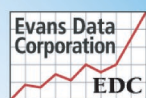


## Keynote Speakers



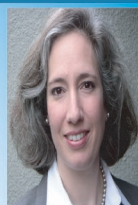
**John Andrews**  
President  
*The Changing Landscape of the Developer Population*

This keynote will focus on current and future global shifts within the developer population and offer insights into how to proactively manage them to your advantage.



**Donald Smith**  
Director of Ecosystem Development  
*Join The Conversation - Being a Good OS Citizen*

This keynote will discuss the important ways developers can give back to the open source community, and the reasons go way beyond "karma".



**Jean Elliot**  
Director of Product Marketing  
*Achieving Balance: Global Scale & Local Focus*

This keynote will provide a candid look at the multi-dimensional challenges of complementing business strategy with developer relations.



**Bill Roth**  
VP - Workshop Business Unit  
*First, Last, and Always*

This keynote will discuss a theory of the evolution of technology product markets and why factoring in the needs of developers is essential to success.



**Kathy Mandelstein**  
Director - WW Developer & Rational Marketing Programs  
*Leveraging the Long Tail to Grow Your Developer Community*

This keynote will share how IBM has altered Dev Programs to empower smaller, interactive communities to collaborate with IBM on technologies.



**Nasser Irvani**  
Director of Americas  
*Activating a Developer community*

This session will share two examples of how Forum Nokia (the world's largest mobile developer community) activated and excited the developer community through grassroots tactics and large scale efforts.

## Business Track

## Marketing Track

## Technology Track

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

### Kip Darcy - HP

E-Service Developer Project Manager  
*Quantify the Business Benefits of Your Developer Program*

This session will introduce the principles of measuring the business value of developer marketing and technical programs and the use of a ROI business case framework to measure their impact.

### Chad Dickerson - Yahoo!

Sr. Director, Yahoo! Developer Network  
*Hacking Developer Relations at the Yahoo! Developer Network*

This session will demonstrate, through the Yahoo! experience, how involving competitors, keeping events loose and unstructured, and encouraging surprises can generate amazing buzz for your developer community.

### Bill Pearson - Intel

Manager, Software Engineering & Program Mgmt  
*Applying Web 2.0 to a Developer Program*

This session will cover how Web 2.0 is changing developer relations programs and what Intel has learned from applying these new practices (blogs, social networking, etc. as well as Web 2.0) to Intel's online developer community.

### Delyn Simons - eBay

Manager of Developer Community Initiatives  
*Would Your Developers Recommend Your Program to Others?*

This session will examine ways to architect your platform for maximum participation, leading to happier and more efficient developers while reducing your support costs.

### Mike Rank - Palm Inc.

Director Developer Relations  
*Building the Palm Economy - Mapping Mobile Software Developers*

This session will review Palm Inc.'s approach to establishing a standardized taxonomy for segmenting the mobile software developer market from scratch.

### David "David I" Intersimone - Borland

VP, Developer Relations & Chief Evangelist  
*Building a Collaborative Developer/Partner Community Ecosystem*

This session will outline the tools, techniques, best practices, budgets, and programs required to build a thriving, collaborative developer community and partner ecosystem.

### Juan Felipe Rincón - Nextel Intl.

Group Manager, Developer Platforms & Support  
*Working with Developers In Emerging Markets - Latin America*

This session will share strategies to reach wireless developers in emerging markets and how to overcome the challenges that arise while starting up a new wireless developer community in Latin America.

### Art Gould - AMD

Publisher-in-Chief, Developer Central  
*Marketing to the Developer as an Individual*

Borrowing from Maslow's Hierarchy of Needs, this session will explore how to build loyalty and preference by addressing the human needs and aspirations of the individual developer; beginning, rather than ending, with technical answers, code samples, and forums.

### Paul Clenahan - Actuate

VP, Product Management  
*Leveraging Open Source in your Product Strategy*

This session will explore the different ways that open source can be leveraged and how Actuate evolved from simply using open source to leading "BIRT", one of the top-level projects within the Eclipse Foundation.

### Paul Dreyfus - IBM

Editor, IBM DeveloperWorks  
*The Business Case for Developer Content*

This session will explore the commonly accepted notion that "Content is King" and the Web is the way to deliver it. Paul will discuss how we actually justify the expense.

### Marc Nadell - NAVTEQ

Partner & VP Developer Programs  
*Fact-Based Decision Making in Crafting Developer Programs*

This session will examine case-studies where NAVTEQ has taken research data from Evans Data to look beneath the surface of an un-mined concept and architect it into a fact-driven developer program.

### Albion Butters, Ph.D. - Evans Data

Senior Analyst  
*The Topography of IT-Today and Tomorrow*

This session will take a broad, forward-looking overview of IT today - answering questions ranging from the status of the current development landscape to where the rapidly fluctuating mobile market is headed in the future.

### Ricardo Britti - Praxian, Brazil

Director  
*BRIC Starts in Brazil: IT and Development Trends in the Brazilian Market*

Brazil's IT and development community is growing at a rapid rate. This session will give us insight into this exciting market and help show how to benefit in Brazil.

### Jeff Largedier - Programmer's Paradise

VP Marketing  
*How to Effectively Utilize the Channel to Extend Your Marketing Reach*

This session will call upon Mr. Largedier's more than twenty years of experience in marketing and sales with Programmer's Paradise to discuss how to effectively utilize the channel to extend your marketing reach.

**ONSTAGE FOCUS GROUP!**  
Real developers discuss real developer relations issues

### How to Register:

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### Cancellation and Substitution Policy

Reservations may be cancelled without penalty by 5:00 pm PST, Monday, February 6, 2007. 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. Non-attendance without notification will incur a full conference fee.

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