



South Africa Scrum Gathering 2010: Sponsorship Opportunities

Introducing Scrum Gatherings

Recent surveys show that use of Agile software development methodologies is growing for at least two reasons: companies want to manage changing requirements and priorities; and, they want their products in the market sooner. This signals a maturing of Agile from efficiency concerns only, to both efficiency and effectiveness. Thus along with agile software development, organisational change is becoming a focus of the Agile movement.

It is also clear from these surveys that Scrum is the most widely practiced and successful method under the Agile banner, to the point where the terms Scrum and Agile are often used interchangeably. Due to its popularity there is a well-established and active international Scrum community that shares practical information and experience on the Internet and in actual work settings, but also in more formal learning environments, called Scrum Gatherings.

A Scrum Gathering is an opportunity for Scrum users of all experience levels to gather together to learn about and share experiences with Scrum. Topics for all levels of expertise are offered. A Gathering is a multi-day event and includes Open Space sessions where delegates can discuss timely topics with experts and peers, in a small group setting.

As in the rest of the world, the South African community of Scrum practitioners is vibrant and growing. SUGSA hosted the first full-day national Scrum event in South Africa in September 2009. The event attracted 220 delegates and was sold out within two weeks. The Scrum Day 2009 was an immediate success and received appreciation from delegates and sponsors alike.

South Africa Scrum Gathering 2010

There is now an opportunity to build on the success of the inaugural event by hosting the first ever South African Scrum Gathering on 1–2 September 2010. This two-day event has already attracted much local and international interest. It promises to be bigger and even better than last year's event.

Interested organisations are being asked to consider sponsoring the 2010 South African Scrum Gathering by committing to one of the various packages on offer: **Platinum, Diamond, Gold, Silver and Bronze** (full details below).

As the recognised Scrum Alliance user group in South Africa, SUGSA holds the advantage of being the only legitimate body in the country mandated to hold events of this kind. This includes the right to use Scrum Alliance branding, which adds further credibility to the offer. At the same time the Alliance's exclusive sanction allows SUGSA to hold these events without the threat of commoditisation of gatherings in the local market.

The Scrum Alliance and local User Groups

The Scrum Alliance is a non-profit organisation incorporated in the US, which is committed to delivering articles, resources, courses, and events that will help Scrum users be successful. Founded by Ken Schwaber, Mike Cohn, and Esther Derby, the Scrum Alliance's mission is to promote increased awareness and understanding of Scrum, provide resources to individuals and organisations using Scrum, and support the iterative improvement of the software development profession.

In order to extend its reach the Scrum Alliance actively supports the creation of local User Groups. Although these groups are autonomous, they operate under the auspices of the Scrum Alliance. Through relationship and belief in Scrum's benefits, rather than by incorporation, these groups carry out much of the Alliance's mission within a local Scrum community.

The Scrum User Group of South Africa (SUGSA) is the Scrum Alliance-registered user group in South Africa, and the only listed African representative. SUGSA's mission is to build a framework for collaboration between local Scrum practitioners through experts on the ground and support from the Scrum Alliance. Its aim is to improve the Scrum maturity level in South Africa by sharing experiences of success and failure, good practices, and expert presentations.

Through this affiliation SUGSA is privileged to have access to well-known Scrum personalities who are able to contribute to create a compelling and credible draw card for the 2010 Gathering:

- ♦ **Henrik Kniberg.** Henrik is a consultant in Stockholm specialising in Java and Agile software development. He has founded several Swedish software companies and is passionate about learning, teaching, and applying the art of software development. Henrik takes a holistic approach and enjoys adopting different roles such as manager, developer, scrummaster, teacher, and coach. His books—Scrum and XP from the Trenches and Kanban and Scrum—Making the Most of Both—are widely-read references for most Scrum practitioners. Henrik is a board member of the Agile Alliance and is a frequent and popular speaker at Agile conferences around the world. Henrik is our keynote speaker.
- ♦ **Alan Cymment.** Alan, from Buenos Aires, loves seeing software development from a human perspective. He strives for honest, passion-driven, great-but-not-perfect emergent design. For software for humans, rather than machines; looking people in the eyes, rather than reading e-mail. He organised the first open CSM certification in Latin America in 2006, and created the largest, most active agile-software related discussion group in Spanish. Alan will present one of the Deep Dive workshops.
- ♦ **Boris Gloger.** Boris was the first Certified Scrum Trainer (CST) in Europe. He conducted the first Scrum training in South Africa in 2006 and has played a key role in establishing the local market. Boris will present one of the Deep Dive workshops.
- ♦ Other confirmed international speakers and workshop facilitators include **Andreas Schliep, Josef Scherer, Martine Devos, Mike Vizdos, Peter Beck and Simon Bennett.** All are Certified Scrum Trainers and highly experienced Agile practitioners.

Positioning

The 2010 South African Scrum Gathering is for those interested in Scrum or practicing it already, who would like to hear how others, perhaps competitors, are benefiting from Scrum. Various media and messages will be used to promote the 2010 South African Scrum Gathering to potential delegates, and each communication will present an opportunity for sponsors to gain exclusive exposure to a broader audience than those able to attend.

Attendees are likely to be CIOs, other executives, senior managers, and those performing Scrum roles: Product Owners, ScrumMasters, and Team Members.

Product positioning statement

For those interested in Scrum or practicing it already, who would like to hear how Scrum is benefiting their peers in other software companies, the 2010 South African Scrum Gathering offers insights from experienced business and technical practitioners, and which unlike overseas events, is relevant to our local First World/Third World context.

During this year's two-day event, the **Platinum** sponsor will be given time to address the delegates, and along with **Gold** sponsors, the opportunity to display their branding on programs, the SUGSA website, and in the various meeting rooms to be used. They may also erect their own information booth in the networking area used during catering breaks. Platinum and Gold sponsors will also be able to gain a long-lasting impression by providing branded gifts for delegates to take away. The unique **Diamond** package provides the sponsor the opportunity to host a gala networking event at the end of day one of the Gathering. This event will be tailored to the sponsor's requirements and includes the opportunity for exclusive signage and a speech to delegates. The Diamond sponsorship fee essentially just covers the actual costs of this event.

Sponsors of this event will create visibility for themselves in the Agile world. Employers of software developers, in particular, will be able to underline their alignment with Agile methods to the local and international market.

SUGSA's ambition is to hold similar multi-day gatherings in future years, and to offer sponsorship opportunities first to those who have participated from the beginning.

Programme Details

The South Africa Scrum Gathering 2010 will be held at the prestigious **Westin Grand Arabella Quays** Hotel and Conference Centre in Cape Town at the beginning of spring: September 1 & 2, 2010.

After the plenary welcome and **keynote** address, day 1 will split into into **ten Deep Dive workshops** running in parallel. Deep Dives are opportunities for delegates to engage with particular topics in more detail. The presenters are all top-rank and the topics will appeal variously to Product Owners, ScrumMasters, Team Members, managers and more. Day one will end with a gala networking event hosted by the **Diamond sponsor**.

Day two of the Gathering will be organised as **Open Space**. Open Space has been used with great success in Scrum Gatherings overseas, and those local practitioners who have participated have been impressed with the opportunity they present to discuss timely, relevant topics. We have employed the services of a professional Open Space facilitator to ensure maximum traction for our delegates.

Apart from the opportunity to hear Henrik Kniberg and other overseas Scrum personalities address a South African Scrum audience for the first time, delegates will be able to learn

how Scrum is being applied in a local context. Local and international Scrum experts will present delegates with helpful, practical information about how to solve their software delivery issues, and give their valuable insights into what worked for them and why. These experts will also address hot topics in Scrum.

A free **Scrum Clinic** will run throughout the Gathering during which delegates can have their specific Scrum challenges diagnosed and treated by volunteer expert practitioners.

Networking with international Certified Scrum Trainers and Coaches, as well as with other delegates who may be in a similar situation and who share the same concerns, is an additional benefit to those who attend the 2010 South African Scrum Gathering.

Financial objectives

The South Africa Scrum Gathering 2010, as with those overseas, is a 'not for gain' initiative.

This year's event will cost significantly more than previously; in particular, the multi-day format, a greater number of delegates, as well as attracting international speakers, account for the rise in cost. To offset this SUGSA will charge delegates an attendance fee, offer a **Platinum** sponsorship opportunity and opportunities with **Gold**, **Silver** and **Bronze** sponsors. In addition, we offer a **Diamond** sponsorship of the gala networking event to be held on the evening of September 1.

The South Africa Scrum Gathering 2010 organising committee aims to attract **250 South African and international delegates** to this year's event. Based on this number the total cost of the event is budgeted at nearly R800,000.

Comparison of sponsorship options

	Platinum	Diamond	Gold	Silver	Bronze
Cost	R120,000	R60,000	R40,000	R20,000	R10,000
Speech at event (10 mins)	Yes	Yes			
Logo on announcements	Yes				
Logo on program	Yes	Yes	Yes	Yes	Yes
Logo on SUGSA web site	Yes	Yes	Yes	Yes	Yes
Co-branded goodie bag	Yes				
Supply branded gifts	Yes	Yes	Yes	Yes	
Display branded banners	Yes	Yes	Yes		
Erect information booth	Yes	Yes	Yes		

Please note that the Scrum Alliance, SUGSA, and the 2010 South African Scrum Gathering organising committee, individually and as a group, do not earn any fees or commission from hosting or otherwise being involved in this event. These organisations and people freely give their time, skill and resources in the knowledge that a deeper understanding of the features and benefits of Scrum will help South Africans deliver better solutions and compete more effectively against international software producers.

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