

## **Agile on the Beach Conference expands in its Forth Year**

### **Press Release**

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Following 3 years of success, Agile on the Beach 2014 has extended their conference again this year announcing that forty leading experts and practitioners in Agile will be gathering in Cornwall to speak at the conference in September.

The scope of the conference this year has grown from 3 to 4 tracks. The conference is maintaining their core Agile Software Craftmanship theme, as well as Business and Team themes, sewing Agile practices into business strategies, creating high performing teams, recruitment, finance and marketing. A new fourth theme emphasises the growing Agile links with Product Design and User eXperience.

This leading Agile conference, now in its fourth year, has become a vital space in the development of Agile thinking both locally and internationally. This year saw 150 impressive papers submitted by 100 leading Agile experts and practitioners which has led the conference to expand to accommodate more of the high quality submissions. Speakers will be welcomed from Canada, New York, Germany, Sweden, UK and more. Last year the conference sold out in July, attracting a balance of local business and international software and business professionals, and already has 210 confirmed to attend this year.

The full programme for the 2014 Conference in September is now published and includes sessions from global enterprises such as Statoil, Cap Gemini, Compare the Market and Thoughtworks, as well as case studies from practicing local adopters including Mpad, Grow Cornwall and Plymouth University.

Canadian software development thought leader J.B. (Joe) Rainsberger will deliver the opening keynote at the conference with International Beyond Budgeting expert, Bjarte Bogsnes of Statoil opening day 2

Mike Barritt, director of Agile on the Beach, said "Its brilliant that we have been able to accommodate more speakers and sessions this year, we simply had to make room, the quality of submission was so high. We have really pushed the boundaries again this year to encompass the growing adoption of Agile as well as sustain our core software theme. We are delighted to be close to sell out again this year so early and look forward to seeing everyone in September"

Agile on the Beach returns to Falmouth, Cornwall on the 4th and 5th of September 2014. As well as the 2 day conference, the event also hosts a number of social events including a Beach Party on the Thursday evening and a pre-conference pasty supper for those arriving on the Wednesday evening. Over 100 are booked to stay on Tremough Campus, the conference venue, adding to an environment that brings people together and gives them an ideal creative thinking space to explore the latest Agile developments on the inspirational Cornish coast.

Early Bird tickets are currently available at £315 until the end of July from [www.agileonthebeach.com](http://www.agileonthebeach.com) as well as details on travel, accommodation and social events.