

Do you have room in your budget to send your employees to one conference this year?

Which should it be?

How about a conference featuring:

- **The top speakers in web development** – Nathaniel Francis from Computer Know How, Barney Boisvert from ARMUS Corp, Brian Klaas from Johns Hopkins University, Justine Arreche from Travis CI, and many more.
- **In-depth, solid presentations on more advanced topics** – perfect for your intermediate and senior developers!
- **An intimate atmosphere** – small enough to give your developers access to those experienced speakers and attendees, so that they will learn even while they network!
- **Five tracks this year!** – We offer five simultaneous tracks of sessions, so there is always a session that can benefit your organization.

All this for the modest price of \$799 for three days if registered by May 24, 2016. After May 24, 2016, the price goes to \$899. This pricing allows you to send several developers without breaking your budget! We have multiple attendee discounts as well.

What conference will give you all of this for such a low price?

We're talking about dev.Objective() 2016 (www.devobjective.com) on June 14-17, 2016.

The dev.Objective() conference concentrates on the most advanced and cutting-edge techniques available to developers. We start our conference with a pre-conference reception at 7 pm on June 14th at the Hyatt Regency in Minneapolis, MN. Web developers from all over the world will gather to learn about an array of topics including JavaScript programming, JVM programming, application security, and mobile development.

Most conferences leave off where dev.Objective() starts. Because it's smaller and more focused, dev.Objective() presentations teach skills that solve real-world software challenges.

Just look at these sample sessions:

BETTER TOGETHER: DEVELOPMENT TEAM DYNAMICS

by Nathaniel Francis, Developer at Computer Know How

Working together means more than being employed by the same company. It means using our skills and personalities to help each other improve in our craft and accomplish more together than we can separately. For developers, working in a variety of environments, this is challenging. This session looks at basic principles that employees and managers alike can use to work better together.

THE RDBMS YOU SHOULD BE USING

by Barney Boisvert, Java Engineer at ARMUS Corp

Most developers get started building applications without giving a lot of thought to their database. Either they get told that the company does everything with Database X, or they Google around and end up using MySQL or MS Access. Neither of these is the wrong choice, but it's often not the best choice. I was one of those guys, first with Access and then MySQL. As I've moved through my career, I've used a lot of database systems, both relational and non-relational ("NoSQL"), and my go-to choice has become PostgreSQL.

I'm not going to spend much time on the "SQL vs NoSQL" debate. It's sort of a straw man argument, because they're solving a variety of fundamentally different problems. It's also much better in discussion format, for that same reason: so much variety.

Like everything else in technology, there is no one-size-fits-all solution, but I want to show why I think it's a great first choice for most things, and the reasons why a lot of other options fall short. Your choice of database can shape a lot of how you build your application, how well it performs, and how it can grow over time. It can be a productivity boon, or force you to constantly working around it's limitations. As application developers, we should be spending our time solving business problems, not on low-level technology plumbing.

This session is intended for people who have built a few database-backed applications, and are curious about what options are out there and how to go about choosing between them.

LEVEL UP YOUR WEB APPS WITH AMAZON WEB SERVICE

by Brian Klaas, Senior Web Systems Designer at Johns Hopkins University

Amazon Web Services (AWS) is well known to developers for providing a vast army of on-demand servers on which you can run anything, including Node.js, PHP, or ColdFusion. AWS offers a whole lot more than servers in the cloud, though. AWS is comprised of over 30 services which enable powerful Web/mobile application functionality and you can tap into nearly all of them using your favorite programming language. With only a few lines of code, you get powerful, hugely scalable functionality that would otherwise be near-impossible to build yourself. Examples will be in Node.js, CFML, and Python.

THE WEIGHT OF THE WEB

by Justine Arreche, Graphic Designer at Travis CI

Design trends come and go and for first world and some developing nations, internet access is becoming faster. However, users are becoming more impatient with load times and CPU usage. Furthermore countries with limited access to fast internet are still subjected to use load your site or app. Have you considered the amount of energy you're wasting? Have you considered the amount of time a user needs to wait for your design to load? In a world of animations, full-screen background videos and animated gifs, let's discuss performance budgets and how you can stick to them creating a faster and more accessible web.

This conference is perfect for senior developers and team leaders (or those moving in that direction). Your developers will return to work with new skills that will benefit your organization. The investment in time and money will be worth it!

What will this cost you?

Three day conference (Wednesday, Thursday and Friday): \$799 through May 24, 2016, \$899 after May 24, 2016. Do not forget about discounts for three or more people from the same organization.

What will your developers gain for that price, and what knowledge will they lose if they don't attend?

“Way over Expectations. A++++ Rating.”

"The content exceeded my expectations. I've been to Adobe Max, CFUnited and Flash Forward, many of these sessions at these conferences are full of fluff. I found the majority of dev.Objective's sessions to contain useful info. Thank you!"

"They offered lots of topics that were pertinent to my work. This was my first time attending, and I sure wish I had started coming a long time ago!"

Register your Team Now at www.devobjective.com

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