

# 6 REASONS YOU SHOULD ATTEND ATO 2019

While there are many more reasons you should join us Raleigh in October we feel you should strongly consider the following 6.

## 1 Open source is more popular than ever. You need to understand both the technologies and methodologies well to make yourself as competitive and marketable as possible.

Consider the following:

- According to a recent State of Enterprise Open Source report, 69% of IT leaders surveyed stated open source is very or extremely important to their organization's overall enterprise infrastructure software plans. Only 1% said it was not important at all.
- A 2017 Black Duck audit of 1,100+ commercial applications revealed 96% contained open source components.
- The Linux Foundation's Open Source Jobs report found hiring open source talent is a priority for 83% of hiring managers surveyed, up from 76% in 2017.

## 2 Speakers are world-class

- More than 200 speakers were featured in 2018 from all over the world and 250 will be featured in 2019. Each is chosen based on area of expertise and value delivered.

## 3 Content is focused on education

- If you're going to take time off and/or be away from the office, you'd better learn something applicable while out. The more than 200 featured sessions include 15 minute burst talks, 45 minute and 1.5 - 2.5 hour extended sessions. All are designed to meet attendee education needs, whatever they might be.

## 4 Diversity and inclusion remain a focus

- We strongly believe diversity and inclusion result in better outcomes, and a more positive conference experience. Attendance at ATO is very diverse, and the Inclusion & Diversity event on Sunday, October 13 brings together more than 500 leaders to discuss the issue.

## 5 The value is second-to-none

- We're obsessed with Return on Investment (ROI) and delivering value, and we pass that along to attendees. More than 200 sessions and 200 speakers over 2.5 days for \$99 - \$249 is a deal that's difficult to match.

## 6 We have a proven track record

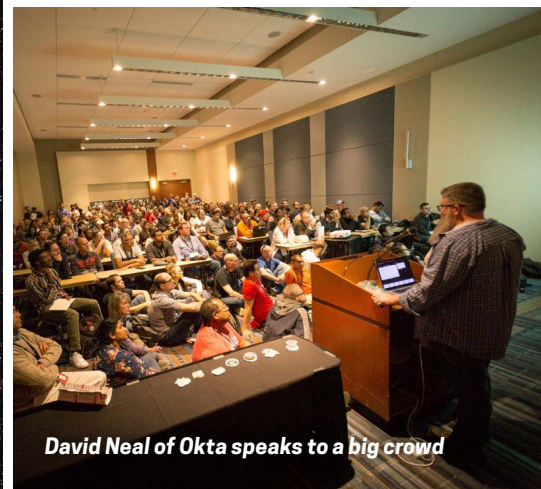
- On the 2018 post-event survey, 93%+ said they would absolutely recommend ATO to a friend or colleague in the future. In addition, 2019 will be our 7th year. We've learned lots of lessons.



Angela Lungati of Ushahidi delivered a Day 1 keynote to a packed house



Attendees at ATO are diverse and the environment is an inclusive one



David Neal of Okta speaks to a big crowd



Nina Zakharenko of Microsoft delivered a Day 2 keynote on Python and hardware to a standing room only audience