

Conference for the Next Generation Software Developer: 360° developer

Today's modern developers need to master a variety of technologies and concepts simultaneously as well as be aware of new industry updates to be regarded as professionals in their field. Many software developers work in flat organizational structures and are required to make strategic technical decisions, to have an overall understanding of software tools, platforms and languages, to manage customer relationships, to utilize development processes (Agile, Lean) and on top of all this -- be able to deliver software within deadlines that meet customer expectations.

JAOO is created with this modern developer in mind and the demands placed on them in the workplace. We call these next generation developers the 360° developers and they take responsibility for all areas of software development, make informed decisions, interact with customers and meet project deadlines. In order to be successful, 360° developers are in need of an efficient way of being updated on the latest changes in platforms, concepts and processes being used today and learning more about new trends on the horizon.

At JAOO, we take a wide spectrum approach to cover a number of areas which include Architecture and Business drivers, Mainstream & Upcoming Technologies and Programming Languages, and Methods and Process Improvement. Other conferences often focus on one area within software development where JAOO pulls the best of all these areas together to educate and inspire the 360° developer. Along with this, JAOO is well known for encouraging interaction creating a synergy between speakers and attendees and engaging networking opportunities at the conference.

Quality Behind JAOO 2009

We organize JAOO with an advisory board that includes a number of respected industry experts who are defining technology today and pushing trends for the future.

JAOO 2009 Advisory Board include:

Frank Buschmann, *Principal Architect at Siemens Corporate Technology*

Aino Vonge Corry, *Trifork and QCon Program Lead*

Gregor Hohpe, *Cloud Computing expert, Google*

Patrick Linskey, *iPhone Application Development and Java expert, 17th Street Software*

Erik Meijer, *Microsoft Research*

Martin Nally, *IBM Fellow and CTO Rational*

Beat Schwegler, *Western Europe Enterprise Lead, Microsoft*

Dave Thomas, *Bedarra Research Labs*

Kresten Krab Thorup, *Trifork CTO*

Our advisory board works together to plot out trends and technologies that are relevant for the 360° developer today and in the near future. We then decide upon the themes, tracks and invite best speakers within each area. The JAOO advisory board puts a great deal of effort in doing whatever it takes to get the best presenters to Aarhus for JAOO and our top down approach is truly unique in comparison to other software conferences.

Take a first hand look backstage with videos documenting the process and people involved in producing JAOO at www.jaoo.dk/aarhus-2009

