program for Agile 2010 has been set and is available for review at (<http://agile2010.agilealliance.org/program.html>). Due to flooding in Nashville, Agile 2010 has been relocated to the Walt Disney World Swan and Dolphin hotel in Orlando, Florida. The conference dates remain the same; scheduled for Aug. 9 – 13 ([www.agile2010.com](http://www.agile2010.com)).

“With more than 917 abstracts submitted and 214 accepted sessions slated for Agile 2010, I know attendees will find a full range of sessions, from beginner to highly advanced, that will help them succeed with Agile practices,” said James Newkirk, Agile 2010 conference chair. “Our stage and committee leaders have done an excellent job of listening to and responding to the needs of the Agile community and have put together an outstanding program.”

The metaphor for this year’s conference describes stages of learning through the Japanese martial arts style of Shu Ha Ri, which translates to “Learn, Practice, Explore.” These stages describe a path from learning to mastery. The Program is organized around three collaborating communities: *Technical, Business, and Leadership & Organization*.

- The Technical portion of the program focuses on topics and activities that help Agile team members deliver value through the things that they create. Be it programmers, testers, designers, and others who build software, this community will provide participants a range of sessions on how to do this more efficiently.
- The Business segment of the program focuses on topics that help those who leverage the capabilities of Agile teams to make their organizations thrive. Product managers, analysts, business partner and others business leaders can rapidly deliver new valuable products and solution to their stakeholders using Agile.

- The Leadership & Organization piece of the program focuses on leadership topics that are essential to continually thrive in the presence of complexity and change. Whether a leader as part of the Agile team, with stakeholders, or leading cultural change across an organization, this community will provide a range of sessions, challenging attendees' views of work while providing tools and practices to more effectively lead to better results.

In its ninth year, 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. It provides independent software vendors, software consultants and in-house corporate development teams with the knowledge and shared experiences that lead to successful Agile programs. Agile 2010 connects attendees with the foremost leaders in the Agile domain, enriching the collective body of knowledge and influencing the line of thought in the field. It encourages debate and fosters innovative ideas based on real-world implementations for executives, managers, software development practitioners and researchers from labs and academia.

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 Orlando. For more information about the organization, visit (<http://www.agilealliance.org/>).

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