

DevWorld 2009

Web development event

Meet web developers from IT and non-IT companies seeking solutions for their day by day problems: improving the scalability and security of their applications, increasing efficiency in their development process, creating better user interfaces.

www.devworld.ro

Bucharest – April 9th

KEY TOPICS

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| ✓ Handling scalability issues | ✓ Securing web platforms |
| ✓ Implementing complex web platforms | ✓ Designing user friendly interfaces |
| ✓ Efficient development tools | ✓ Improving users' experience |

EVENT SUMMARY

In the Web 2.0 era more and more people dream of obtaining overnight resounding success. Having in mind examples like digg, wikipedia, del.icio.us, YouTube, Facebook or Twitter the recipe seems to be simple:

1. you have an innovative idea of using crowd wisdom
2. provide a platform on which your idea can develop
3. make sure you distribute the user-generated content in a relevant way

Assuming you succeed with these steps and your web 2.0 application becomes popular you will quickly get tens of thousands of daily visitors. Most will consider you very lucky, but what may seem to be good luck can quickly turn into a dangerous situation. The complexity of application, the scalability problems or security are issues that can affect you quite badly if you didn't design a sound platform architecture from the start.

The lack of online development experience can cost you your business if these issues are not handled properly. The good news is that you are not the first to go on this road and now you can meet the field experts who are willing to share their experience.

Trends, workshops, awards

Where? At **the event** that we - the IDG Romania team - prepared for web developers. Because we know you have high standards, we will meet your needs with **carefully selected information and sessions**.

The event will begin with a session of **trend presentations and news** held by experts in the IT industry. Short and to the point, you'll be informed about what's new in the web development area, what tools they prepared for you and how will things evolve on short and medium term.

The **workshops** will start after a short break. Drupal development, application scalability and user interface design are just some of the themes addressed by the practical demonstrations. We'll decide the workshop details with you through the polls you'll find on the event website.

To ease the mood before the award session emotions, we have prepared a **special talk show**. Guests will each have 5 minutes to present industry insights to the audience. After that they will be questioned by the talk show moderator.

After the talk show a session will take place during which the contest finalists will have the chance to present their projects. Those who will convince the audience will receive **popularity awards**. The others may hope to receive **awards from the jury** for the best user interfaces, best technical solutions etc.

AGENDA

9:30 – 10:00	Registration and welcome coffee
10:00 – 10:10	Opening remarks Mihaela Gorodcov General Manager, IDG Romania
10:10 – 11:10	Technology Keynotes
11:10 – 11:25	Coffee break
11:25 – 11:55	Workshop: User interface design
11:55 - 12:25	Workshop: Development tools
12:25 – 12:55	Workshop: Design
12:55 – 13:30	Lunch
13:30 – 14:00	Workshop: Scalability Bogdan Lucaciu Lead developer, Sinapticode
14:00 – 14:30	Workshop: Usability
14:30 – 15:00	Workshop: Drupal Development Alexandru Badiu Drupal Romania
15:00 – 15:15	Coffee break
15:15 – 16:00	Talkshow
16:00 – 17:00	Finalists's presentations
17:00 – 18:00	Gala awards

DevWORLD SPEAKERS

	Alexandru Badiu Drupal Romania		Mihai Dragan Consultant New Media MB Dragan
	Bogdan Lucaciu Lead developer Sinapticode		Stefan Szakal CEO X3Studio
Alecs Stan Creative director Hyperactive		Max Marale	

DevWORLD TARGET

- Web developers
- User interface designers
- Web project managers
- Anyone involved in the web development arena

The event is planned to attract between 80 – 100 attendees.

CONTACT

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