

# 10 reasons why you should send your employee (or team) to



**Software Design & Development**  
London, 21- 25 September 2020

## 1 Tech years are like dog years

Things move very quickly in the software development world, and if your developers don't stay up to speed with the latest technologies, they might get left behind. Conferences like SDD allow your staff to keep abreast with current developments, and get an early insight into what's on the horizon.

## 2 World-class expert speakers

Between them our speakers have authored dozens of books, written hundreds of magazine articles, presented thousands of conference talks, and trained, educated and mentored countless developers around the world. Your employee will be learning from people who are acknowledged experts in their specialist area.

## 3 Real-world relevance

Alongside teaching others about software development, most of our speakers are also actively involved in real-world software projects, for a variety of organisations across a wide range of industry sectors – they're practitioners rather than theoreticians.

## 4 Intensive all-day workshops

Alongside the main three-day conference, SDD also includes a choice of 18 all-day workshops, which can be booked as part of a 4-day or 5-day package, or on a standalone basis. These give attendees the opportunity to focus intensively on a specific topic or technology for a whole day, e.g. Software Architecture, Azure, Machine Learning, Kubernetes, React, Refactoring, Domain-Driven Design, Microservices, etc.

## 5 Eight concurrent tracks

The main conference incorporates eight simultaneous tracks of breakout talks, ensuring that attendees will

always have a wide choice, and should be able to select a relevant session in each time slot, therefore making full use of their time at the event.

## 6 Value for money

Discounts are available for early conference-pass purchasers. Our fees compare favourably with those of many other technical conferences and training courses.

## 7 An independent perspective

Almost all of the speakers at SDD 2020 are independent experts, rather than employees of vendor organisations. This means that attendees will get an objective, impartial perspective on relevant products and technologies, rather than a biased viewpoint or a thinly disguised sales pitch.

## 8 In-depth technical sessions

Unlike many conferences, the breakout talks at SDD are 90 minutes in duration, allowing the speaker to cover a topic in considerable depth, rather than just skimming the surface. Most sessions will include in-depth code demos rather than just a set of PowerPoint slides.

## 9 Return on investment

Hopefully your employee will learn many useful things at SDD, but if just one of them helps him or her to be 10% more efficient in their work, imagine how much time and money will be saved over time.

## 10 Reward your staff!

Assuming your employee is a hard-working, dedicated individual, sending them to SDD 2020 is a way of rewarding their commitment, and demonstrating that their contribution is valued by your organisation both now and for the future.

### Bonus Reason no. 11 Attendee ratings of SDD 2019

Here are the percentages of attendees who rated the following aspects of SDD 2019 as **good**, **very good** or **excellent**:

Overall experience	97%
Quality of sessions	97%
Location of the event	99%
Quality of speakers	99%
Coverage of key topics	95%
Value for money	91%
Customer service	98%

**For more information, visit [sddconf.com](http://sddconf.com)**