Agile ORLANDO
JULY 24-28 2023
PRESENTED BY Agile Alliance
JOIN US TODAY!
#AGILE2023
Alistair Cockburn & Todd Little
The Big Agile Conference turns 20
Start with What?
Why?
Conference Design Goals:
Agile Software Development is an area where there is plenty to teach, exchange and research. We can use this venue to increase the amount of experiential data being presented, the cross-over communication between researchers and practitioners, and between different specialists. In priority order, the conference should develop

1. Community
2. Cross-pollination across disciplines
3. Easy entry to newcomers
4. A place for researchers to gather data about projects

The conference design should look across its constituencies, which cross:
- experience levels (beginning / experienced),
- practice focus (practitioners / researchers),
- specialties (managers, developers, sociologists)
- nationality (U.S., Canadian, European, Pacific Rim)
A GUY WALKS INTO A BAR
STOP ME IF YOU'VE HEARD THIS
Setting: April 2002, Cambridge, Massachusetts
Fish Stories (Dan Reed)
Do you want to run a conference, or do you want to build a community?

You’re Right! Let’s do it!
Who says Agilists don’t Document
Who?
Stakeholders
The right people show up
Pollyanna Pixton
<table>
<thead>
<tr>
<th>Position</th>
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<tr>
<td>Chair</td>
<td>Alistair Cockburn</td>
<td>Chair2004</td>
<td>Todd Little</td>
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<td>Treasurer</td>
<td>Mary Poppendieck</td>
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<td>David Spann</td>
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What?
The question for conference design is how to provide value to the constituencies.

- Beginners get value from tutorials.
- Experienced people get value from trading notes with each other.
- Practitioners get value by listening to other practitioners' experience.
- Researchers get value for themselves by presenting and encountering research reports, and by encountering practitioner experiences as data for their research.

Attending to these constituencies yield the following 4-track conference design.
Agile Development Conference
Vision, Purpose, Structure

Track 1: Tutorials
The core value of the tutorials is to provide entry into a topic for someone not yet in it.

Track 2: Technical Exchanges
The core value of the workshops should be to allow experienced people to trade notes and learn from each other.

Track 3: Experience Reports
The core value of the Experience Reports should be to present thoughtful recent experience to the community.

Track 4: Research Papers
The core value of the Research Papers should be to advance or consolidate the framework of thought in the field.
The Napkin, 2002 (drawn for Todd & Dan)
<table>
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- *Morgan's notes*
| Ice-breaker | set a tone for the conference, letting people relax and find a low-barrier opportunity to meet new people |

#adc03
The Ice Breaker (Faces)
| Getaway Session | give people a chance to spend concentrated time together in a social setting, building new friendships and following up on conversations started earlier in the week. |
The Getaway Day (Alistair’s hike)
Open Space

allow informal peer-to-peer examination of a wider range of topics,
Open Space -- Agile Dev Conf 6-27-03
Organizer’s Dinner

#adc03
How did it go?

"I was told this conference would be a four-day conversation. That was only partly right. It was the four-day start to an ongoing, and fascinating, conversation with people around the world."

"... the four folks that attended the conference in Salt Lake City came away very enthusiastic. The general comment was that the conference was the best technical conference that they had attended."  
- Texas Instruments

“This conference has a soul.”
- Jeff Patton, Tomax

“This conference exceeded my expectations. I met far more intriguing, insightful and worth keeping in touch with people at this conference than any conference I have been to in a long time.”
- Kevin Tate, Alias Wavefront

“The most valuable and most fun conference I have been to in my 15 years in IT.”
- Michael Spayd, Qwest

“This conference had the highest proportion of people I wanted to talk with of any conference I have been to.”
- Brian Marick
The 2003 Agile Development Conference was a resounding success, begging for more similar occasions. One attendee said, "It was like something living, breathing. Not to hold it again would be like killing something." Others commented on the welcoming inclusiveness of the people: "No one was unwelcome. Everyone was included, no matter their role, experience or specialty." Ward Cunningham said, "At the last conference, we discussed how we got here. At this conference, we discussed how to go forward."

This web site now serves as an archival record and reference of the conference contents, to the extent we can manage it. Find here copies of the papers and presentations, summaries from Technical Exchange and Open Space sessions, and tutorial handouts, as the session organizers and presenters are willing to share them.

Enjoy your browsing and research. I hope you will find this site a useful resource in your work.

Alistair Cockburn, Conference Chair, on behalf of all of the organizers and participants of the 2003 Agile Development Conference
How?
Uncertainty
Budget Challenges – Conference June 25th

• May 5     62 paid registrations, budget says 150 breakeven. Yikes!
• May 15    AAPG/Westminster
• May 31    Cut to the bone – Just serve sandwiches!
• June 2    Revised Budget Model - Options
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**Total Expenses**

$257,644 $272,137 $248,247

**Gross Profit**

$ (58,022) $ (1,065) $ (89,846)
Budget Challenges – Conference June 25th

- May 5  62 paid registrations, budget says 150 breakeven. Yikes!
- May 15 AAPG/Westminster
- May 31 Cut to the bone – Just serve sandwiches!
- June 1  Registration system error. 21 more registrants. Yippee!
- June 2  Revised Budget Model – Options
- June 4  Cut 5 Tutorials and 3 Workshops to reduce expenses.
- June 5  Boland confirms $10K sponsorship
- June 13 101 paid, 207 total - solid break even
- Final reconciliation 129 paid – 227 total. $35k net profit – not bad!
Then What?
2004 – Merge with XP Agile Universe
Let me tell you about Open Space!

Engineering outside the box
15 years with Elastic Communications
Agile2010 - Orlando
A Technical Conference Filled with Women

lynnlangit  17 Aug 2011 12:11 PM  |  0

Ok now that I have your attention (!), I am going to write a bit about my first experience at the international, annual Agile conference.  Agile 2011 was held in Salt Lake City, Utah last week.  I attended and spoke (on ‘Teaching Kids to Program Using Agile Practices’) and had a GREAT time.  This conference had 1600 people, from all over the world.  This year was the largest attendance at the annual conference on record.

Attending and speaking at conferences is a large part of my job.  On average I speak at one or more technical conferences PER WEEK, so around 50-100 PER YEAR.  I have been doing this for around 5 years now.  So, you can do the math on how many conference I’ve been a part of since I started working as an evangelist.  Prior to attending the Agile conference, the best gender-balanced ratio I’d ever experienced at a technical conference was at the annual US SQLPass summit.  However I am estimating that was around 25% women.

Agile 2011 was striking for not only the number of women attendees (nearly 50%), but also the number of women speakers.  There were also both open and closing keynotes delivered by women too.  As a technical women, what is the effect on me and the other women attending?  I was struck by one feeling – comfort and the desire to participate.  I noticed over and over that I was not the only one -- women participated more frequently during sessions, led scheduled sessions and even ran some their own sessions on an ad-hoc basis.  So, how was this achieved?  What did this conference ‘look like’?  As you may have guessed, it didn’t look like any other technical conference I’d ever attended.
Agile 2013 Nashville

• #Agile2013
Predictions?
Attendees at Agile20XX

- XPAU Merge
- Todd hands over to Mary Lynn
- 10 yr. Manifesto
- 10x Growth
Your Turn
Please form into discussion groups

Reflect on and discuss each of the following questions for a few minutes, then Tweet (or your favorite) out your groups best ideas.

Using the hashtag for each question set will help everyone find the answers from different groups.

Let’s begin
Reflect on and discuss each of the following questions for a few minutes, then work in groups

- What was your purpose(s) in coming to this conference (group top 3)?
- How well did you feel those purposes were met so far (0-10)?
- Craft a vision statement for the conference you would want to attend.
- Tweet out your vision statement to #adc03 when done.

- Bonus: tweet out a picture of your compiled flipchart
At your tables

- Given your disappointments and positive surprises …
- What would you change in the STRUCTURE of the conference to better meet your vision?
- What would you change in the SOCIAL ELEMENTS?
- Tweet out to #adc03
Wassup?
Heart of Agile
Join Agile Alliance today!

Become an Agile Alliance member and help support our non-profit mission, while gaining access to valuable benefits like online events, in-person conference discounts, and event session videos.
Linkedin

Alistair Cockburn
Co-author of the Agile Manifesto, created Heart of Agile. Creatively showing a human...

Todd Little
Chairman at Kanban University