

### The Better Software Conference & EXPO is Coming to Las Vegas

**Jacksonville, Fla. – May 24, 2006** – The International Conference covering Development Lifecycle Practices will take place June 26-29, 2006 at the South Coast Hotel & Casino in Las Vegas. The Better Software Conference & EXPO <http://www.sqe.com/bsce6pr> showcases the latest tools, trends, and issues regarding agile development approaches, plan-driven development methods, and process improvement programs. Attendees learn to have a more outward, customer-focused view of development. Over seventy presentations will be delivered by international industry experts covering the software development lifecycle focusing on these areas: managing projects and teams, plan-driven development, agile development, process improvement and measurement, testing and quality assurance, security, and special topics.

#### Keynote Sessions

<http://www.sqe.com/bettersoftwareconf/keynotes.asp>

Norm Kerth who is often called the Father of Retrospectives presents “Retrospectives: Five Years beyond the Book”. Although, he was not the first to promote the idea of a team learning from their experiences, his book, *Project Retrospectives: A Handbook for Team Reviews* broke new ground on the topic.

Quantitative proof that agile methods like Extreme Programming (XP) deliver higher productivity and quality has been missing for years. Now, Metrics expert Michael Mah discusses how he successfully applied productivity benchmarking techniques on numerous real-world XP projects in “Agile Productivity Metrics”.

Linda Rising shares supporting research in social psychology—in particular, studies that focus on influence strategies—in “Patterns, Influence Strategies, and Stone Age Legacies”. Linda is the author of numerous articles and four books including *Design Patterns in Communications*, *The Pattern Almanac 2000*, *A Patterns Handbook*, and *Fearless Change: Patterns for Introducing New Ideas*.

“The Complete Developer”, presented by Luke Hohmann explores what it takes to be a genuinely valuable complete developer in today’s world of agile development, outsourcing, globalization, and an increasingly complex business environment. Luke Hohmann is CEO of Enthiosys, Inc., a Silicon-Valley based software product strategy and management-consulting firm.

Joel Spolsky presents “Don’t Settle For Better Software—Make Truly Great Software”. Joel Spolsky is a globally recognized expert on the software development process. Popular with software developers around the world, his Web site Joel on Software has been translated into more than thirty languages.

#### Tutorials

<http://www.sqe.com/bettersoftwareconf/tutorials.asp>

Delegates can attend in-depth, daylong tutorial sessions presenting real world experiences from these leading software experts.

#### Conference-at-a-Glance

<http://sqe.com/bettersoftwareconf/glance.asp>

To view the complete program, visit <http://sqe.com/bettersoftwareconf/glance.asp>.

To apply for a press pass to a Software Quality Engineering conference event, visit <http://www.sqe.com/presspass.asp>