Got Developers? — Want Developers? — Need Developers?
You Need a Strong Developer Relations Program

DEVELOPER RELATIONS
CONFERENCE

Evans Data Corporation

Evans Data Corp, the leader in developer research is pleased to announce the

FIRST ANNUAL DEVELOPER RELATIONS CONFERENCE
Building the BEST Developer Relations Program

Join us March 7 and 8, 2005 at the Doubletree Hotel in San Jose, CA.

Two full days of working sessions and advice from the TOP Developer Relations executives who will help you design and build the best program possible and avoid costly pitfalls. Learn from experts who have designed and developed some of the most successful developer programs in the industry.

If developers are essential to your company's success, you can't afford to miss this world-class Developer Relations Conference.

The comprehensive agenda includes:

- **Visionary keynotes**
- **In-depth and focused sessions**
- **Interactive round table discussion about what works and doesn't work**
- **Best practices sessions for program elements**
- **Fresh survey research on:**
    - Tech support
    - Certifications
    - Portals and tech info
    - SDKs, beta programs, tools and much more!
- **Real life insights from the architects of top programs**
- **Live! On-stage developer focus group**

Sneak Preview!
Evans Data Corp's
2005
Developer Relations
Programs Survey

EDC
Evans Data Corporation

SD Times — SOFTWARE DEVELOPMENT

acm queue — tomorrow's computing today

ORACLE

SolutionsIQ

Sun microsystems

IBM

Borland

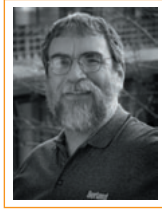dev

intel

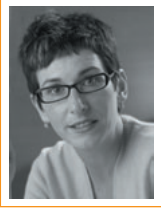# Learn secrets from Developer Relations Manager superstars such as:

Gina Poole
Vice President
developerWorks
IBM

David Intersimone
Vice President
Developer Relations
Borland

Andrew Carr
Senior Director
Oracle Technical
Network

Lee Epting
Vice President
Forum Nokia
Nokia

Matthew Thompson
Director Tech Outreach and
Open Source Programs
Sun Microsystems

Brian Behlendorf
Co-Founder
Apache Foundation

Other featured star speakers include:
- **Scott Hay** - Developer Relations Program Manager, Intel
- **Sherry Thomas-Zon** - VP Marketing, JupiterWeb
- **Will Iverson** - Application Development Manager, SolutionsIQ
- **Mac McCarthy** - Manager, Devx
- **Jeff Barr** - Web Services Evangelist, Amazon.com, Inc.

Program Schedule

Monday, March 7, 2005

Time	Event
8:00 AM - 12:00	**Registration**
9:00 - 9:30	**Introduction and Welcoming Address** - Evans Data Corp
9:30 - 10:20	**Building World Class Developer Programs:** Gina Poole - IBM Gina will cover the trends in Developer Relations Programs and the path that IBM took in building its successful and growing developer community of more than 4 million developers worldwide.
10:30 - 11:20	**Ten Tips for Navigating the Ups and Downs of a Developer Program:** Andrew Carr - Oracle Building a successful Developer Program requires you to build a trusted relationship with developers. Andrew will explain how to build a great program using real world examples of some of the key elements of a successful program.
11:30 - 12:20	**What Really Works, Evans Data Developer Relations Program Survey 2005**: Janel Garvin - Evans Data Corp Janel will present a sneak preview of the new 2005 annual in-depth survey of over 400 developers on the subject of Developer Relations Program elements. Find out what the developers themselves say they want and what they need.
12:30 - 1:30 PM	**LUNCH**
1:30 - 2:20	**The Challenges of Creating a Wireless Development Community:** Lee Epting - Nokia How do developers successfully navigate through the chaos of numerous requirements for mobile content and applications, minimize the administrative burden and maximize their creative development time? Lee will discuss these challenges, candidly share her experiences overseeing the world's largest mobile developer network and offer solutions for effectively moving towards establishing a successful applications development business.
2:30 - 3:20	**Portals and Developer Outreach Online**: Sherry Thomas-Zon - JupiterWeb, Mac McCarthy - DevX Sherry and Mac will outline specific techniques to expand your developer recruitment efforts by learning how developers use information online, how to appeal to them, and what it takes to keep them coming back.
3:20 - 3:45	**COFFEE/ICE CREAM BREAK**
3:45 - 5:00	**Round Table:** Interactive round table featuring our speakers and moderated by Rob Enderle, Enderle Group. This is your chance to hear what the experts think about your most challenging Developer Relations questions/issues.
6:00 - 7:00	**COCKTAIL RECEPTION**
7:00 PM	**DINNER**

This conference provides ample opportunity to:
- Network with your colleagues in other companies
- Compare notes about what works and doesn't
- Talk about your experiences and form partnerships

Special networking events include:
- Round table workshop
- Morning and afternoon breaks
- Lunches and dinner
- VIP evening cocktail reception

This year's conference will be held in San Jose, CA at the beautiful Doubletree Hotel conveniently located near the SJ International Airport.

Contact the Doubletree Hotel directly for your room reservation at 408-453-4000 and mention Developer Relations Conference to get your special rate or book online at www.dtsj.com and reference the code DEV.

Tuesday, March 8, 2005

9:00 AM - 9:50

Best Practices: David Intersimone - Borland
David's session will include discussion of world wide evangelism, building the eco system, and using online systems that support successful developer outreach. Keys to success with developers include providing the "Three C's" - content, communication, and collaboration.

10:00 - 10:50

Evangelism and Global Outreach: Scott Hay - Intel
Development is no longer primarily a North American industry. This talk will center on extending your Developer Relations Program worldwide as Scott lets us in on some of the lessons learned during Intel's global effort.

11:00 - 12:00

Setting Up Amazon's Developer Program: Jeff Barr - Amazon.com, Inc.
The advent of Web Services meant Amazon needed a Developer Program. In this session, Jeff will discuss the ins and outs of the Amazon developer program including SDKs, developer communications, partnerships, evangelism, and support.

12:00 - 1:00 PM **LUNCH**

1:00 - 1:50

Insights & Lessons Learned from Creating the Apache Software Foundation: Brian Behlendorf - Apache Software Foundation
Join Brian as he traces his experiences in building a global network of Apache developers, and outlines some of his secrets for managing one of the world's most influential developer communities.

2:00 - 2:50

Avoiding Developer Program Pitfalls: Matt Thompson - Sun
This talk will focus on the lessons learned in building the global Java developer community, including some of the "chasms" and pitfalls met along the way, the challenges of learning what Developer Program "success" really looks like, and the emergence of open collaboration as a differentiator in developer offerings.

2:50 - 3:15 **BREAK**

3:15 - 3:50

Nuts & Bolts: Will Iverson - SolutionsIQ
This session will look at different options available for building a Developer Program, with emphasis on lessons learned by Apple, BEA, Symantec, eBay, Amazon, and more. Emphasis on the "why" of a tactical option, as well as some tips on the "how".

4:00 - 5:30

Onstage Developer Focus Group: This is your chance to watch a live focus group of developers talk about what they want in a program, what works, and what they think about current programs in place. Submit your questions for the group at registration.

5:30 PM **Closing & Raffle**