

# 8 REASONS WHY YOU SHOULD ATTEND A YOW! EVENT

1

## **Get a new perspective on your work**

The relaxed setting at YOW! events provides the opportunity for you to meet and talk with world-renowned speakers face-to-face about your specific development challenges.

2

## **Learn from authors and creators**

Many of the languages, practices and ideas that you use as a developer have been authored and created by the speakers at the conference. The speakers are all practitioners with many years of experience in the industry.

3

## **Listen to unbiased vendor-independent talks**

YOW! is not aligned with any technology, practice, methodology or vendor. The invited speakers are chosen from a network of over 400 authors and experts by an international program committee. The focus is on craftsmanship rather than sales or product pitches.

4

## **Return to the office with renewed energy and inspiration**

Working the daily grind of software development can be intense work that requires great adaptability and frequent changes in requirements and technologies. Being in a pro-active learning environment is a great way to get inspired.

5

## **Connect with like-minded people**

YOW! events typically attract developers who are serious about staying informed about the latest trends. The events provide a unique opportunity to make contacts, create strategic partnerships and network.

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## **Expand your view on what's possible & be inspired in unexpected ways**

Many attendees have commented that they often learn more from speakers they don't know much about at first. However, this has given them an opportunity to discover new thought leaders to learn from and follow.

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## **Support your company's commitment to learning**

Many companies recognise the need for ongoing learning to encourage innovation by providing training budgets. Get your company's support to learn from the best.

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## **Join us for a world class conference experience**

Instead of having to fly to Europe or the USA, let the international world class experience come to you. Join over 30,000 IT professionals who have attended YOW! events across Australia, New Zealand, Singapore and Hong Kong.