



Keynote Speakers

John F. Andrews
President and CEO
Evans Data Corp
**Understanding the
Critical Intersection
of Developer Programs
and Web 2.0**




Gary Griffiths
VP Cisco, President
WebEx Pdts & Ops
**Bringing Web 2.0
to Business**



Patrick Chazenon
Google API Evangelist
**Google Opening Up
to Developers:
From 3 to 40 APIs
in 2 years**




Adam Gross
VP Developer Marketing
SalesForce.com
**Developer Relations
in the Cloud**




Mark Yolton
VP Community Network
SAP
**Web 2.0 and
Your Developer
Program**




Kathy Mandelstein
Director, WW Rational
Marketing Programs
IBM
**Care and Feeding of
Your Developer Program
the Web 2.0 Way**




Jean Elliott
Director, Java Product
Software Marketing
Sun Microsystems
**How Open is
Too Open?**




Tom Libretto
VP Forum Nokia
**Engaging the
Long Tail of the
Developer Community**




Donald Smith
Director of
Ecosystem Development
Eclipse Foundation
**How Innovation
Networks Strengthen
Developer Communities**

Business Track

Technology Track

Marketing Track

These are just a few examples of the excellent session speakers that will be featured...

Oracle: Justin Kestelyn
Making the Connection: Empowering Your Developer Community with Web 2.0
In the new user participation-driven world, evangelism programs can be a powerful means of building & growing a developer community when coupled with tools like blogs, wikis, and social networks. In this presentation you will learn how Oracle combines these approaches to foster a vibrant community that spans its product stack.

CodeGear: "David I" Intersimone
Expanding Your Reach with a Collaborative Developer/Partner Community Ecosystem
Many leading software companies provide developer programs to enhance their Internet, enterprise, and packaged software offerings. This session will outline the tools, interfaces, techniques, best practices, and programs required to build a thriving, collaborative developer community & partner ecosystem.

JupiterMedia: Bob Kane
Strategies for an Effective Developer Program (and Tactics to Avoid)
If you think that registering developers is the ultimate goal of your developer program then you've lost sight of the bigger picture. This session will look at winning strategies for an effective developer program and highlight the pitfalls of some common developer marketing tactics.

Informatica: Don Tirsell
Linking a Developer Network to Key Corporate Goals - an Ever Evolving Case Study
This presentation will review the Informatica developer network's 6 year history and evolution from 3rd Party ISV support portal to thriving, collaborative community supporting 40,000+ customers, large, regional and independent consulting and 3rd party ISV's members.

Intel: James Reinders
Stimulating Developers to Embrace Innovation
A software revolution is underway, triggered by a shift to multi-core hardware architectures. Reinders will share examples of unprecedented efforts from Intel in areas such as university teaching, new software development tools, new techniques, and good old fashioned elbow grease, as well as the sometimes surprising and generally encouraging results.

Evans Data Corp: Janel Garvin
Developer Marketing Survey 2008
This session explores developer demographics, psychographics and influencers. It delivers practical advice on positioning, marketing, blogs, wikis, PR, events, and more. Recruit more developers to your program, using insight from the 2008 EDC Developer Marketing Survey.

Ericsson AB: Jörgen Odgaard
Growing the Multimedia Ecosystem through Collaboration
Jörgen Odgaard is the head of the Ericsson Developer Program. In this presentation, Odgaard will reflect on Ericsson's experiences and demonstrate how companies can use collaboration to cultivate and expand their multimedia ecosystem.

Adobe: Jonathan Wall & Craig Goodman
Code, Content and Community
Get an under-the-hood tour of the Adobe Developer Connection. Attendees will learn about the recent site redesign, and how Adobe enables and encourages community and participation. You will also get a first-hand look at how we are helping developers learn and share knowledge.

IBM: Lindsay Lurie
Marketing Campaign Tracking Considerations in a Web 2.0 World
When building a marketing campaign, one should consider a balance of measurements across awareness, community building & revenue return for your program. During this session, you will get a view into how IBM approached some specific marketing campaigns to developers.

TIBCO: Kevin Hakman
Creating Demand by Blending Open Source and Commercial Software Models
Are open source and commercial software models conflicting or can they be complimentary and drive growth? Learn how TIBCO Software is growing awareness at a rate more than 100% a year through its open source-centric developer outreach program.

eBay: Alan Lewis
How to Inspire Developers
A critical success factor in a Web 2.0 developers program success is providing inspiration (creative and monetary) to spur 3rd party innovation. Alan Lewis will discuss what has worked and what has not within eBay's Developers Program.

RIM: Tyler Lessard
Building & Supporting a Diverse Partner Ecosystem
In this session RIM will discuss building an ecosystem of partners/developers across different communities and how to properly identify the target developer audience (i.e. ISVs, SIs and corporate developers) and create targeted programs, materials and support for them.

Symbian: Phillip Northam & Martin King
Adding Value to Product Documentation with Web2.0
Phil and Martin will provide a view of some of the challenges of supporting developers of an embedded OS, and how a Web2.0 solution meets requirements. They will also provide insight to the internal challenges of driving organisational acceptance, with views on driving change, proving return on investment and more.

Palm: Karen Lachtanski
Moving a Community to New Technologies
Technologies such as hard connected mobile application downloads, OTA and Web 2.0 applications and new hardware features have made consumers lives easier. Each time however, the developer has to make minor and sometimes major changes to their application. How can technologists help move their communities at the right time to new technologies/concepts?

LIVE!
Onstage Focus Group
*Bring your questions to ask
our panel of developers!*

Cancellation and Substitution Policy
Registrations may be cancelled without penalty by 5:00 pm PST, Friday, February 29th, 2008. No refund will be given for cancellations received after this date. Sharing of conference passes will not be permitted at any time. One pass per person.

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