

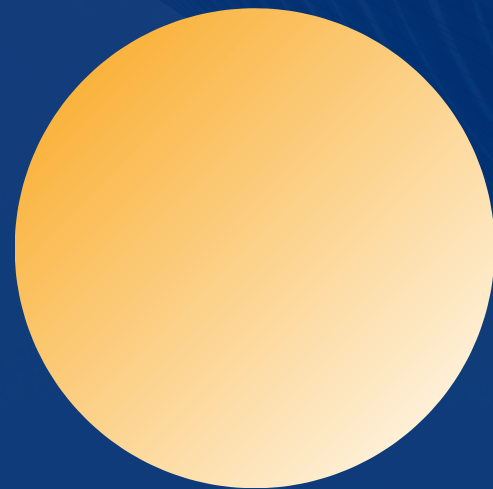


REGIONAL SCRUM GATHERING™

28-29 OCTOBER 2024 | BELGRADE



AGILE SERBIA by PUZZLE Software



Regional Scrum Gatherings are unique events in global destinations. Learn from the brightest minds in agility so that you can deliver outstanding results no matter your job role or industry. You'll also make new connections with other professionals from your region and return home with renewed inspiration to pursue your ambitions!

2

Days

Explore two days of dynamic learning and networking at Madlenianum in Zemun.

500+

Attendees

Conference attendees from 15 states

16+

Workshops

Use opportunities to learn from doing.

10+

Lectures

Drink from the well of knowledge brought by the world's most famous speakers.

Why You Should Join Us

Position your company as an expert in the industry



Share your knowledge and experience by being a part of the conference program on stage

Increase your brand/company reach



Promote your brand at the conference and gain regional and national coverage through a range of various media channels

Create potential for business growth



Share your business story, network with customers, partners, and educators in Agile and Coaching, and discover new growth opportunities

Educate your employees



Get your free tickets and enjoy discounts on extra conference passes and certified courses



And NOW in 2024, it's time for a fourth round of RSG!

This year, we've added a powerhouse partner, the Koučing Centar, to make this event more impactful and dynamic than ever!

Companies at our conferences

As exhibitors and attendees



BlackRock



BOSCH

HTEC
GROUP

Schneider
Electric



Yettel.



eFront



Synechron

International event



RSG STOCKHOLM
September 2024



RSG Lima
October 2024



RSG BALKANS
October 2024

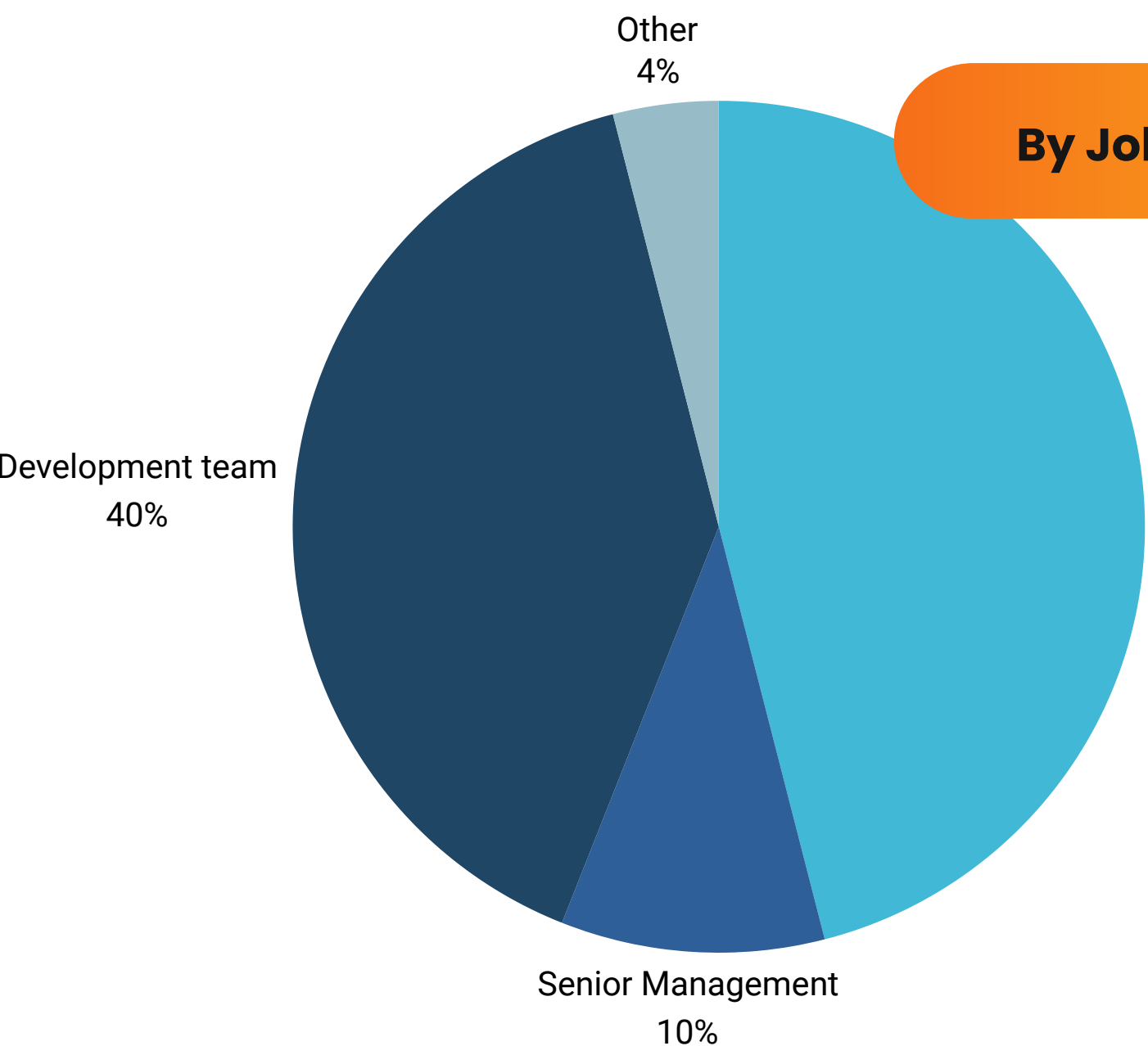
Attendee structure

Attendees visited from all over the region and Europe:

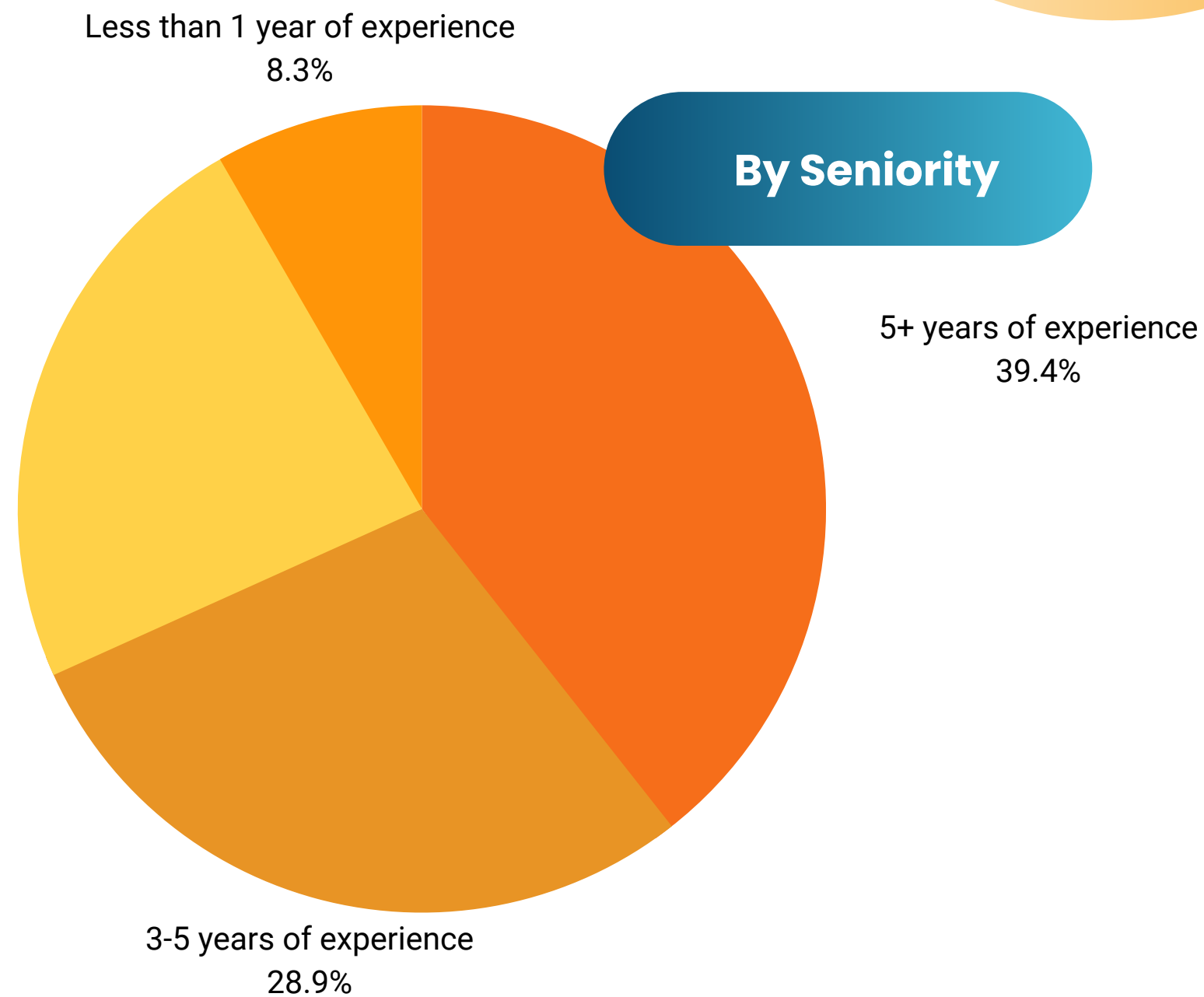
Serbia, Croatia, Macedonia, Bosnia and Herzegovina, Slovenia Romania, Bulgaria, Hungary, Austria, Montenegro, Germany, United Kingdom, Switzerland, Netherlands



By Job title

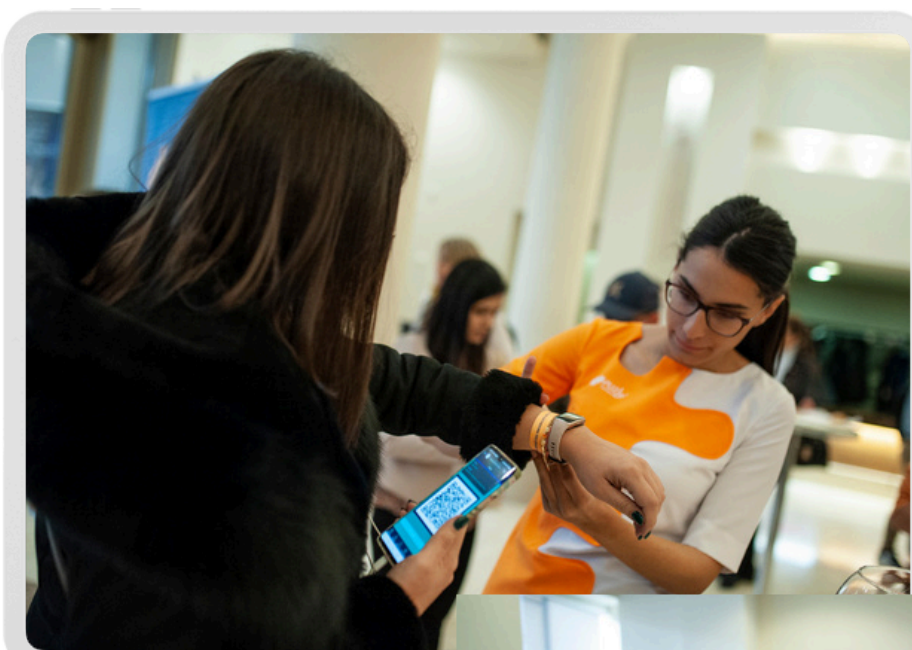


By Seniority



Attendees, sponsors and speakers had an awesome time

video RSG 2021



video RSG 2022



video RSG 2023



PARTNERSHIP	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	EDU CHAMP 1	EDU CHAMP 2	EDU CHAMP 3
Custom in-house Agile training for 20 people from your company	√	x	x	x	x	x
In-house Agile training discount	15%	10%	5%	5%	x	x
Free public training participation	1 free after 5 participants	1 free after 8 participants	1 free after 12 participants	x	x	x
Roundtable session panelist - main stage	√	x	x	x	x	x
Roundtable session panelist - streamed on MA	√	x	x	x	x	x
Conference speaking session - Agile/Development Stage	√	√	x	x	x	x
Conference speaking session - streamed on MA	√	√	x	x	x	x
Sponsor of a keynote session	√	x	x	x	x	x
Biz Corner Booth	√	√	√	x	x	x
Virtual Booth	√	√	√	√	√	√
Tickets included	15	10	3	30 x	20 x	15 x
Tickets discount	15%	10%	10%	x	x	x
Booth staff tickets	4	3	2	x	x	x
Attendees contact data from your virtual booth (According to GDPR)	√	√	√	√	√	√
CRM tool	√	√	√	x	x	x
Company story in pre-Gathering newsletter (>4000 contacts)	√	x	x	x	x	x
Your company mentioned in press releases	√	√	x	x	x	x
Publication of company's specialized blog post	√	x	x	√	√	√
Promotion through our social media channels	√	√	√	x	x	x
Promotional material in welcome bag	√	√	x	x	x	x
Prominent roll-up placement	√	√	x	√	√	√
Highlighted company logo on the gathering sponsors' wall	√	√	√	√	√	√
and website Logo in official mobile app (MatchAbout)	√	√	√	√	√	√
MA tool to engage/activate participants	√	√	√	√	√	√
Present your company's story on MA	√	√	√	logo	logo	logo
Company visual identity in the post-Gathering booklet	√	√	√	logo	logo	logo
Profile in the pre-Gathering brochure	1 page	logo	logo	logo	logo	logo
Promotional video during the breaks	√	√	logo	x	x	x
Promotion of the company during speaking sessions stream	√	√	logo	x	x	x
on MA Mentions in the welcome speech by the event organizer	√	√	logo	x	x	x

Career Development Corner

The corner is designated for career development activities.
(For all participants)

Examples:

- Which skills do we need to develop next?
- What do we need to know in the future?
- Storytelling workshop
- Vocal Coach Workshop

Product Management Corner

The corner is designated for product development experts.
(Product Owners, Software developers, UX/UI designers, QA, Scrum Masters...)

Examples:

- User story-splitting workshop
- User interviews workshop
- Prioritizing backlog items workshop
- QA testing case workshop

Experience Development Corner

The corner is designated for sharing good and bad work experiences.
(For all participants)

Examples:

- Fuckups presentations
- Success Stories presentations
- Case Studies presentations



We are Agile Serbia

Agile Serbia is the largest Agile community in the Balkan region and the official educational partner with Scrum Alliance. For the last 12 years, Agile Serbia has had a pioneering role in organizing Agile conferences and Regional Scrum Gatherings, while also providing internationally recognized certified training and in-house agile coaching services.

- 3500 +** conference attendees from 15 states
- 2000 +** certified Agile professionals
- 500 +** courses, meetups, and in-house training
- 200 +** speakers and Agile experts
- 100 +** partnerships from IT, Telco, Fintec, FMCG and Energetics industries
- 20 +** agile transformations, inhouse mentorings and couchings



Contact Us



+381 11 4500 733



scrum@puzzlesoftware.



www.agile-serbia.rs

