



The World is changing, be part of the change

Businesses all over the world see the necessity to move to a more agile environment to react to the modern dynamic economics. Starting out as agile software development, the agile philosophy gets more and more awareness in the non-it world. Radical Management, Lean Startup, Management 3.0 or Agile Marketing are approaches which facilitate a more flexible approach for being ready for today's fast changing challenges in all businesses.

Agile Tour is the first and biggest event in Vietnam presenting innovative, flexible and agile approaches in all business areas. On November 8 and 9 in Ho Chi Minh City and on November 10 in Hanoi we welcome global agile leaders to connect to Vietnamese businesses and share their innovative ideas on being able to adapt to today's challenging environment.

Leaders such as Mitch Lacey, CEO of Scrum Alliance, or Charlie Rudd, Chairman and CEO of Solutions IQ, are coming for the first time to Vietnam and are eager to help Vietnamese businesses to improve continuously and create better and more innovative products and services. This is a unique opportunity to meet and learn from some of the best in the worldwide agile community.

Program

Agile Tour 2013 will provide a diversified program spanning agile methodologies in various domains spanning from Software Development over Lean Startup to agile Management.

Some of the topics to be discussed at Agile Tour 2013:

- Domain Driven Design (DDD)
- Quality Assurance
- Agile Transitions
- Management 3.0 Practices
- Agile Leadership Practices



- NoEstimates – Sharing a new way of delivering value by NOT estimating stories
- Agile Innovation
- Road2Lean - Sharing experiences to create a more agile and lean organisations
- Psychology Factors of Teams and Collaboration
- Offshore Culture Hack
- Strengthen Teams / People Development
- Lean Startup Practices
- and many more we are confirming at the moment

Confirmed Speakers:

- Mitch Lacey, Board of Directors of Agile Alliance - USA
- Charlie Rudd, CEO Solutions IQ - USA
- Kiro Harada, Toyota Production System Expert - Japan
- Dieter Kaufhold, Head of Lean Center, SAP AG China - German / China
- Vasco Duarte, Director of Agile Coaching – Portugal/Germany
- Yi Xu, Senior Agile Consultant, Conscient Consulting Group - China
- Alexandre Cuva, CIO Smartlink SA – Switzerland
- Duong Trong Tan, Managing Director FPT University – Vietnam
- Dang Ngoc Hai, Head of Department, Scrum Master at Axon Active Vietnam – Vietnam

We are still confirming at the moment further speakers (from the global as well as Vietnamese speaking community) and add more additions to this group as soon as possible.



Sponsorship Opportunities:

Our speakers are not paid for the event as their all are donating their time and efforts for the event. Therefore we are covering only the costs for the travel arrangements (flight and hotel). We invite you to participate in the management of some of these costs and enjoy in return a wide window of display for your business.

In exchange we can offer you many benefits such as:

- Attract high quality talent from the local Agile Community
- Demonstrate your organization’s forward-looking management practices
- Increase your Brand Awareness and Market your products to an influential audience
- Network to create business opportunities

Level	Silver	Gold	Diamond	Platinum	Media
Investment in VND	8,000,000	15,000,000	30,000,000	60,000,000	Free Media coverage
logo on: <ul style="list-style-type: none">• Website• Backdrop• newsletter	Normal	Normal	Big	Big	Normal
logo on: <ul style="list-style-type: none">• Poster• Flyer• banner at location	---	Normal	Normal	Big	Normal
Logo on Events guide	Normal	Normal	Big	Big	---



Agile Tour 2013 – Sponsoring Proposal

Logo on t-shirt	---	---	Normal	Big	---
Opportunity to set-up an Exhibitor table display at the event	---	---	---	Yes	---
Opportunity to include promotional material (Give-Away Kit)	---	50	50	100	---
Advertising in the Participant's Event Guide	---	---	Half page	Full page	---
Your company's name the event's press releases and media communications	---	---	---	Yes	---
Free Tickets	1	2	3	5	With official press id only

Supporters (2,000,000 – 7,000,000 VND) will be mentioned in the Program Guide and one (1) free ticket.

If none of the above packages are of interest to you and you would nevertheless like to partner with us in the organization of this great event, do not hesitate to contact us to work out a win-win arrangement.



Custom Sponsorship Arrangements can be arranged, for example:

- Opportunity to sponsor one of the special talks and/or take care about the travel arrangements of this speaker.
- Sponsor the event's After Hour or Pre-Party.
- Sponsor the event's lunch or beverages by providing food for each participant.
- Sponsor the event's official t-shirt.
- Etc.

For these opportunities we are happy to collaborate special sponsor benefits based on your support.

We appreciate the opportunity to present this program to your organization at your discretion.

Sincerely,

Agile Tour Organizers