



# SWANSEACON 2015

Monday 7 – Tuesday 8 September | Liberty Stadium, Swansea

1ST YEAR!

## AGILE DEVELOPMENT & SOFTWARE CRAFTSMANSHIP CONFERENCE

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- ✓ 2 keynotes
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# DON'T MISS WALES FIRST AGILE DEVELOPMENT AND SOFTWARE CRAFTSMANSHIP CONFERENCE

SwanseaCon 2015 will be the first conference in Swansea, South Wales. Exploring the latest agile and lean thinking in software craftsmanship, teams and business. The conference hopes to attract people from all parts of the globe to explore, evolve and find out what it means to be truly agile in business, from its culture to product development practices.

2 FULL DAYS

24 (45 minute) speaker sessions

25 + expert speakers

Plus keynote presentations

## VENUE

### IN THE HEART OF SWANSEA

For two full days, from Monday 7 September to Tuesday 8 September, SwanseaCon takes over Swansea's Liberty Stadium

For more information about the Liberty Stadium, visit [www.liberty-stadium.com](http://www.liberty-stadium.com)



### NEAREST TRAIN STATION:

Swansea



## SPONSORSHIP & EXHIBITION

We offer some fantastic opportunities for you to show your support for agile development and software craftsmanship while simultaneously scoring an array of benefits.

To discuss the wide range of sponsorship and exhibition opportunities available, contact **Viv Richards**

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**hello@swancon.co.uk**



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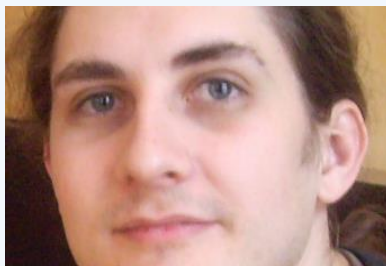


### Adam Tornhill



Adam combines degrees in engineering and psychology to get a different perspective on the challenges of software. In his role as software consultant, he works as an architect and programmer. Adam also writes open-source software in a variety of programming languages. He's the author of *Your Code as a Crime Scene*, has written the popular *Lisp for the Web* tutorial, and self-published a book on *Patterns in C*. Other interests include modern history, music and martial arts.

### Adrian Bolboaca



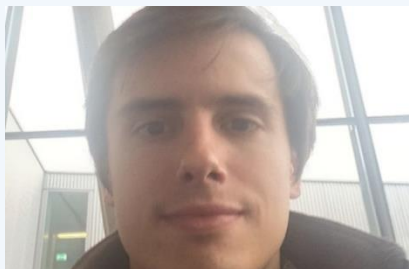
I try to be a continuous learner and a continuous teacher, because I think good software comes from the skills of the people that are involved in the process, on each and every level. Whenever I write code I focus on reducing domain complexity to obtain maintainable software. I love to develop software that helps companies to improve their business, to implement solutions that improve their internal processes and to motivate teams to use their capabilities to yet another level.

### Alexandru Bolboaca



I am a polyglot programmer, trainer and coach at Mozaic Works. I've worked for almost 15 years in software development, for various industries and in various European countries and UK. I co-facilitated the first code retreat outside US in Bucharest in 2009. Since then, I've facilitated tens of events such as coding dojos, architectural katas, code retreats and others in many countries from Europe. I am also a contributor to publications and blogs such as: *Today Software Magazine*, *Agile Record Magazine*, [mozaicworks.com/blog](http://mozaicworks.com/blog) and my own blog, [alexbolboaca.ro](http://alexbolboaca.ro).

### Christopher Batey



Christopher Batey is a Software Engineer by trade and is currently employed by DataStax as a Technical Evangelist for Apache Cassandra. Chris has also worked for Sky, where he helped build their online television platform, and IBM, where he helped develop a variety of messaging products. He spends a lot of his own time contributing back to the software community. Christopher has a particular interest in building effective automated tests for every scenario, including network failures, database faults and services returning junk. For that reason he built an open source test double for Apache Cassandra: *Stubbed Cassandra*.

### Chris Cundill



Chris is an experienced software developer who has built enterprise systems supporting over 10,000 users and capable of processing over a 1,000 transactions per minute. Chris specialises in Scala and Java technologies. He has a keen awareness of software application security and his work has been verified using penetration testing, performed by the National Computing Centre, on a number of occasions. Chris is a CIW associate and holds a GIAC certificate in Web Application Security. Chris also contributes to open source projects frequently. He also plays an active role in the community; attending and speaking at various tech meet-ups.

### Christos Matskas



Christos Matskas has been working as a software developer professionally for the last 11 years. He is the founder and CEO of SoftwareLounge, a software consultancy firm, and co-founder of TowzieTyke an apps development powerhouse. His portfolio includes collaborations with some great companies such as MarkIT, Lockheed Martin and Barclays. Over the years he had the opportunity to work on a numerous exciting projects from mobile apps to data crunching back-end solutions.



### Clifton Green



Clifton Green is a Senior UX Consultant at Valtech, a leading UK digital consultancy, with over 12 years of experience in User Centred Design experiences. He works with clients to ensure the success of projects by using his knowledge of user-centered design practices, strategic advice, psychology, design thinking, user interface design and lean techniques. Before jumping in to the world of digital consultancy, Clifton was the Head of Design and User Experience for a group of hugely successful gaming companies who produce cutting edge experiences for mobile, tablet and web based products. Clifton has also worked with many global clients in financial, healthcare, entertainment and retail verticals. Clifton is currently focused on projects within DVLA to integrate Lean UX principles and methods into Agile teams pushing collaboration and enabling internal user insight teams to deliver true user centred experiences.

### Franzi Sauerwein



Franziska Sauerwein has been a software developer and consultant for several years. She is an active member of the European Software Craftsmanship community and loves to participate in their unconferences, such as SoCraTes. She organizes local code retreats, hackathons, coding dojos and tech talks. Her passions include Test Driven Development, XP techniques and high quality software development.

### Gurpreet Singh



Gurpreet gained experience in working with different companies in different parts of the globe. He worked on different roles like Product Owner, Scrum Master, Agile Coach, etc. He is a blogger and a speaker. He wrote several blogs for Scrum Alliance which is the Parent company of Scrum. He worked with people from different regions: India, Argentina, Brazil, Americans, etc. He was involved in so many Organization transformations so far.

### Jiri Knesl



Jiri developed software for 24 years. When not developing Information Systems or Web Applications he helps companies to adopt clean code, TDD and more lean and agile approach. Between his clients belong companies like AVG, Avast, ESET, Toyota Peugeot Citroen Automobile, Skoda Automobile, Honeywell and many others from startups to international enterprises. He often speaks at conferences in Czech Republic and Spain.

### Felienne Hermans



Felienne is a professor and an entrepreneur in the field of spreadsheets. Her PhD thesis which she defended in 2013, centers on transferring techniques from software engineering, like testing and refactoring, to the world of spreadsheets. She now heads the 'spreadsheet lab' at TU Delft. In 2010 Felienne founded Infotron, a startup that helps large companies improve the quality of their spreadsheets. In her spare time, Felienne works at a community centre teaching kids to program with Lego Mindstorms.

### Janos Feher



Since 1998, I've designed and implemented hundreds of high-traffic websites and webapps in several 'industry', such as automotive, government, local government, NGO, real estate, energy, sectors, aviation, armed forces. From 2004, I've specialized to Drupal Content Management System based solutions, on the 'backend' side. As I've run an own company since 2002, I'm familiar with basic accounting, company laws and regulations of Hungary, controlling and motivating a small team.

### Jason Gorman



Jason Gorman, a software development practitioner, trainer, coach and author based in London with two decades' experience working with teams in a wide range of industries. Jason has worked with teams at the BBC, City Index, Electronic Arts, Higher Education Statistics Agency, BUPA, British Standards Institute, The Post Office, Merrill Lynch HSBC, Freshfields Bruckhaus Deringer, Orange, Lloyds TSB, AOL, Reed Business Information, Symbian and many more.

Jason chairs the Software Craftsmanship conference in the UK, and is a contributor to other conferences including QCon, Software Practice Advancement, XPDay, Agile Finland, JAX London and CITCON Europe.

His web site, [parlezuml.com](http://parlezuml.com), has been visited by more than a million software professionals since 2003, and his free tutorials on use cases, UML, OO design and Test-driven Development have had more than 500,000 downloads.

### Konstantin Kudryashov



Konstantin is a PHP developer that through tools and methodologies got deep into the business analysis area. Currently he is a BDD practice manager at Inviqa Ltd (UK). His current job is a process of bringing agile projects to life through bridging communication gaps between business and delivery teams.

### Marcello Duarte



Marcello Duarte is a lead developer of PhpSpec and heads the Training at Inviqa, a leading PHP consultancy business in Europe. As an Agile coach, Marcello has coached many teams in many organisations into Agile processes and development practices like Scrum, TDD, Refactoring, Collaborative Product Ownership and Software Quality. He was officially recognised as the Best Agile Coach/Mentor (Technical) at the UK Agile Awards 2014.

### Peter Souter



Peter is a Professional Services Engineer at Puppetlabs. Over the years, he's been on both sides of the fence, working support, development and operations.

### Kevin Murray



Kevin is a Delivery Director at Valtech with 20 years' experience in the industry.

Passionate about Agile in the Public Sector, Kevin manages and oversees the successful digital transformation of GDS exemplars for the Department of Work and Pensions, including the phenomenally successful Carer's Allowance digital service.

He is also highly regarded as an expert on the subject of Public Sector Agile, and permeates his working life with running for charity.

From day one, Kevin has helped in shaping Valtech's approaches to integrating our proven software engineering and agile delivery capabilities with increasing user centricity, user informed development and creative practices.

### Patroklos Papapetrou



Patroklos Papapetrou is a software architect, addicted to software quality and an agile team leader with more than 15 years of experience in software development. He believes and invests in people and team spirit seeking quality excellence. He's one of the authors of SonarQube in action book and he's currently writing 'The Art of Software Gardening'. He treats software systems as flowers that's why he prefers calling himself a software gardener.

He's an occasional speaker giving talks about clean code, code quality and software gardening.

### Pete Smith



Pete is a software consultant based in London with almost 10 years of experience making web applications with Asp.Net, specialising in API design and Javascript browser-based applications. He is the author of Superscribe - a graph based routing framework, and the OData library Linq to Querystring.

### Samir Talwar



Samir Talwar is an expert in all programming disciplines, including, but not limited to:

- dysfunctional
- objectifying
- argumentative
- illogical
- headache-oriented architecture
- fragile software
- bullet points.

### Sander Hoogendoorn



Sander is an independent dad, mentor, trainer, software architect, programmer, speaker, and writer. He is a highly appreciated catalyst in the innovation of software development at his many international clients. Well known as the author of the best-selling book This Is Agile, Sander coaches organizations, projects and teams, has written books on UML and agile, and published over 250 articles in international magazines. He is an inspiring (keynote) speaker at many international conferences, and presents seminars and training courses on a variety of topics such as (beyond) agile, Scrum, Kanban, software estimation, software architecture, microservices, design patterns, modeling and UML, writing code, and testing.

### Simon Brown



Simon lives in Jersey (the largest of the Channel Islands) and works as an independent consultant, helping teams to build better software. His client list spans over 20 countries and includes organisations ranging from small technology startups through to global household names. Simon is an award-winning speaker and the author of Software Architecture for Developers - a developer-friendly guide to software architecture, technical leadership and the balance with agility. He still codes too.

### Rachel Davies



Rachel Davies is an internationally recognised expert in coaching teams on the effective use of Agile approaches. She is author of the first book on Agile Coaching and an invited speaker at industry conferences around the world. Rachel has over 20 years' experience in software development in a variety of roles from software developer to manager. She has been an agile practitioner since 2000 and utilises a range of agile methods including XP, SCRUM, Lean/Kanban, and DSDM Atern. She has extensive experience facilitating agile meetings and workshops.

Rachel has supported 50+ agile transitions over the last 9 years working with many well-known companies including Agresso, BBC, Egg, Nokia, Screwfix, and uSwitch. Her work regularly involves working with business stakeholders and senior management to understand driving concerns and collaboratively design a custom Agile lifecycle that fits the company culture.

Rachel has a demonstrated track record of strong management and leadership skills. She directed Agile2008 conference in Toronto, the largest ever agile conference with 1500 attendees. Rachel also served on the board of directors of non-profit US based Agile Alliance for 7 years alongside industry thoughtleaders, such as Mike Cohn, Mary Poppendieck, and Ken Schwaber.



### Sandro Mancuso



Software craftsman, author, and founder of the London Software Craftsmanship Community (LSCC). Sandro has been coding since a very young age but only started his professional career in 1996. He has worked for startups, software houses, product companies, international consultancy companies, and investment banks. During his career Sandro had the opportunity to work in a good variety of projects, with different languages, technologies, and across many different industries. Sandro has a lot of experience in bringing the Software Craftsmanship ideology and Extreme Programming practices to organisations of all sizes. Sandro is internationally renowned by his work on evolving and spreading Software Craftsmanship and is frequently invited to speak in many conferences around the world. His professional aspiration is to raise the bar of the software industry by helping developers become better at and care more about their craft.

### Steve Tooke



I'm Steve Tooke (@tooky on twitter). I've been part of the UK software craftsmanship community for a while now. I was the founder of the 1st UK SC group, the now defunct SCGUK (<https://groups.google.com/forum/#!forum/SCGUK>). We ran a number of evening meetings, involving code katas and lightning talks. I've run hands-on sessions at the LSCC and the run a session at the Bletchley Park Software Craftsmanship conference. I was also one of the co-authors of the Minisculus Challenge, a fun coding challenge we developed for the SC2010 conference. I am a programmer, consultant, trainer and coach — I focus on improving my craft and helping others improve theirs. I help teams continue to deliver valuable software by improving their team practices and communication, and keeping their code maintainable.

### Trisha Gee



Trisha has developed Java applications for a range of industries, including finance, manufacturing and non-profit, for companies of all sizes. She has expertise in Java high performance systems, is passionate about enabling developer productivity, and dabbles with Open Source development. Trisha blogs regularly on subjects that she thinks developers and other humans should care about, she's a leader of the Sevilla Java User Group, a key member of the London Java Community and a Java Champion — she believes we shouldn't all have to make the same mistakes again and again.





# DAY ONE MONDAY 7<sup>TH</sup> SEPTEMBER 2015

10:00am Opening Ceremony  
**presented by** Viv Richards

10:10am Opening Keynote  
**presented by** Sandro Mancuso

11:05am What Is Continuous Inspection, Anyway?  
**presented by** Jason Gorman

11:05am Managing global teams: Lessons learned  
**presented by** Papapetrou Patroklos

12:00pm Understanding Craftsmanship  
**presented by** Marcello Duarte

12:00pm Level Up Your Tests  
**presented by** Trisha Gee

1:45pm Taking back BDD  
**presented by** Konstantin Kudryashov

1:45pm Surrender the illusion of control  
**presented by** Steve Tooke

2:40pm Use your type system; write less code  
**presented by** Samir Talwar

2:40pm Scala in GOV.UK Digital Services  
**presented by** Chris Cundill

3:30pm Spreadsheets are Code  
**presented by** Felienne Hermans

3:30pm How to use Theory of Constraints to scale big agile development teams?  
**presented by** Jiří Knesl

4:30pm Panel Discussion

6:00pm Opening Reception



# DAY TWO TUESDAY 8<sup>TH</sup> SEPTEMBER 2015

9:00am Software architecture vs code  
**presented by** Simon Brown

9:00am Tell, don't ask  
**presented by** Thomas Sundberg

9:50am It doesn't work that way in enterprise  
**presented by** Pete Smith

9:50am The differences between US and European startups from a technical leadership point-of-view.  
**presented by** Janos Feher

10:45am Usable Software Design  
**presented by** Alexandru Bolboaca

10:45am Title to follow  
**presented by** Kevin Murray and Clifton Green

11:35am Splitting User Stories – Ideal Bite Size  
**presented by** Gurpreet Singh

11:35am Treat your Code as a Crime Scene  
**presented by** Adam Tornhill

1:30pm Refactoring mount doom: the story of a story  
**presented by** Franzi Sauerwein and Erik Talboom

1:30pm Common mistakes in TDD – can you guess?  
**presented by** Christos Matskas

2:20pm Bringing Agile Concepts to Operations  
**presented by** Peter Souter

2:20pm Legacy Code is Fear  
**presented by** Adrian Bolboaca

3:15pm Software craftsmen need to stop coding so much  
**presented by** Christopher Batey





3:15pm Designing and building a micro-services architecture. Stairway to heaven or a highway to hell?

**presented by** Sander Hoogendoorn

4:05pm Closing Keynote

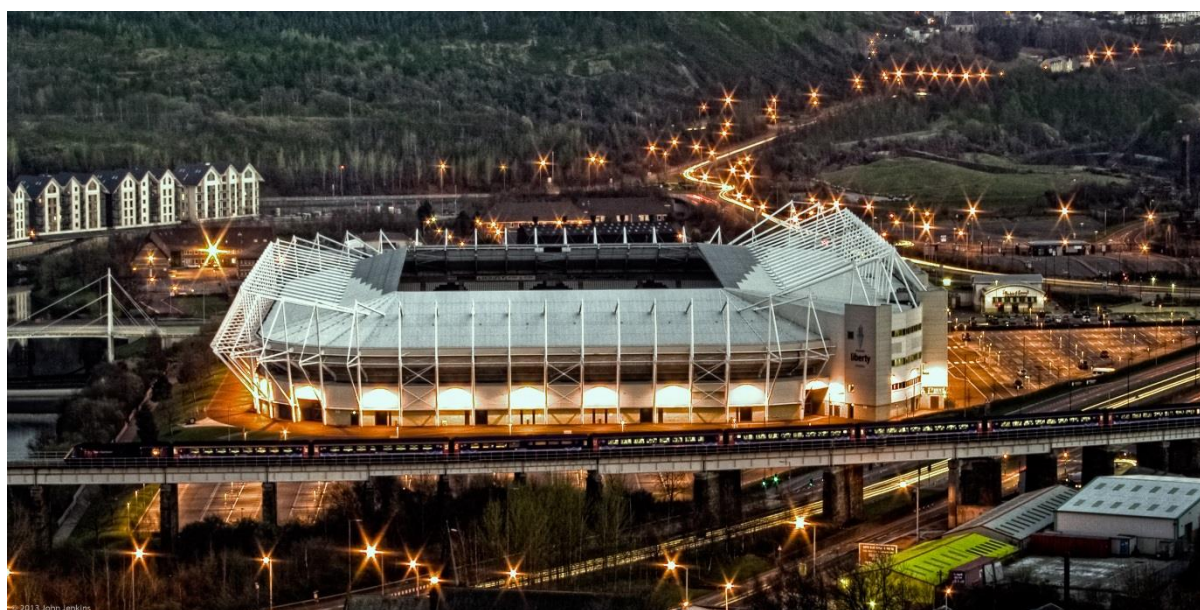
**presented by** Rachel Davies



# SWANSEACON 2015 PRICING STRUCTURE

All prices include refreshments and buffet lunch, but exclude travel and accommodation.

	BOOK BY 31 <sup>ST</sup> MARCH 2015	BOOK BY 31 <sup>ST</sup> MAY 2015	BOOK AFTER SUNDAY 31 <sup>ST</sup> MAY 2015
2 DAY CONFERENCE PASS	<b>£250.00</b>	<b>£350.00</b>	<b>£450.00</b>



Please note that once booked, Conference tickets cannot be cancelled and are non refundable. However, a substitute may be enrolled in a delegate's place provided we are notified in writing before the first day of the event. Also note it is one ticket per delegate (ie no sharing). While SwanseaCon 2015 strives to maintain an up to date schedule, session list, and speaker list, these may be subject to change. If SwanseaCon has to cancel the conference for any reason, then we will refund 100% of any prepaid conference ticket fee, but we will not be liable for any other costs incurred including (for example) travel charges or any consequential damages, even if we were advised of them.

