



First Latin-American Conference on Agile Development Methodologies October 20th to 24th - Buenos Aires, Argentina

Event Final Report

Executive Summary

The first Latin American Conference on Agile Development Methodologies (Buenos Aires, October 20-25, 2008) was a full success. More than 400 people passed through the various classrooms of the Bauen Hotel, between courses, presentations and workshops. Results show significant growth and strength in the community that exceeded our expectations to the point that were not able to register all the 900 people interested on attending the event.

The quality of the speakers and the enthusiasm of those attending resulted in an unprecedented event, where we had the opportunity to interact face to face and begin to build our identity as a community.

From here we would like to thank everyone who made this project possible, to the sponsors and the speakers for trusting us, to the volunteers for the effort and to the audience for making it possible for something as big and rewarding.

It was a very important step in the life of the Agile Community in Latin America. Thank you for joining us and see you next year.

Ágiles 2008 organization committee.





Agiles 2008 Objectives

"Ágiles 2008 aims to be a meeting point for IT professionals in the region interested in sharing their experiences, and discussing and learning on software development-related topics using Agile methodologies.

This first edition is a two-day event to be held in Buenos Aires during October 2008. It will be attended by local and foreign specialists that will share their knowledge through lectures and panel debates. Also, prior to completion of the conference, the official Certified Scrum Master training (valid worldwide), and Lean Software Development training will be held, presented by recognized experts and authors on the subject.

Among the international experts that have come to Ágiles 2008 are Mary and Tom Poppendieck, Matt Gelbwaks, Tobias Mayer, Dave Nicolette and Micah Martin.

Ágiles 2008 is a nonprofit event, organized by topic enthusiasts, and open to anyone who would like to participate. "

Event Format

Monday 20/10	Tuesday 21/10	Wednesday 22/10	Thursday 23/10	Friday 24/10	Saturday 25/10
2 Certified Scrum Master (CSM) training Lean software development training	Main Event Key note: Mary Poppendieck 5 track / 38 sessions			1 Certified Scrum Master (CSM) training	

CSM-Fest: Pre and post-conference Certified Scrum Master workshops facilitated by Certified Trainers Tobias Mayer and Alan Cyment, in English and Spanish.

Lean Software Development training: A pre-conference workshop presented by Mary and Tom Poppendieck.

Sponsors

Platinum Sponsors



Gold sponsors



Silver sponsors



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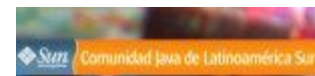
Institutional sponsors



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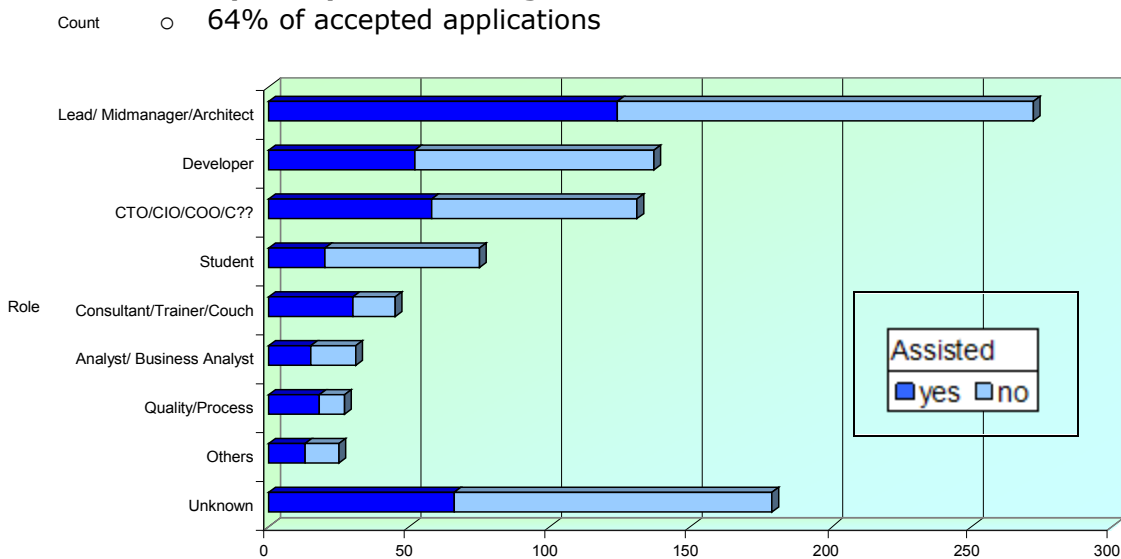


We also acknowledge:

- To **Fixar S.R.L.** for providing their products "**Memo-Fix**" for their free use during all training sessions and workshops at the event,
- To the travel agency **Action Travel** for their help on logistics for our visitors and guests, and
- To the **employees of Bauen Hotel** for their help and dedication before and during the event.

Ágiles 2008 in numbers

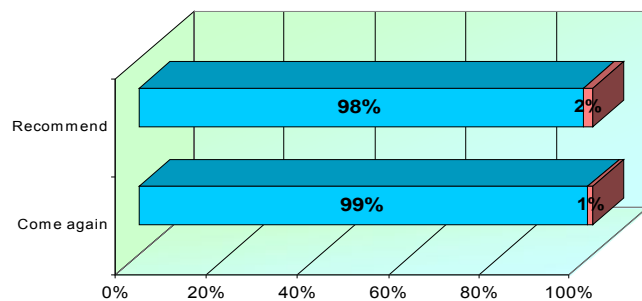
- **Number of people who submitted their application: 922**
- **Accepted applications: 624**
- **Number of participants who registered at the event: 400**



- **Number of countries participating: 11**
Argentina, Brazil, Chile, Uruguay, Bolivia, Perú, Colombia, Venezuela, Honduras, USA, Belgium.
- **Speakers and trainers: 38 (6 of them Special Guests), who delivered**
 - 4 two-day courses,
 - 18 lectures,
 - 11 workshops,
 - 7 sponsors presentations, and
 - 1 day of open-space meetings, and 1 closing panel
- **Number of organizers and volunteers: 20**
- **Number of sponsors: 24**
- **Event web site statistics:**
During **October 2008** the event website [Ágiles 2008](#) got **2608 unique users** from **41 countries**, being Latin American countries and the United States the geographic areas with larger number of visitors. This website was visited **4701 during that month**, with **24738 page hits**.
As we write this (November), we are receiving high numbers of visits, with more pages per visits, due to the material that we have been uploading, and more material will be added in the future.

Ágiles 2008 Highlights:

- Results expressed a significant growth and activity in the Latin American Agile community, that surpass the expectations of most organizers, sponsors, and participants –see next page for detailed information.
- The overall organization was a full success. Ágiles 2008 was an incredible event where the quality of speakers, support of sponsors, dedication of organizers & volunteers and enthusiasm of participants created a context of high interactivity and constructive dialogs that help to shape our identity as "community".
- 99% of the participants who completed the feedback poll are willing to return to this event next year, and 98% would recommend it to their colleagues.



- During October 2008 the event site [Ágiles 2008](#) received visits from 2608 unique users from 41 countries, being Latin American countries and the United States the geographical areas with most visitors. In total the site was visited 4701 times, and the total number of hits (total page views) was 24738
- Ágiles 2008 was presented to journalists in a conference press hosted by the Buenos Aires City Government. In addition to coverage by traditional media, blogs and webzines, 11 institutional sponsors distributed information about Ágiles 2008 to their partners and affiliates through their web sites and communities.

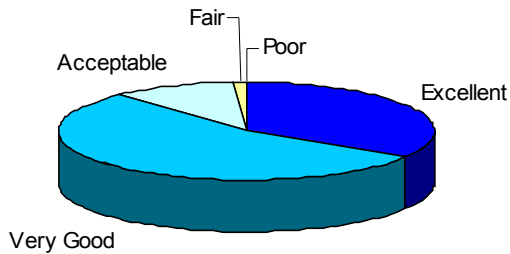


Result of feedback polls

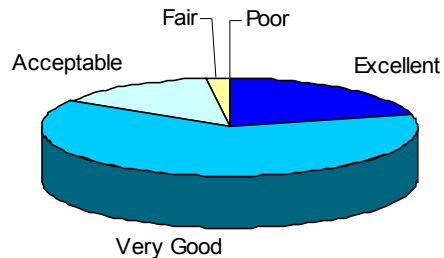
Participants were invited to submit their feedback, and below is a summary of the results:

	Excellent	Very Good	Acceptable	Fair	Poor	responses # of	Average (max 5 points)
Overall conference	34%	54%	11%	1%	0%	127	4.21
Program (topics, sections, speakers)	21%	63%	14%	2%	0%	126	4.04
Time distribution (quantity and duration of sessions)	23%	50%	26%	2%	0%	125	3,94
Printed material received at registration	41%	38%	14%	6%	1%	127	4,12
Time keeping / punctuality	40%	46%	13%	1%	0%	127	4,26
Place (rooms, space, light, equipment)	8%	24%	47%	18%	2%	130	3,18
Overall infrastructure (food&beverages, restrooms, etc.)	7%	20%	47%	20%	6%	128	3,02
Registration process	41%	44%	13%	1%	1%	129	4,24
Was your attendance a good time investment?	46%	47%	6%	1%	0%	127	4,39

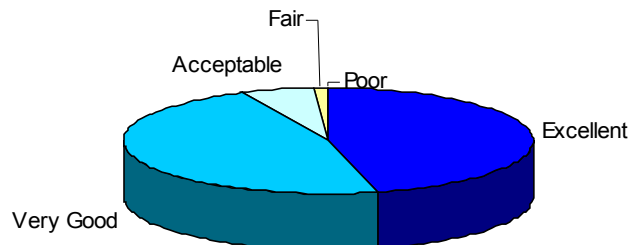
Overall conference



Program (topics, sections, speakers)



Was your attendance a good time investment?



Final retrospective

After the closing panel, attendees were invited to participate in a public retrospective, coordinated by Alan Cymant.

During the session everyone wrote in note pads their "keep" and "change" feedback, then expressed it verbally to the group, and placed the notepad in the middle of the room.

Later there was a quick classification and sorting of the note pads, and people had opportunity to vote for the feedback that both was most relevant for them and the organizers.



Next steps

Given the great success achieved with Ágiles 2008, we are very enthusiastic (and also fully committed) on the future of the Latin American Agile Community. We think this event is a good first step in a series of future Latin American Conferences to be organized in the region, where we'll continue sharing experiences, discussing and learning on software development-related topics using Agile methodologies.

Additionally, we will organize a series of events such as Open Agile meetings as a way to continue building and growing the Latin American Agile community. Please stay tuned and keep in touch with us by visiting www.agiles.org and participating in the [Latin American Agile Group](#).

Ágiles 2008 organization committee

Appendix A

Detailed Event Program for October 22-23, 2008

Wednesday Oct 22nd, 2008

Hora	Bolivar	Cascada I	Cascada II	Consular I	Consular II
08:30 - 09:00			Acreditación		
09:00 - 10:30	Keynote Expanding Agile Horizons <i>Mary Poppendieck</i>				
10:30 - 11:00			Coffee break		
11:00 - 12:30	Agile Metrics <i>Dave Nicolette</i>	Intel Usando Scrum para administrar proyectos de innovación en un entorno CMMI	The Lego Lean Game <i>Daniilo Sato</i> <i>Francisco Trindade</i>	Los 7 hábitos del Product Owner efectivo <i>Ricardo Colusso</i> Como Yerba Mala <i>Dan Rozenfarb</i>	Value Stream Mapping <i>Mary Poppendieck</i> <i>Tom Poppendieck</i>
12:30 - 14:30			Almuerzo		
14:30 - 16:00	Re-thinking Scheduling <i>Mary Poppendieck</i>	Verizon Scrum a medida: Caso de Estudio Sabre El rol de QA en un ambiente ágil	Creatividad En Ambientes Ágiles <i>Carlos Churba</i>	Bazar Y Agilidad <i>Roberto Allende</i> 84,6% de proyectos ágiles exitosos. Estudio de Caso y Proyecciones <i>Agustín Villena</i>	Mixing Or Selecting: CMMI & Agile <i>Juanjo Cukier</i> <i>Matt Gelbwaks</i>
16:00 - 18:00	ThreeMelons Metodologías ágiles en el desarrollo de videojuegos Sabre Cómo usar metodologías ágiles en forma remota	Microsoft Agile con TFS VersionOne The Benefit of Agile Tools	Games For Facilitators <i>Tobias Mayer</i> <i>Alan Cymant</i>	TDD With Ruby <i>Micah Martin</i>	

Wednesday Oct 22nd, 2008

Hora	Bolivar	Cascada I	Cascada II	Consular I	Consular II
08:30	-				
-	Acreditación				
09:00	-				
09:00	Distributed Agile <i>Matt Gelbwaks</i> <i>Emilio Gutter</i>	Open Space	Escalando Scrum <i>Xavier Quesada Allué</i>	Scrum e FDD <i>Manoel Pimentel Medeiros</i>	Juegos De Producción <i>Luiz Parzianello</i>
09:45				Experiencia De Usuario <i>Eduardo Mercovich</i>	
10:30			-		
10:30	Coffee break				
11:00	-				
11:00	ISO 9000 Ágil <i>Diego Gonzalez</i>	Open Space	Punto Muerto Y Cambio <i>Mario Fiedotin</i>	¿Cómo adaptar métricas de proyectos Waterfall? <i>Carlos Sirias</i>	Value Stream Mapping <i>Mary Poppendieck</i> <i>Tom Poppendieck</i>
11:45	Arquitectura Ágil <i>Martin Salías</i>			Los Extremos De XP <i>Israel Antezana</i>	
12:30	-				
12:30	Almuerzo				
14:30	-				
14:30	Acceptance Testing With Fitness <i>Micah Martin</i>	Open Space	Games For Facilitators <i>Tobias Mayer</i> <i>Alan Cyment</i>	Calidad Antes Del Testing <i>Carlos Fontela</i>	TDD Randori And Fishbowl <i>Dave Nicolette</i>
15:15				Agile In Wall Street <i>Sergio Bogazzi</i>	
16:00			-		
16:00	Coffee break				
16:30	-				
16:30	-				
17:15	Panel De Cierre				
17:15	-				
18:00	-				

Sesiones

■	Keynote
■	Presentaciones
■	Workshops / Talleres
■	Open-space
■	Presentaciones de Sponsors
■	Panel de cierre

Note: Material for most of keynote, presentations and workshops are available at <http://www.agiles2008.org>

Appendix B - Sponsorship

Why Sponsoring Ágiles 2008

Agile methodologies attract a wide range of professionals from the IT world. Your company or organization can target part or the whole conference to achieve several goals, like:

- Associate your corporate image with the use of agile and cutting-edge practices, presenting a modern and attractive work environment, and reaching a set of professionals with a clear interest in this type of organization.
- Leverage Ágiles 2008 to raise awareness about your company within a selected group of professionals in the regional IT market that wholly identify themselves with the agile paradigm.
- Generate synergies and get solutions (both software or services) to the attendees.

These goals can be achieved during the conference by:

Corporate presence in media associated with the event, such as mailing, brochures and advertising in the event.

Present agile techniques used in the company's projects through their own employees.

Present different software tools or consulting services provided by the sponsor in specific sessions or demonstrations.

Physical presence in event booths during the event, where the company can get in contact with attendees by informal talks, brochures, demos or other marketing material.

Sponsorship Categories

The event has the following sponsorship categories to select the level of commitment and the corresponding benefits:

Platinum Sponsor

- Corporate logo in brochures and event mailing – Large Size
- Corporate logo in static signage (banners, signs and other event placement) – Large Size
- Corporate logo in the event Web Site
- Right to distribute company brochures during the event
- Right to present up to two sessions during the event (45 minutes each), under content supervision from the organizing committee.
- Right to install a booth during the event
- Entrance allowed for company employees to participate in promotion activities
- Vouchers for training courses up to a value of USD 3000.-

Gold Sponsor

- Corporate logo in brochures and event mailing – Medium Size
- Corporate logo in static signage (banners, signs and other event placement)
- Corporate logo in the event Web Site – Medium Size
- Right to distribute company brochures during the event
- Right to present one session during the event (45 minute), under content supervision from the organizing committee.
- Vouchers for training courses up to a value of USD 1500.-

Silver Sponsor

- Corporate logo in brochures and event mailing – Small Size
- Corporate logo in static signage (banners, signs and other event placement)
- Corporate logo in the event Web Site – Small Size
- Vouchers for training courses up to a value of USD 750.-

Appendix C – Web presence

These are some of the reference to Ágiles 2008 in the Web:

<http://www.tecnazona.com.ar/?q=node/2119>
<http://www.canal-ar.com.ar/noticias/noticiamuestra.asp?Id=6564>
<http://www.redusers.com/agiles-2008-primeras-jornadas-latinoamericanas-sobre-metodologias-agiles>
<http://menttes.com/anuncios/bazaar-agiles2008>
<http://blog.salias.com.ar/2008/10/agiles-2008-la-emocin-de-que-las-cosas.html>
<http://geeks.ms/blogs/fhualpa/archive/2008/10/26/certified-scrummaster-en-agiles-2008.aspx>
<http://msmvps.com/blogs/lopez/archive/2008/08/16/agiles-2008-en-argentina.aspx>
<http://comunidad.agilmatica.com/blogs/2008/10/26/el-pleito-en-agiles-2008>
<http://www.chileagil.cl/2008/09/04/jornadas-agiles-2008-22-y-23-de-octubre-1008-buenos-aires-argentina/>
<http://www.dosideas.com/actualidad/226-jornadas-latinoamericanas-agiles-2008.html>
<http://cysingsoft.wordpress.com/2008/10/24/en-agiles-2008-carlos-fontela/>
<http://www.diariodeunpm.com/2008/09/registracion-agiles-2008/>
http://tics-cuyo.com.ar/tics/index.php?option=com_content&task=view&id=1109&Itemid=1
<http://blog.threemelons.com/blog/2008/06/agiles-2008-in.html>
<http://www.dtsato.com/blog/2008/11/05/agiles-2008-lean-lego-workshop-in-buenos-aires/>
http://www.itlnews.com.ar/nuevo/itlnews_sept08/notas/agiles.php
http://pergaminovirtual.com.ar/diario/tecnologia/taufest-jornadas-latinoamericanas_sobre-metodologias-desarrollo-.html
<http://www.scrumalliance.org/events/10-giles>
<https://www.agilealliance.org/show/2127>
<http://venkelsc.com/eventos/jornadas-agiles-2008/>
http://www.buenosaires.gov.ar/noticias/?modulo=ver&item_id=18644&contenido_id=29235&idioma=es
<http://www.ifpeople.net/news/events/agiles-latin-america>
<http://dinasis.wordpress.com/2008/06/07/metodologias-agiles-primeras-jornadas-latinoamericanas/>
<http://carlosgranitto.blogspot.com/2008/10/agiles-2008.html>
<http://blog.franktrindade.com/2008/11/03/lean-workshop-at-agiles-2008/>
<http://eglinisky.spaces.live.com/blog/cns!1C56330EDB8CC5EE!799.entry>
<http://agilethinking.net/blog/2008/10/23/getting-trashed-by-the-lean-machine/>
<http://www.davenicolette.net/agile/>
<http://somasagiles.blogspot.com/2008/10/agiles-2008-csm.html>
<http://leomicheloni.blogspot.com/2008/09/jornadas-giles-2008-inscrbase-ahora.html>
<http://notassubjetivas.blogspot.com/2008/11/combatiendo-el-capital.html>
<http://www.agenciacomunas.com.ar/nota.asp?notaid=51638>
<http://nosilverbullet.spaces.live.com/blog/cns!AD9F16B71B673237!321.entry>
<http://softwareagil.blogspot.com/2008/10/agiles-2008-done.html>
<http://iterando.wordpress.com/2008/10/11/jornadas-agiles-2008/>
<http://blog.8thlight.com/articles/2008/10/29/agile-in-buenos-aires>
<http://israelantezana.wordpress.com/2008/09/21/presentacion-en-agiles2008/>
<http://www.educant.org/agenda/tres-charlas-sobre-tics-invitation-marco-iii-jornada-educacion-para-profesionales-salud-ynuev>
<http://code.vivareal.com/2008/10/scrums-master-certified-buenos-aires-ar/>