

## **ALM FORUM ‘BIRDS-OF-A-FEATHER’ SESSIONS CONNECT PEOPLE AND IDEAS IN OPEN DISCUSSIONS ON AGILE AND ALM SOFTWARE DEVELOPMENT**

*Anyone – Attendee or Not – Can Propose an Idea for Open and Interactive Discussions of Topics of Interest*

**SEATTLE, Wash., March 27, 2014** – ALM Forum, (<http://alm-forum.com>), the industry's premier conference dedicated exclusively to sharing knowledge for success with Application Lifecycle Management (ALM) practices, will hold “Birds-of-a-Feather” sessions at next week’s ALM Forum conference, April 1-3 in Seattle, Washington. A Birds-of-a-Feather session is an open, face-to-face conversation with fellow conference goers, with topics submitted and voted on by anyone, attendees and non-attendees alike. Facilitated by an attendee, it is not a presentation or lecture – there is no projector or slides – but a direct exchange, interchange and exploration of ideas on topics such as Agile best practices, deployment strategies and building effective teams. The Birds-of-a-Feather sessions with the most compelling discussions will have the opportunity to be presented as “Lightning Sessions” to all conference attendees on Thursday, April 3.

[Click here](#) to view, propose or vote on ALM Forum Seattle Birds-of-a-Feather session topics.

To register for the conference, visit <http://alm-forum.com/s14/reginfo> .

“ALM Forum is unique in its approach of directly connecting peers and sharing ideas that improve the way enterprise organizations develop and deploy software,” said Mik Kersten, CEO of Tasktop and Track Chair for Lifecycle Architecture and Integration at ALM Forum. “The Birds-of-a-Feather sessions go even further in providing a venue where members of the ALM community, including its thought leaders, can openly discuss their most pressing issues.”

ALM Forum Seattle provides IT executives, architects and managers the opportunity to learn, share experiences and form professional relationships that support integrated, enterprise-wide approaches to effective software delivery. The Birds-of-a-Feather sessions foster discussions among software practitioners who share an interest in a specific topic. Each Birds-of-a-Feather session has a “convener” who starts the discussion and facilitates idea sharing among the group. The convener is often the person who originally proposed the session, but topics can be submitted by anyone through the ALM Forum online submission portal.

The sessions at ALM Forum Seattle are divided into four tracks: Business of Software Delivery, Lifecycle Architecture & Integration, Practices of DevOps, and Changing Role of Test. Since Birds-of-a-Feather sessions are held in small groups, a Lightning Session for each track will come from the Birds-of-a-Feather sessions and be presented on Thursday afternoon. A Lightning Session is a short presentation that last only a few minutes and several are delivered in a single period by different speakers. As a result, the topics and questions that are presented in the Lightning Sessions come directly from attendees, and enables them to take the knowledge they

learn at ALM Forum Seattle and apply it to their own development processes at their individual organizations.

Registration for the conference, scheduled for April 1-3, 2014 in Seattle, is open by visiting: <http://alm-forum.com>.

Tweet this: [@ALMForum](#) connects #ALM, #Agile, DevOps ideas with Birds-of-a-Feather sessions. Check them out at

#### About ALM Forum

ALM Forum is the only dedicated conference that addresses the end-to-end disciplines of effective enterprise software delivery – Application Lifecycle Management. It features thought leaders from IT organizations, industry luminaries and active solutions providers that come together to share their experiences and expertise, and to forge lasting relationships that help improve personal and organizational software effectiveness. For more information please visit: <http://alm-forum.com>.

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