10 reasons

why you should send your employee (or team) to

{SDD} DEEP DIVE 2018

Software Design & Development

London, 13–15 November 2018

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. Events like SDD Deep Dive 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 best-selling books, written dozens 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, all 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 three-day format

The three-day format of SDD Deep Dive gives attendees the opportunity to focus intensively on a specific topic or technology, and gain a truly in-depth understanding which they can apply (and share with colleagues) when they return to work.

5 Convenient location

SDD Deep Dive takes place at a highly-rated venue in central London, in a location with excellent transport links (e.g. the nearest tube station is just 100m away), and a large number of hotels nearby, should overnight accommodation be required.

6 Value for money

For bookings made by 21st September, a ticket costs just £349 (+ VAT) per day, which compares favourably with the cost of many other conferences and training courses.

7 An independent perspective

All of the speakers at SDD Deep Dive are independent experts, which 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 demos & practical examples

All of the workshops will include practical examples and demos, rather than just an endless sequence of PowerPoint slides – the intensive three-day format allows the speakers to cover a topic in considerable depth, rather than just skimming the surface.

9 Return on investment

Hopefully your employee will learn many useful things at SDD Deep Dive, 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 that your employee is a hard-working, dedicated individual, sending them to SDD Deep Dive is a way of rewarding their commitment, and demonstrating that their contribution is valued by your organisation both now and for the future.

For more information, visit sddconf.com