

Analysis Design Architecture



Sponsorship Prospectus 2024

ADAConf 2024 is an inaugural Australian *community conference* for those interested in software **analysis**, **design**, and **architecture**.

ADAConf creates space for conversations ranging from technology and implementation, to conceptual approaches and design philosophy.

 <https://www.linkedin.com/company/adaconf/>

 info@adaconf.org

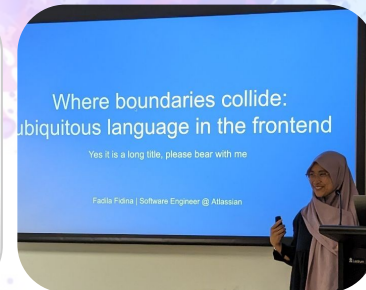
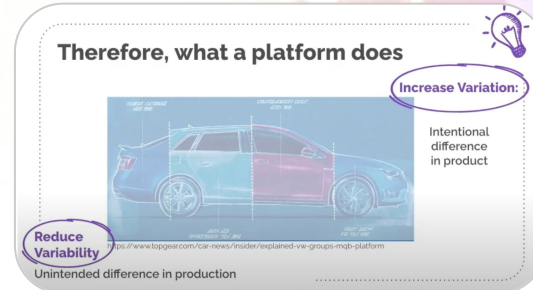
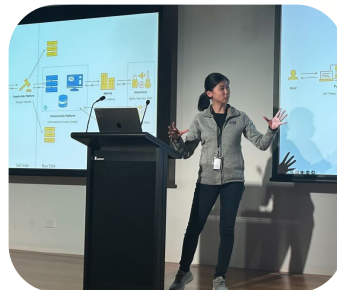
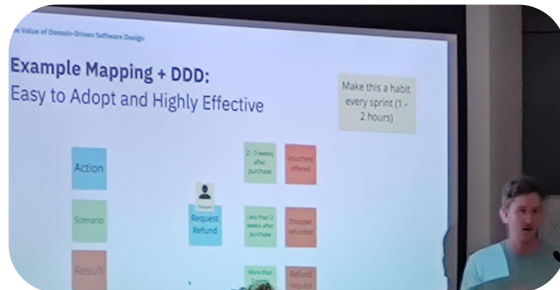
 <https://adaconf.org/>

**8th of November 2024,
Melbourne**

more **valuable** for its users and owners

more **pleasant** to work with for its builders and maintainers

more **collaborative** in its conception and design



Sponsorship Options



	Platinum \$12,000	Gold \$8,000	Silver \$4,000
Conference benefits	<ul style="list-style-type: none">• Exclusive tier• Dedicated booth space• Branding on conference banners and holding slides• 2 invites to the speaker's dinner	<ul style="list-style-type: none">• Up to 3 partners in this tier• Dedicated booth space• Branding on conference banners and holding slides• 1 invite to the speaker's dinner	<ul style="list-style-type: none">• Upto 5 partners in this tier• Branding on conference banners and holding slides
Community reach	<ul style="list-style-type: none">• Individual social media posts: pre & post conf• Invitation to speak at a DDD AU meetup	<ul style="list-style-type: none">• Individual social media posts: pre & post conf	<ul style="list-style-type: none">• Inclusion in silver partner social media posts
Value-add to your team	<ul style="list-style-type: none">• 15 free tickets• 10% discount on any tickets purchased	<ul style="list-style-type: none">• 8 free tickets• 10% discount on any tickets purchased	<ul style="list-style-type: none">• 2 free tickets• 10% discount on any tickets purchased

Please talk to us about any particular benefits that are more important to you. We can also work with you to develop tailored sponsorship packages based on your needs and interests.

Conference Topics



**MODELLING, ANALYSIS AND
SOFTWARE DESIGN PRACTICES**



**SYSTEMS THINKING AND
SOCIO-TECHNICAL ARCHITECTURE**



**BRIDGING THE GAP BETWEEN
BUSINESS AND TECHNOLOGY**



PRODUCT DESIGN



**DEEP DIVES INTO ASPECTS OF
BUILDING GOOD SOFTWARE**



**CASE STUDIES, EXPERIENCE
REPORTS AND CODE DEMOS**



**VISUAL COLLABORATION AND
FACILITATION**



**IMPLEMENTATION
RETROSPECTIVES**

Community and Audience Reach



ADAConf is an offshoot of the Domain-Driven Design Australia community, and targeted to leaders within software development.

Community size: **700 members**

Average meetup rating: **4.6 stars**

Meetups attract up to **148 RSVPs**

Historical (organic) social media impressions: **500-1200 per post**

Social media presence



ADAConf 2024 expected audience: **150 attendees**

Typical roles of attendees in their organisations:

- Staff and Principal Engineers
- Software Architects
- Product Managers
- Engineering Managers
- Product and Technology Executives

As attendees are senior and experienced, they are looking for:

- 300/400-level Content
- High quality of speakers (respected peers and experts)
- Implementation retrospectives
- Workshops (skills and techniques)
- Code Demos

More reasons to sponsor ADAConf



ADAConf enables you to:

- **Position your brand** to thought leaders in key topic areas
- **Support a community** of professionals that care about solving your business problems!
- **Engage employees** with tickets
- **Attract talent** from the tech community at the forefront of modern software practices
- **Promote services** to current and future decision makers

Events that inspire us



{ } NDC
Conferences



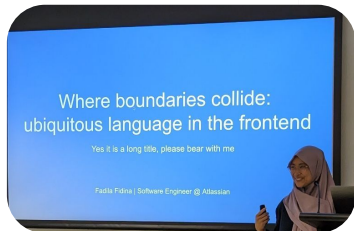
YOW!



What we value:

- **Spaces** that promote an inclusive and harassment free learning experience
- **Confluence of ideas** and **experiences** from within the community
- **Conversations** that challenge and evolve the existing technology culture
- **Thought experiments** and **technical deep dives** - from the abstract to the very specific!

Growing community engagement



Ubiquitous language in the frontend

Fadila Fidina



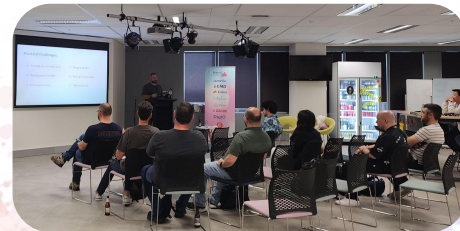
Preventing emu wars with domain driven design

Lee Dunkley



Domains in play:
Game design meets DDD

Cuauh Moreno



DDD in practice: Astrana so far

Darin Morris



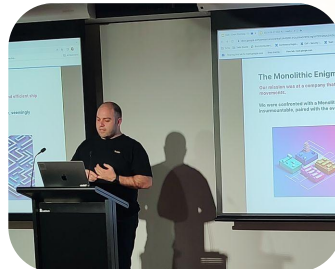
Security fails at the seams:
Modelling to test a hypothesis

Sonal Premi



DDD for realists

Karl Geppert



Ship to shore:
Utilising an event storm

Dan Lorenzin & Bojan Zivic



Shining a light on your
domain: Observability in DDD

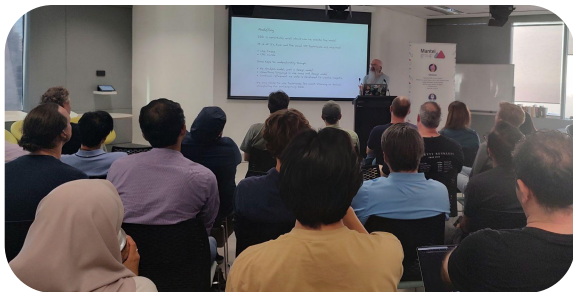
Cynthia Xu & Ruilin Liu



Recap: Eric Evan's workshop on
domain-driven design (DDDEU '23)

Chris Simon

Guests who've joined us in the past



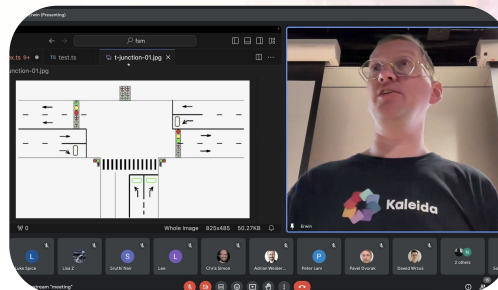
Subdomains from business capabilities
Ian Cooper



Share Pie: The DDD treasure hidden in plain sight
Nick Tune



Manage the understandability of your systems
Mathias Verraes



Match made in heaven?
Finite state machines and aggregate roots
Erwin van der Koogh



Strong and weak forces:
Domain-driven
architecture at MYOB
Evan Bottcher

The ADAConf team



Sonal Premi

Sonal is a consultant with close to two decades of experience in the technology sector. She has a relentless commitment to building people and products, and is always challenging conventionally accepted norms.

Sonal enjoys engaging with the tech community by co-organising the DDD Australia meetups, speaking at meetups and conferences, and actively mentoring people. She is partial to conversations about problem solving and decision making processes. She aspires to always keep learning, and build a community that learns and grows together.

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Chris Simon

Chris is a 2 x Startup CTO/co-founder turned independent consultant who is an active community organiser and participant. He speaks regularly at international conferences, meetups, webinars and podcasts and co-organises DDD Australia. He's an open source maintainer and through his consulting work provides training, coaching and advisory services in Domain-Driven Design, technical leadership and strategy.



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Let's build this community together!



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