We are pleased to invite you to

# Delivering Value to Those Delivering Value

## The unconference for agile coaching''

Research Triangle Park Marriott

Research Triangle, North Carolina

**March 19 - 21, 2010**

The art of coaching teams toward excellence and productivity is tricky business. We often don't have direct control over groups but have responsibilities to motivate team members who don't report to us. Too often, as coaches, we work in isolation from other expert coaches in the field. This is our opportunity to share stories and practices and to wrestle with the direction in which this discipline is going, or should go.

**Growing a Community of Practice**

Agile Coach Camp is about creating a network of practitioners who are striving to push the limits in guiding software development teams, while staying true to the values and principles at the core of the Agile movement. We've invited practitioners who, like you, are passionate about their work, active in the field and willing to share what they've learned. It's a great chance to form relationships that can last a lifetime (and act as a lifeline).

Do you have a technique or practice worth sharing with your peers? Or an idea you'd like to test out with some leaders in the community? Are you facing challenges and want to get some perspective from other practitioners, or hear how they do things? If you feel you’d benefit from connecting with 80-100 ScrumMasters, XP Coaches, Trainers, Change Agents and Mentors to talk, draw, argue and explore ideas, then this conference is for you.

**What's the Agenda?**

Agile Coach Camp is a practitioner-run conference for peer-to-peer learning and exploration. It's your conference, so there will be no agenda until you arrive! We will create it collaboratively. If you prefer a conference where you can sit and listen to expert lectures, this isn't it. As at BarCamp, so at AgileCoachCamp there are no speakers, only participants.

We use the OpenSpace meeting format, which means you, the participant, determine the topics and questions that you want to talk about. We'll create our agenda Saturday morning and people will then join the small group discussions that interest them. Open Space is very complimentary to Agile & Lean thought processes, and actually shares some of the same principles. Open Space is all about self-organizing and empowered teams. Open Space will allow YOU and other participants to bring to the conference the issues and opportunities that are emerging for you in real time. For some of you this will also be a first opportunity to experience Open Space, yet another effective tool you should know about, for cultivating communities of practice in your region.

You don't have to be an expert to propose a topic or ask a question at AgileCoachCamp. You are simply inviting people into a conversation with you - other people who are also passionate about your topic or question. These conversations can build knowledge, and often lead to future collaborations; Open Space is great for networking! It has the feel of a good coffee break, where people are free to come and go from conversations as they please, yet it has a structure that helps you to know what conversations are happening so that you can join up with people interested in the same things as you.

**What will the conference look like?**

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| Friday Evening | Registrations and Introductions |
| | LightningTalks and time for people to unwind |
| | Optional Social Outing |
| Saturday Morning | Full Breakfast |
| | Opening the Space |
| | Creating the agenda |
| Saturday whole day | Break-out sessions |
| Saturday Evening | Social Outing |
| Sunday Morning | Full Breakfast |
| | More break-out sessions |
| Sunday afternoon | Closing the Space / Retrospective |
| Sunday, till evening (optional) | Time for participants to hang around, finish up conversations or start new ones |

Friday evening is set aside for participants to connect with each other and build some food for thought. Those who wish to can participate in LightningTalks to get the ideas

flowing, where you'll have up to three minutes to share what's on your mind. We've found this to be a great way to prime the pump for Open Space the following day. You get a quick glimpse of what people are thinking, it's a great way to stimulate ideas. Your Lightning Talk can be based on your Position Paper or on any other idea or question you have. A space will also be provided for those who choose to simply relax with refreshments and reconnect with colleagues.

Saturday morning we'll start with Opening the Space, at which time we'll create our agenda, followed by participant-organized sessions till Sunday afternoon, at which time we'll officially Close the Space, though we hope people who don't have to leave early will hang around to continue discussions or even to plan for future collaborations they have cooked up!

**Cost and registration**

The conference is free and non-profit, run by volunteers. Attendance is open to all, though we insist on a Position Papers to encourage participants to be ready to contribute when they arrive. We'll provide all meals, accommodation discounts, conference t-shirts and other goodies.

To register, simply register for free on EventBrite; you will be asked during the registration process for your position paper's abstract. Remember that registration is limited to 100 people!

*We look forward to seeing you in beautiful North Carolina this spring!*

Sincerely,
Your Conference Organizers
info@agilecoachcamp.org

PS: Please help us promote this event by forwarding this email or blogging about it! Put a badge on your website, or print out a poster or some cards, or post this invitation on your favorite mailing list.

and P.S: **Sponsorship**

AgileCoachCamp is a community driven, non-profit conference. To make this happen we need support from organizations and individuals with an interest in fostering this community. One way to support the event is to sponsor something from the SponsorshipList. We do not have different levels of sponsorship, instead we have listed specific articles that need sponsoring on our wiki. You will find the email address there that lets you offer your help as a sponsor.

Note that sponsors' Agile practitioners are welcome to submit Position Papers and attend as participants.