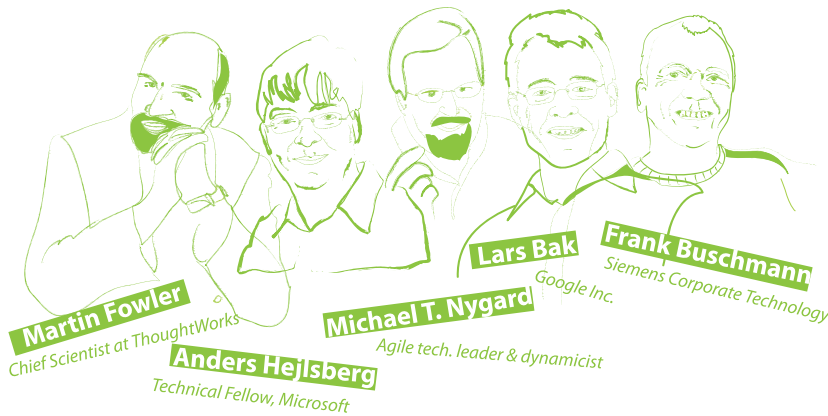


# JAOO conference 2008

Sep.28 - Oct. 3 in Aarhus, DK



SEPTEMBER 28 - OCTOBER 3, 2008 AARHUS, DENMARK

Recognized trendsetting authors, IT futurists, thought leaders and industry researchers are gathered again in Aarhus at the 12 th. annual JAOO conference. JAOO is designed for the professional developer with technical depth and enterprise focus of interest to technical team leads, architects, and decision makers.

If you want to stay ahead of your peers and gain crucial insights into the future trends and innovation in the industry you should attend the conference and get the added advantage of mixing with the 'rock stars' of the international software development scene.

## CONFERENCE AT A GLANCE

JAOO is 6 days of intensive sessions and presentations, educational tutorials, panels and discussions and social events where debate and mingling can be enjoyed. The main conference runs Monday through Wednesday. This year we mainly operate with morning- and afternoon tracks. It results in a total of 28 tracks - 5 running in parallel each day. In addition we will have an Open Space Session with the topics you want to discuss.

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Tutorials	Conference Morning Tracks			Tutorials	Tutorials
Lunch					
Tutorials	Conference Afternoon Tracks			Tutorials	Tutorials
	Conference Party	IT-Run Jam Session			

JAOO is your ultimate chance for tracking innovation and providing inspiration in the areas of :

### MONDAY

- Social Network Programming
- A Developers Guide to the Microsoft Platform
- Build
- High Performance, Scalable
- End User Programming

- Being Agile
- Programming Languages
- Cloud
- Infra Structure

### TUESDAY

- End user experience
- Developer Feedback
- Architecture
- Failure Comes in Flavors
- Java History and Outlook

- Developing Rich Internet Applications (RIAs)
- Component models
- Architecture
- Railing
- Java

### WEDNESDAY

- Sync
- Edutainment
- Data Base
- Developer best practices

- Enterprise 2.0
- Real men don't do JavaScript
- Scaling Agility
- DSL
- Developer best practices

... see detailed schedule [www.jaoo.dk](http://www.jaoo.dk)

**SOME OF OUR INDUSTRY LEADING SPEAKERS INCLUDE \***

**Anders Hejlsberg**, Technical Fellow, Microsoft  
Anders is the Chief designer of the C# programming language and a key participant in the development of the Microsoft .NET framework.

**Martin Fowler**, Chief Scientist, ThoughtWorks  
Martin pioneered object-oriented technology, refactoring, patterns, agile methodologies, domain modeling, the Unified Modeling Language (UML), and Extreme Programming.

**Frank Buschmann**, Principal Engineer, Siemens Corporate Technology  
Frank led the design and implementation of several large-scale industrial software projects, including business information, industrial automation, and telecommunication systems.

**Lars Bak**, Tech Lead Manager, Google Inc.  
Lars is a veteran of high performance object-oriented virtual machine development and a core developer of the Java VM.

**Michael T. Nygard**, Agile technology leader and dynamicist  
Nygard is the author of Release It! Design and Deploy Production-Ready Software. Michael has delivered systems to the U. S. Government, the military, banking, finance, agriculture, and retail industries.

*\* See the full speakers list at <http://jaoo.dk/speakers/>*



Anders Hejlsberg



Martin Fowler



Frank Buschmann



Lars Bak



Michael T. Nygard

**SOCIAL EVENTS**

On Monday night all participants and speakers are invited to a Social Conference Dinner with free food, bar and entertainment. On Tuesday late afternoon the JAOO IT-Run takes place for the seventh year running a Danish mile (7.532 kilometers). Later in the evening JAM Session is on for the second time. Everybody is invited both as audience or if you play an instruments, as performer too. Don't miss a very cosy night with snacks, beer and jamming.

**PRACTICAL INFORMATION:**

The conference is held in Aarhus, the second largest city in Denmark. Getting to Aarhus is easy. There are two airports (Aarhus and Billund) both a short distance from downtown with connections to all international airports. The city offers hotels that range from international standard luxury to 'cheap and cheerful'. At the conference website you will find a number of recommendations.

**PRICE AND REGISTRATION \***

JAOO Conference (3 days)		
before June 13	before August 29	after August 29
Dkk 13,388.- € 1,795.-	Dkk 14,175.- € 1,900.-	Dkk 15,750.- € 2,111.-

*\* Registration and tutorial prices at [www.jaoo.dk](http://www.jaoo.dk)*

**GROUP DISCOUNT (+5 PERSONS)**

For group discount contact Jacob W. Stenderup : [jws@trifork.com](mailto:jws@trifork.com) or +45 40 32 48 47

**About JAOO**  
JAOO is organised by Trifork A/S. The conference is industry-focused and vendor-neutral, and engages serious and experienced speakers from the industry – by invitation only.