

LAST Conferences 2018

Melbourne, Sydney, Canberra & Brisbane

Supporter invitation



Melbourne, 19-20 July. Swinburne University
Brisbane, 27 September. QUT
Sydney, August (TBC)
Canberra, TBA

Australia's biggest event of its type

LAST Conference people want to spread the word about Agile ways of working, sharing their experiences, both good and bad, within their community. Many participants are also involved in their local meet up community; the founders of LAST having been long time organisers of meetup groups.

LAST is highly inclusive, with a wide variety of people running sessions to pass on their knowledge. The emphasis is on - sharing of practical skills - real experiences of lean and agile adoption - the latest in systems thinking practice - gaining inspiration from fellow practitioners

The participants value the affordable registration price, the community focus and the lack of 'bells and whistles'. They value the support of companies that sponsor the day but also appreciate the absence of a 'hard sell'.

Stand out!

It's hard to attract and keep the best people. By supporting LAST Conference, you can potentially access over 1500 of the best minds in our industries know that you are a company to take notice of.

We are constantly evolving

In 2012, 150 people came to the first LAST Conference. It grew rapidly; the Melbourne event in 2017 attracted 800-900 people across the 2 days, and there were hundreds more in Brisbane, Sydney, and Canberra. Melbourne, Sydney, Canberra and Brisbane We are very excited that Sydney will be returning for its third year, and that Canberra and Brisbane will be staged for the second time, each.

We are different

LAST Conference started in 2012 and grew from the burgeoning local Lean, Agile and Systems Thinking meet up community in Melbourne. LAST is a community based event, organised by the community in each city, for practitioners to get together to share learning with fellow experienced professionals. Our events aim to be interactive and engaging, we foster an active spirit of peer to peer learning, in an educational setting.

Previous supporters include:



Who comes to LAST?



A wide range of people attend LAST Conference.

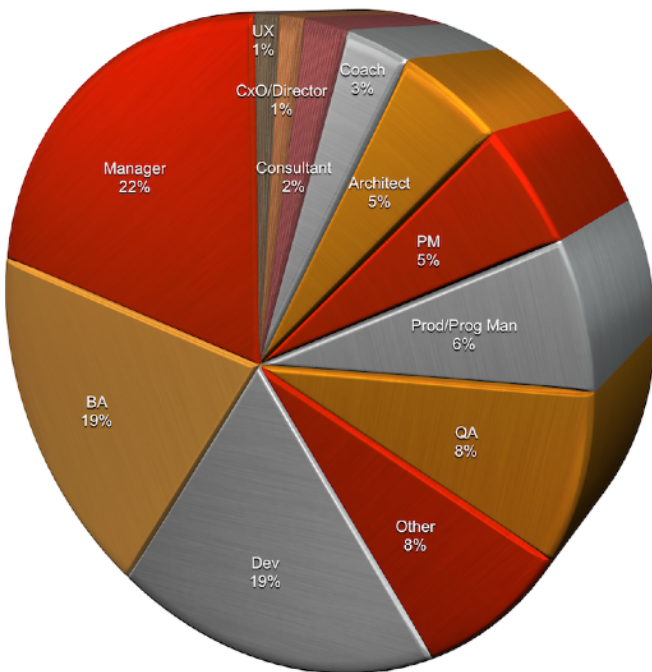
As well as the managers of software development teams, LAST attracts those who are actively building it...over a quarter of the LAST audience in 2016 were Developers or QA. It's difficult to find talented people with the skills, understanding and attitude to excel. Find them at LAST Conference. In 2017, our main supporter employed 3 people that they met at LAST Conference, what a great return on investment!

Such a diverse and interesting mix of topics, presented by passionate and knowledgeable speakers
Stuart, LAST 2016

It's a great community event. People are really curious, willing to learn and to share their experience, too.
Victoria, LAST 2014

Great conference. Lots of very interesting sessions, good mix of speakers and attendees. I learnt heaps!
Terrance, LAST 2015

10/10. A lot of energy and great vibe.
Cheong, LAST 2016



LAST Conference Melbourne's Net Promoter score hit an all time high (>70) in 2017.

Success story
A previous headline supporter hired 3 people that they met at LAST Conference. That's a great return on investment!

LAST Conference was rated in the Top 20 on **Software Development Today's** Top 50 Agile Conferences of 2014 list.



Tabar is a signatory to the Diversity Charter and is committed to improving diversity, particularly gender balance, at our events.



LAST Conference started in 2012 and grew from the burgeoning local Lean, Agile and Systems Thinking meet up community, as a grass-roots day for practitioners to get together to share learning with fellow experienced professionals.

Now in an expanded form, there are also versions of LAST Conference in Sydney, Canberra and Brisbane. It's a unique way to grow recognition and equity of your brand, and to showcase your company's agile mindset to talented potential employees, or to potential clients of your services. It also an opportunity to show to your current people that your company supports their professional development.

\$ figures are ex-GST	Headline	Passionate Supporters	Supporters	Backers
Melbourne Expected participants 450-550 per day				
1 day	\$10500	\$7750	\$5750	\$3500
2 days	\$20000	\$15000	\$11000	\$6000
Sydney Expected participants 175-200				
1 day	\$7000	\$5250	\$4250	\$2750
Brisbane Expected participants 225-300				
1 day	\$7500	\$5500	\$4500	\$3000
Canberra Expected participants 100-150				
1 day	\$6500	\$5000	\$4000	\$2500
Other support ideas				
City	Melbourne	Sydney	Brisbane	Canberra
Drinks (per day)	\$3000	\$2000	\$2000	\$1500
- plus Supporters Level	+ \$5000 per day	+\$3200	+\$3200	\$2500
- plus Passionate Level	+ \$7000 per day	\$4750	\$5000	\$4500
Battle of the Agile Bands Grand Final (20 July)	Please contact us			

Perks

Perks will include but are not limited to the following:

Headline	Passionate Supporters	Supporters	Backers
10 Conference registrations per day	6 Conference registrations per day	3 Conference registrations per day	1 Conference registration per day
6 speaker function invitations	4 speaker function invitations	2 speaker function invitations	1 speaker function invitation
Headline supporter lounge/lunch area (Melbourne only)	-	-	-
First Choice of table/stand space	2nd Choice of table/stand space	Table/stand space in common area	-
Special Messages included in emails	Special Messages included in emails	Logo in emails to participants	Logo in emails to participants
Top logo placement on: Schedule Other printed material Website Email comms Slide projections	2nd logo placement on: Schedule Other printed material Website Email comms Slide projections	Logo placement on: Schedule Other printed material Website Email comms Slide projections	Company name on: Schedule Other printed material Website Email comms Slide projections
Opt-in email list	Opt-in email list	Opt-in email list	-
Logo placement on participant name stickers	-	-	-
Social Promotion	Social Promotion	Social Promotion	Social Promotion

Most importantly, you show your Backing, Support or Passionate Support for the agile **community** in Australia and promote your company name as a leader in agile ways of working.

For more information, please contact:

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