



# Agile ORLANDO

# JULY 24-28 2023

PRESENTED BY



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#AGILE2023

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# Alistair Cockburn & Todd Little

## The Big Agile Conference turns 20



JUNE 25-28, 2003  
SALT LAKE CITY, UTAH




**Agile** ORLANDO  
JULY 24-28 **2023**

#AGILE2023

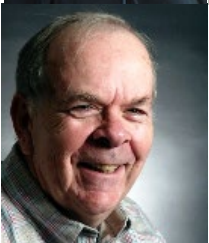
A decorative border surrounds the central text, featuring various elements: green and yellow leaves, blue and orange abstract shapes, and scattered dots in blue, orange, and green. The background is a light cream color.

# Start with What?



**Why?**

# Stakeholders



*XP Agile Universe*

**ThoughtWorks®**



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# Agile Development Conference

## Vision, Purpose, Structure

### Conference Design Goals:

Agile Software Development is an area where there is plenty to teach, exchange and research. We can use this venue to increase the amount of experiential data being presented, the cross-over communication between researchers and practitioners, and between different specialists. In priority order, the conference should develop

1. Community
2. Cross-pollination across disciplines
3. Easy entry to newcomers
4. A place for researchers to gather data about projects

The conference design should look across its constituencies, which cross

- experience levels (beginning / experienced),
- practice focus (practitioners / researchers),
- specialties (managers, developers, sociologists)
- nationality (U.S., Canadian, European, Pacific Rim)



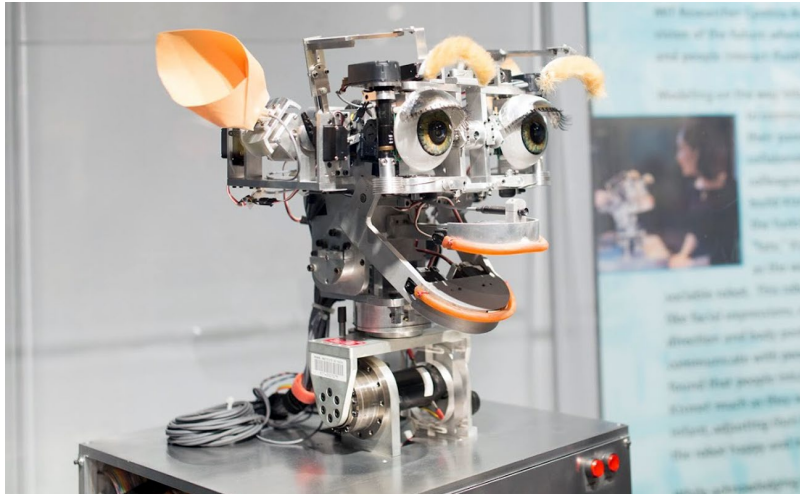
# A GUY WALKS INTO A BAR

STOP ME IF YOU'VE HEARD THIS

Setting: April 2002,  
Cambridge, Massachusetts

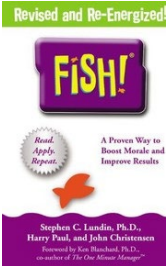
# CUTTER CONSORTIUM

●●● *Access to the Experts*





# Fish Stories (Dan Reed)





Do you want to run a conference, or  
do you want to build a community?

You're Right!  
Let's do it!



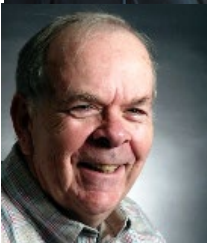
# Who says Agilists don't Document





**Who?**

# Stakeholders



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JULY 24-28 **2023**

**Karen Wiley**

**Cindy Turnbull**



# The right people show up

## Pollyanna Pixton



Chair	Alistair Cockburn	Events	Todd Little
Chair2004	Todd Little	Events	Pollyanna Pixton
Treasurer	Mary Poppendieck	Events	Dan Reed
Website	Michal Patten	Volunteers	Pat Steigauf
Website	Michael Burlson	Tutorials	James Newkirk
Website	Nate Jones	Workshops	John Daniels
Website	Lisa Stewart	Research	Dave Thomas
Website	Kay Johanasen	Exp.Reports	Rebecca Wirfs-Brock
Admin	Karen Wiley	Open Space	Ellen Gottesdiener
Sponsors	Luke Hohmann	Open Space	Christine Moore
Sponsors	Ken Schwaber	Executive	Jim Highsmith
Planner	Cindy Turnbull	Executive	David Spann





**What?**

# Agile Development Conference

## Vision, Purpose, Structure

The question for conference design is how to provide value to the constituencies.

- Beginners get value from tutorials.
- Experienced people get value from trading notes with each other.
- Practitioners get value by listening to other practitioners' experience.
- Researchers get value for themselves by presenting and encountering research reports, and by encountering practitioner experiences as data for their research.

Attending to these constituencies yield the following 4 -track conference design.

# **Agile Development Conference**

## **Vision, Purpose, Structure**

### **Track 1: Tutorials**

The core value of the tutorials is to provide entry into a topic for someone not yet in it.

### **Track 2: Technical Exchanges**

The core value of the workshops should be to allow experienced people to trade notes and learn from each other.

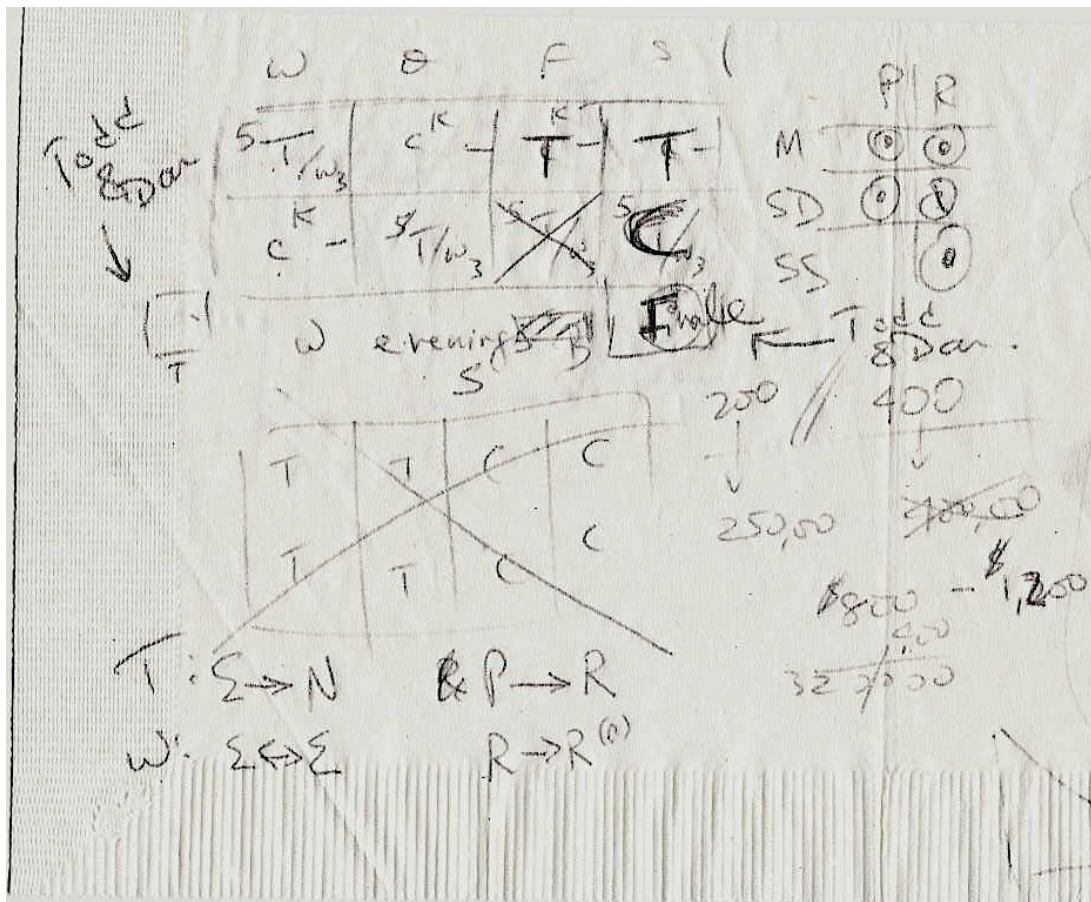
### **Track 3: Experience Reports**

The core value of the Experience Reports should be to present thoughtful recent experience to the community.

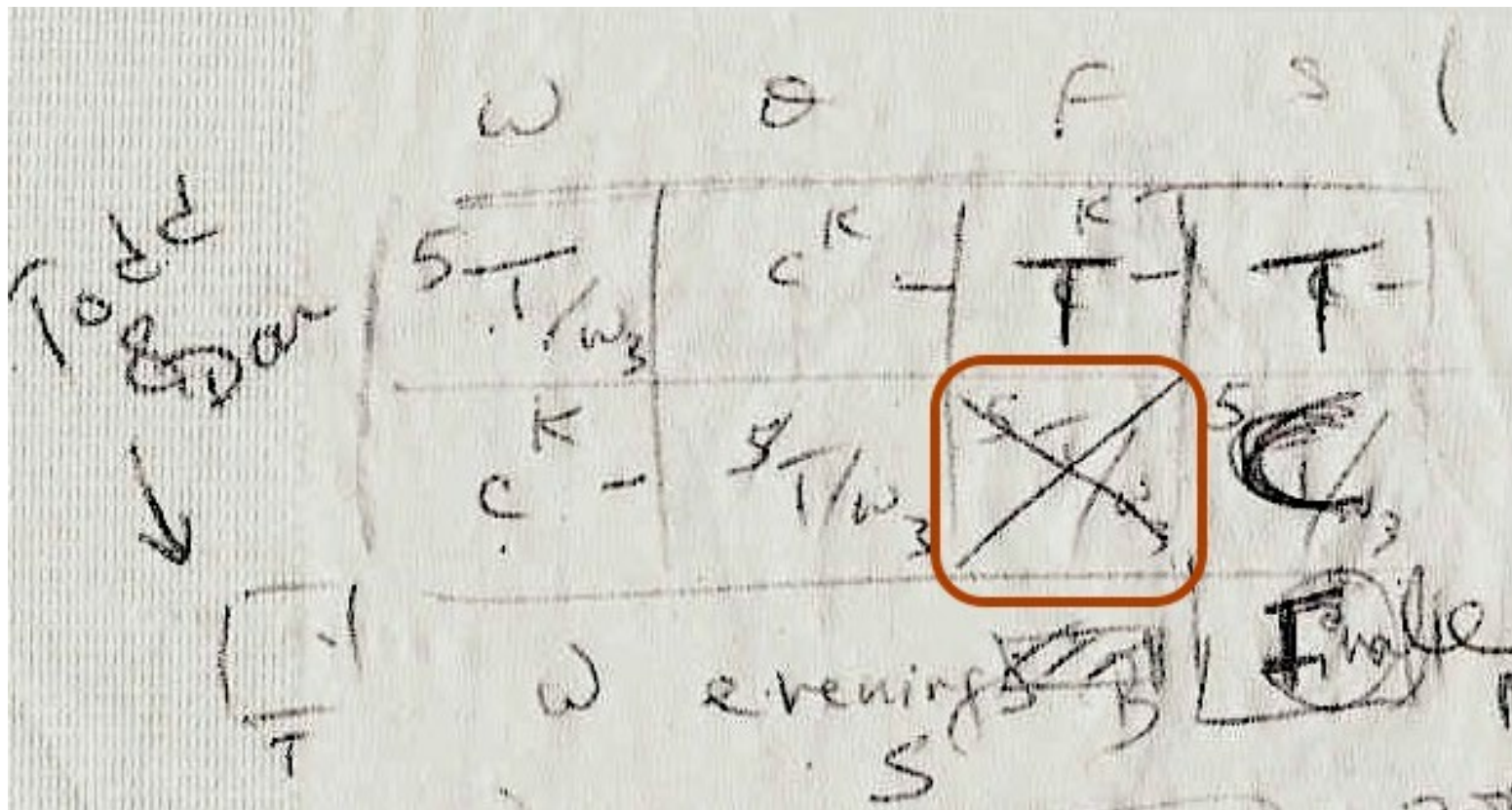
### **Track 4: Research Papers**

The core value of the Research Papers should be to advance or consolidate the framework of thought in the field.

# The Napkin, 2002 (drawn for Todd & Dan)

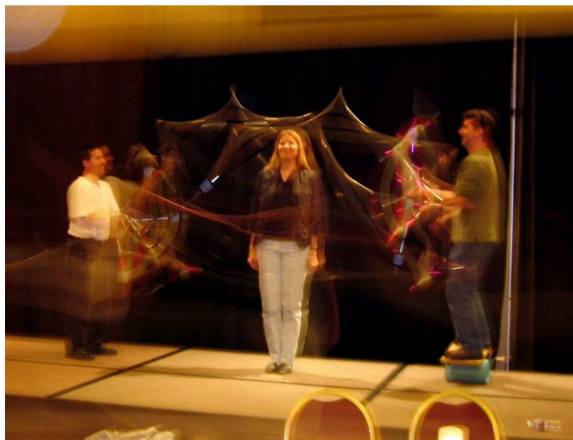
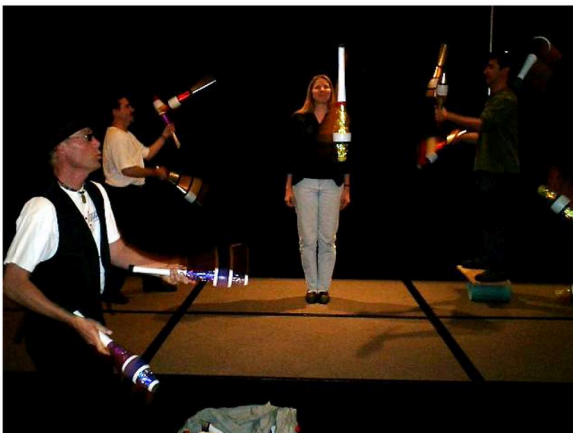


# The Getaway Session Arrives



## Ice-breaker

set a tone for the conference, letting people relax and find a low-barrier opportunity to meet new people



# The Ice Breaker (Faces)



## Getaway Session

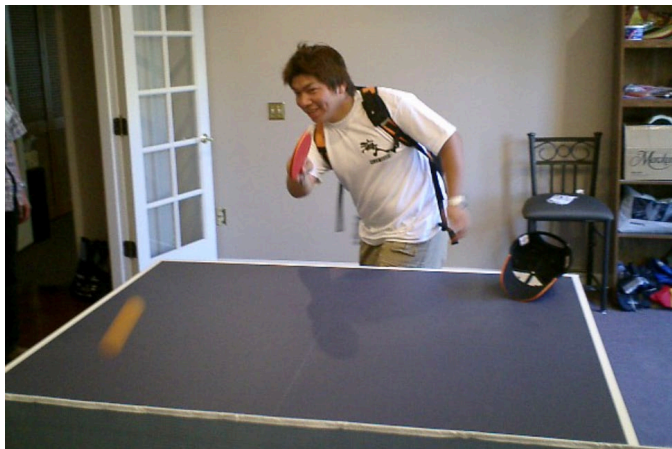
give people a chance to spend concentrated time together in a social setting, building new friendships and following up on conversations started earlier in the week.



#adc03



## The Getaway Day (Alistair's hike)



#adc03

## Open Space

allow informal peer-to-peer examination of a wider range of topics,

- [AgileAssessmentsBasa](#)
- [ExploringMotivationSessionNotes](#)
- [CanAgileWorkForRemoteGroupsAndLegacyCodeNotes](#)
- [SuccessfulAndMostlySuccessfulXpProjects](#)
- [WhatAreAgileMetrics](#)
- [XpAsComplexAdaptiveSystem](#)
- [AnalogyFestBoundaryObjects](#)
- [BusinessValue](#)
- [HowDoWeConvinceManagementAboutAgile](#)
- [WhatIsAnAgileProjectManager](#)
- [AutomatedAcceptanceTestDemos](#)
- [ScrumKicksButt](#)
- [PairProgramming](#)



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[AdcOpenSpace.](#)

[FrontPage](#)



## Open Space Wiki

*Agile Development Conference 2003*

*Salt Lake City, Utah*

\* Browse the Open Space notes, or enter new notes, by clicking on [OpenSpaceSessions.](#)

\* Browse or edit the guest list here: [OpenSpaceAttendees.](#)

\* For more information on using this Wiki (formatting guidelines etc.) see [FitNesse.WikiInstructions.](#)

\* Other topics: [AgileTerroristsCookbook](#)

# Open Space -- Agile Dev Conf 6-27-03



[IMG0007.JPG](#)



[IMG0008.JPG](#)



[IMG0009.JPG](#)



[IMG0010.JPG](#)

#adc03

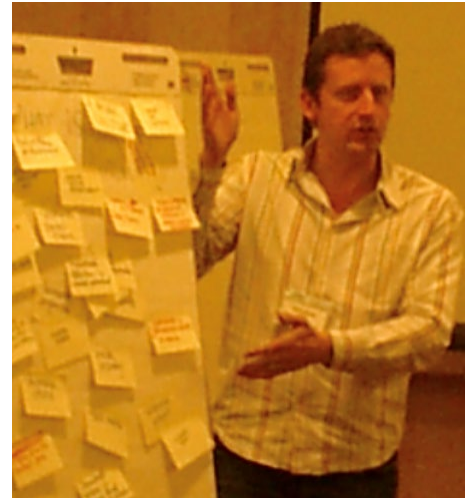


[IMG0011.JPG](#)



[IMG0012.JPG](#)

# People



#adc03

## Organizer's Dinner



#adc03

# How did it go?

***"I was told this conference would be a four-day conversation. That was only partly right. It was the four-day start to an ongoing, and fascinating, conversation with people around the world."***

*"... the four folks that attended the conference in Salt Lake City came away very enthusiastic. The general comment was that the conference was the best technical conference that they had attended."*  
- Texas Instruments

***"This conference has a soul."***  
- Jeff Patton, Tomax

*"This conference exceeded my expectations. I met far more intriguing, insightful and worth keeping in touch with people at this conference than any conference I have been to in a long time."*  
- Kevin Tate, Alias Wavefront

***"The most valuable and most fun conference I have been to in my 15 years in IT."***  
- Michael Spayd, Qwest

*"This conference had the highest proportion of people I wanted to talk with of any conference I have been to."*  
- Brian Marick

# AGILE DEVELOPMENT CONFERENCE

JUNE 25-28, 2003  
SALT LAKE CITY, UTAH



> OVERVIEW  
Organizing Committee

> SCHEDULE  
Tutorials  
Research Papers  
Experience Reports  
Technical Exchange  
Executive Summit  
Open Space

> SPONSORS

The 2003 Agile Development Conference was a resounding success, begging for more similar occasions. One attendee said, "It was like something living, breathing. Not to hold it again would be like killing something." Others commented on the welcoming inclusiveness of the people: "No one was unwelcome. Everyone was included, no matter their role, experience or specialty." Ward Cunningham said, "At the last conference, we discussed how we got here. At this conference, we discussed how to go forward."

This web site now serves as an archival record and reference of the conference contents, to the extent we can manage it. Find here copies of the papers and presentations, summaries from Technical Exchange and Open Space sessions, and tutorial handouts, as the session organizers and presenters are willing to share them.

Enjoy your browsing and research. I hope you will find this site a useful resource in your work.

**Alistair Cockburn**, Conference Chair,  
on behalf of all of the organizers and participants of the  
2003 Agile Development Conference





How?



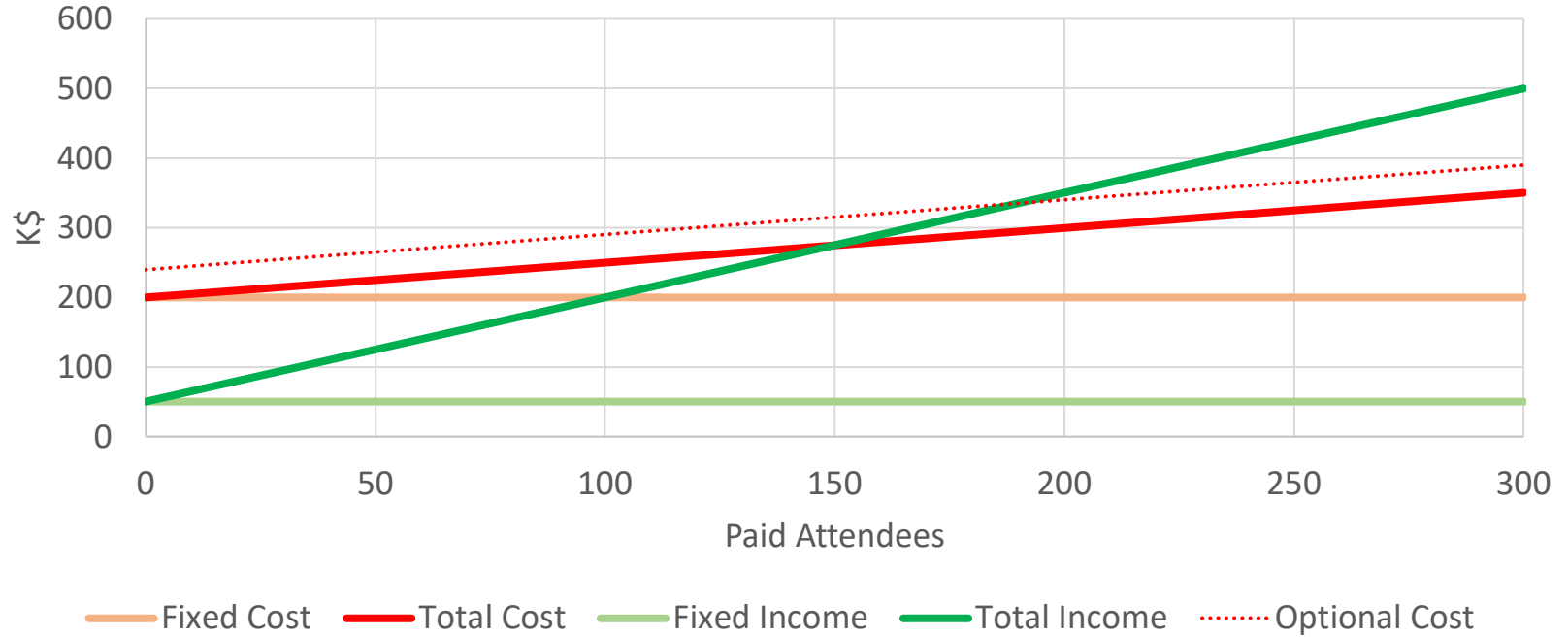
# Uncertainty



# Budget Challenges – Conference June 25th

- May 5        62 paid registrations, budget says 150 breakeven. Yikes!
- May 15      AAPG/Westminster
- May 31      Cut to the bone – Just serve sandwiches!
- June 2       Revised Budget Model - Options

# Beyond Budgeting – Building a Conference Financial Model



	100		150		Actuals		
	Qty	Totals	Qty	Totals	Qty	Totals	
Earlybird	\$1,389	30	\$41,670	60	\$83,340	15	\$20,835
List	\$1,489	40	\$59,560	60	\$89,340	38	\$56,582
Just In Time	\$1,689	8	\$13,512	8	\$13,512	0	\$0
Academic	\$549	20	\$10,980	20	\$10,980	16	\$8,784
Exhibitors	\$1,700	2	\$3,400	2	\$3,400	1	\$1,700
<i>Total Paid Registrations</i>		100	\$129,122	150	\$200,572	70	\$87,901
<b>Total Expenses</b>			<b>\$257,644</b>		<b>\$272,137</b>		<b>\$248,247</b>
<b>Gross Profit</b>			<b>\$ (58,022)</b>		<b>\$ (1,065)</b>		<b>\$ (89,846)</b>

Income	To Date		ΔCommitted		ΔExpected		Worst Case		Expected		
	Qty	Totals	Qty	Totals	Qty	Totals	Qty	Totals	Qty	Totals	
Attendees											
Earlybird Member	\$1,389	24	\$33,336	\$0	\$0	24	\$33,336	24	\$33,336		
Group Rate or Presenter	\$1,359	\$0	\$0	\$0	\$0	0	\$0	0	\$0		
Presenter not yet registered	\$1,359	\$0	3	\$4,077	7	\$9,513	3	\$4,077	10	\$13,590	
EarlyBird Nonmember	\$1,464	57	\$83,448	\$0	\$0	57	\$83,448	57	\$83,448		
Special - List	\$1,489	0	\$0	\$0	10	\$14,890	0	\$0	10	\$14,890	
List - nonmember	\$1,589	0	\$0	\$0	10	\$15,890	0	\$0	10	\$15,890	
Just In Time	\$1,689	0	\$0	\$0	\$0	0	\$0	0	\$0		
Academic	\$549	21	\$11,529	\$0	\$0	21	\$11,529	21	\$11,529		
Academic not yet registered	\$549	\$0	5	\$2,745	2	\$1,098	5	\$2,745	7	\$3,843	
Exhibitors	\$1,700	\$0	\$0	\$0	\$0	0	\$0	0	\$0		
<i>Total Paid Registrations</i>		102	\$128,313	8	\$6,822	29	\$41,391	110	\$135,135	139	\$176,526
<b>Gross Profit</b>		<b>\$ 143,129</b>	<b>\$ (140,648)</b>	<b>\$ 17,528</b>	<b>\$ 2,482</b>	<b>\$ 20,009</b>					

# Budget Challenges – Conference June 25th

- May 5 62 paid registrations, budget says 150 breakeven. Yikes!
- May 15 AAPG/Westminster
- May 31 Cut to the bone – Just serve sandwiches!
- June 1 Registration system error. 21 more registrants. Yippee!
- June 2 Revised Budget Model – Options
- June 4 Cut 5 Tutorials and 3 Workshops to reduce expenses.
- June 5 Boland confirms \$10K sponsorship
- June 13 101 paid , 207 total - solid break even
- Final reconciliation 129 paid – 227 total. \$35k net profit – not bad!



**Then What?**

# 2004 – Merge with XP Agile Universe



***XP Agile Universe***



# Agile2006 - Minneapolis



Greg Harbaugh – 4 Shuttle Missions

Let me tell you about Open Space!

Engineering outside the box



# Agile2007 – Washington DC



# Agile 2008 - Toronto

15 years with  
Elastic  
Communications



# Agile 2009 - Chicago





# Nashville 2010



# Agile2010 - Orlando





# Agile Manifesto 10 Year

Agile Alliance



1:23:06

<https://www.agilealliance.org/resources/videos/agile-manifesto-10-year/>



vimeo

# A Technical Conference Filled with Women



lynnlangit 17 Aug 2011 12:11 PM



Ok now that I have your attention (!), I am going to write a bit about my first experience at the international, annual Agile conference. [Agile 2011](#) was held in Salt Lake City, Utah last week. I attended and spoke (on 'Teaching Kids to Program Using Agile Practices') and had a GREAT time. This conference had 1600 people, from all over the world. This year was the largest attendance at the annual conference on record.



Attending and speaking at conferences is a large part of my job. On average I speak at one or more technical conferences PER WEEK, so around 50-100 PER YEAR. I have been doing this for around 5 years now. So, you can do the math on how many conference I've been a part of since I started working as an evangelist. Prior to attending the Agile conference, the best gender-balanced ratio I'd ever experienced at a technical conference was at the annual US [SQLPass](#) summit. However I am estimating that was around 25% women.

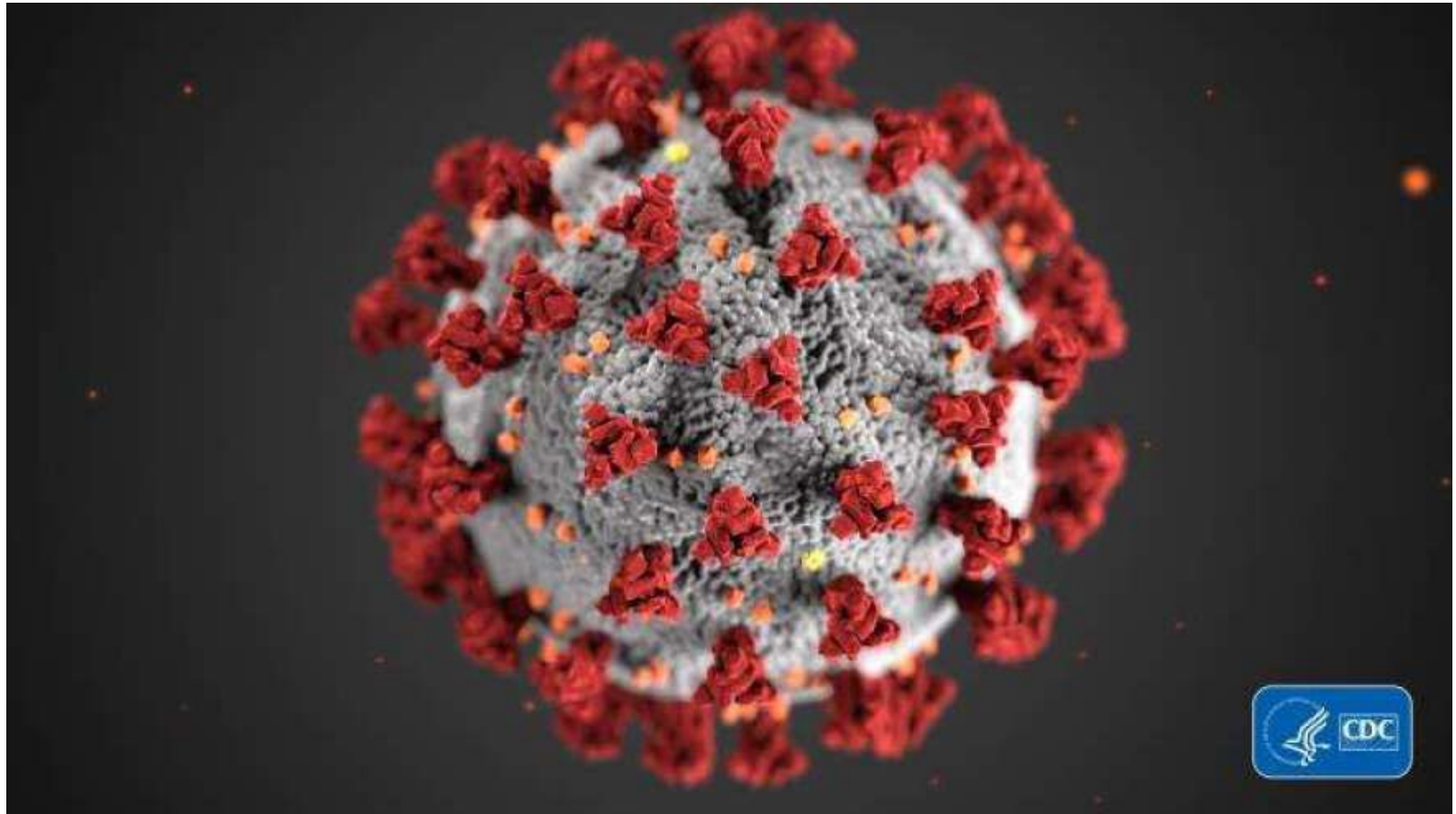
Agile 2011 was striking for not only the number of women attendees (nearly 50%), but also the number of women speakers. There were also both open and closing keynotes delivered by women too. As a technical woman, what is the effect on me and the other women attending? I was struck by one feeling – **comfort and the desire to participate**. I noticed over and over that I was not the only one -- women participated more frequently during sessions, led scheduled sessions and even ran some their own sessions on an ad-hoc basis. So, how was this achieved? What did this conference 'look like'? As you may have guessed, it didn't look like any other technical conference I'd ever attended.



# Agile 2013 Nashville

- #Agile2013

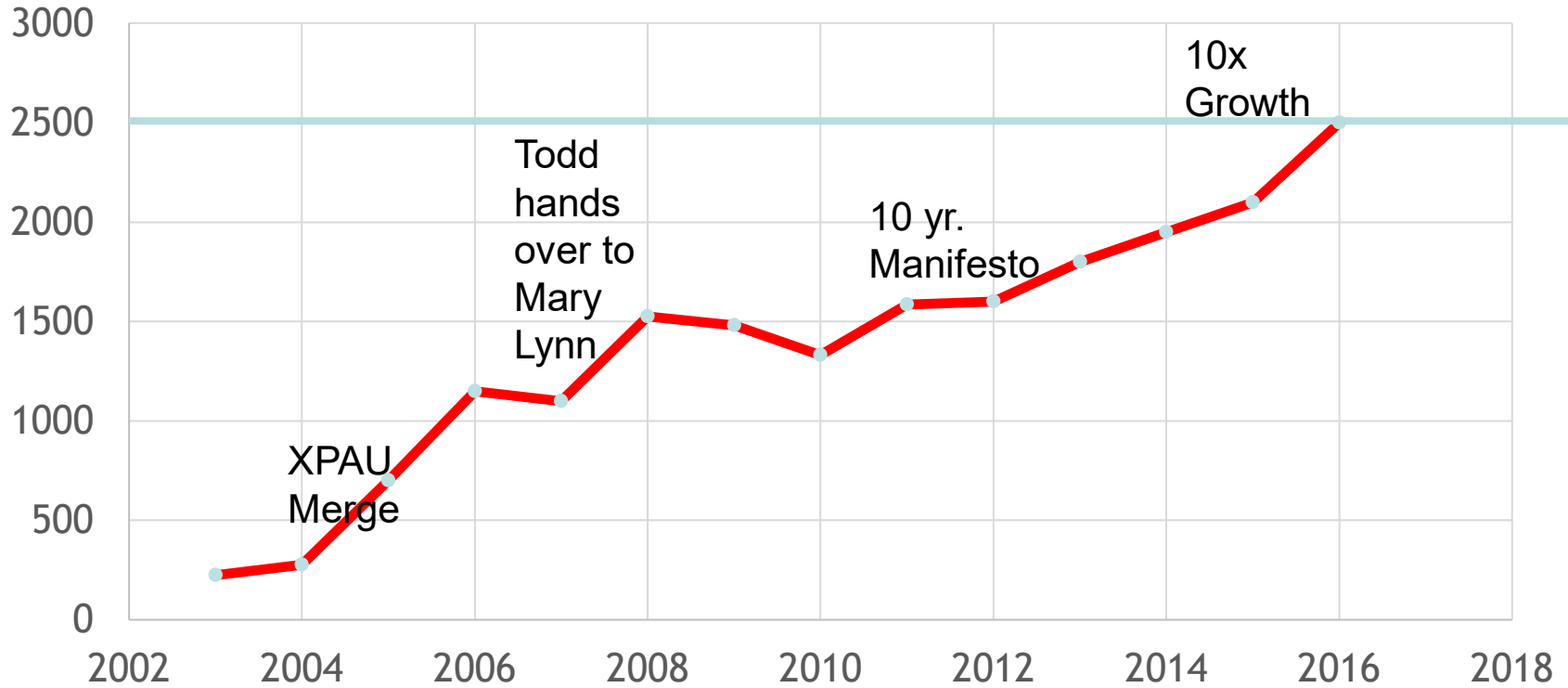
2020



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**Predictions?**

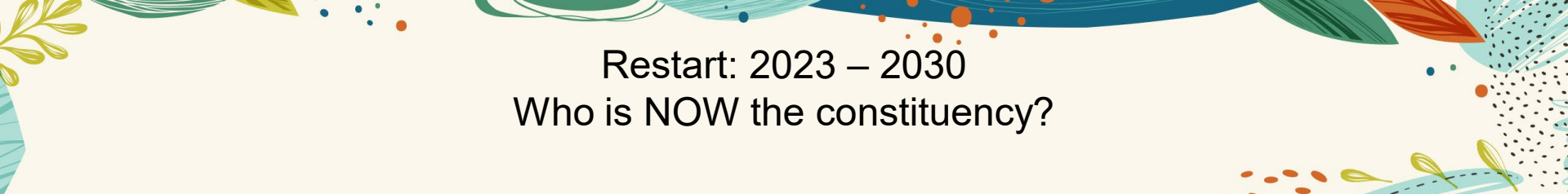
# Attendees at Agile20XX



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**Your Turn**



Restart: 2023 – 2030  
Who is NOW the constituency?

**Please form into discussion groups**

Reflect on and discuss each of the following questions for a few minutes, then Tweet (or your favorite) out your groups best ideas.

Using the hashtag for each question set will help everyone find the answers from different groups.

Let's begin

**#adc03**



# At your tables

Reflect on and discuss each of the following questions for a few minutes, then work in groups

- What was your purpose(s) in coming to this conference (group top 3)
- How well did you feel those purposes were met so far (0-10)?
- Craft a vision statement for the conference you would want to attend.
- Tweet out your vision statement to #adc03 when done
  
- Bonus: tweet out a picture of your compiled flipchart

# At your tables

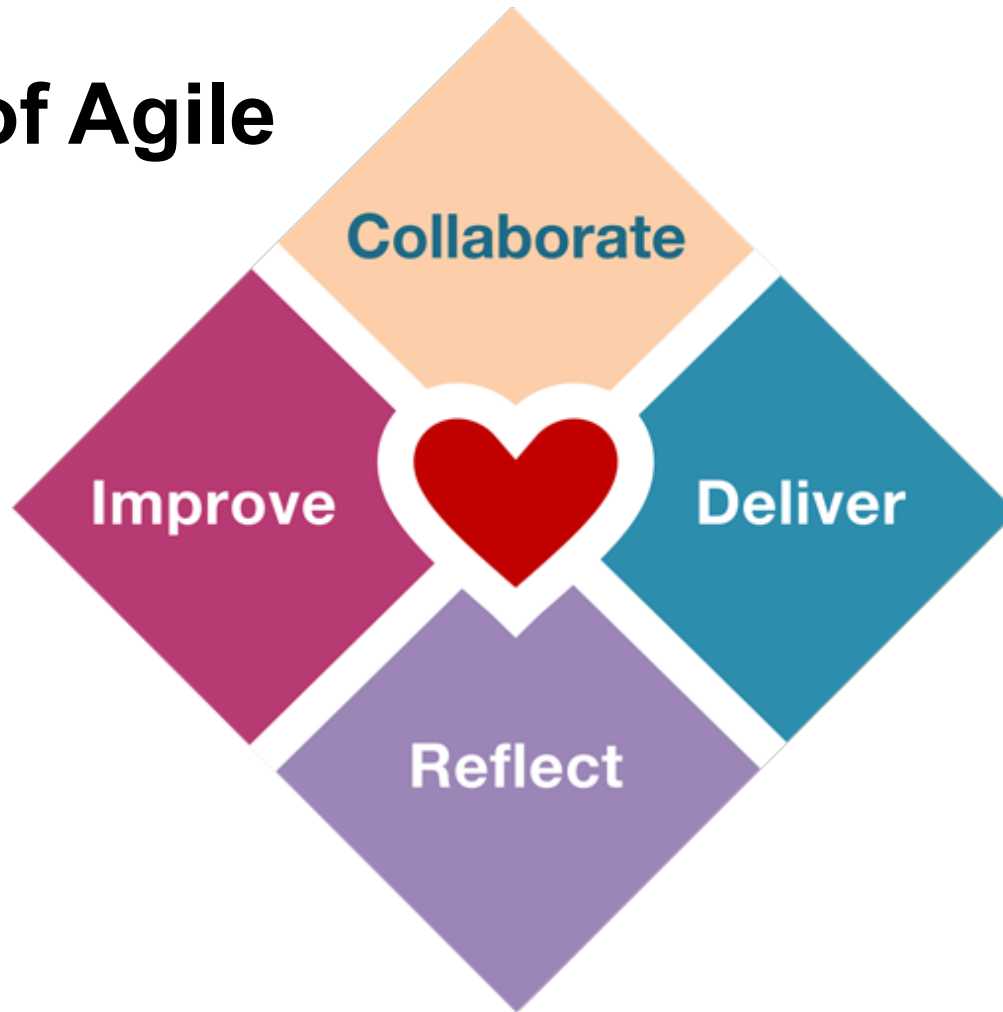
- Given your disappointments and positive surprises ...
- What would you change in the STRUCTURE of the conference to better meet your vision?
- What would you change in the SOCIAL ELEMENTS?
- Tweet out to #adc03

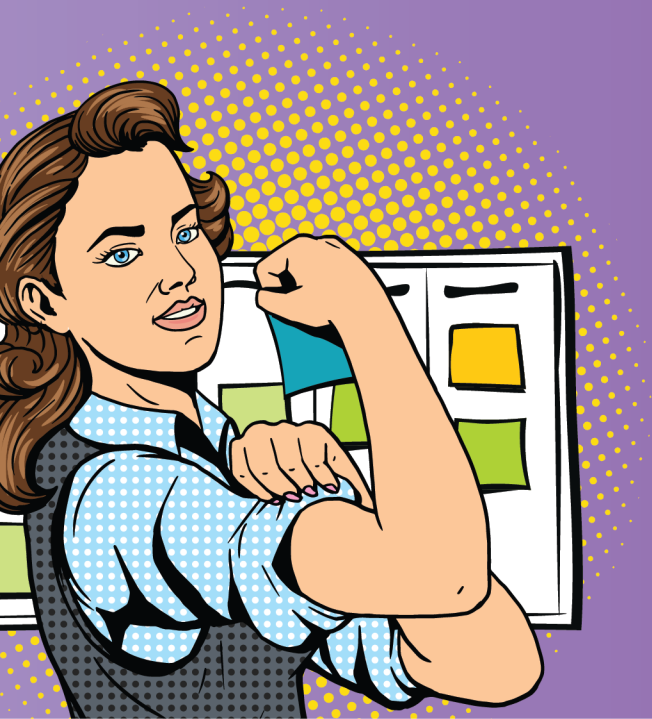




**WASSUP**

# Heart of Agile







# Agile ORLANDO 2023

JULY 24-28

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Become an Agile Alliance member and help support our non-profit mission, while gaining access to valuable benefits like online events, in-person conference discounts, and event session videos.



#AGILE2023

# LinkedIn



**Alistair Cockburn**

Co-author of the Agile Manifesto, created Heart of Agile. Creatively showing a human...



**Todd Little**

Chairman at Kanban University

