

# GX25

What's Next?





# SIX REASONS, ONE GREAT EVENT

Why attend the GX25?

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## **1) To be present at the major Technology, Business and Software Development Event in Latin America.**

For the past 25 years, the software firm GeneXus has been organizing a yearly international meeting that brings together its full Community of developers, CIOs, CEOs and the main players of the technology industry worldwide.

Each meeting offers over 150 different activities, more than 100 speakers and an overall attendance higher than 3,500 people from different countries.



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## 2) To meet Referential Leaders and Figures and grow as a professional.

A GeneXus Meeting represents an environment in the area of technology meant for learning, exchanging and sharing. Anyone attending has the chance of direct contacts with different referential executives related to innovation, business and development, also with the possibility of first-hand learning about all new trends.

Conferences and workshops, as well as the events called “Coffee with...” and hallway chats during breaks all provide excellent opportunities to get in touch with individuals in whom you may be interested, with the possibility of starting a relation that might result in future benefits, business opportunities and professional growth. Broadening one’s “contact network” is always very important.





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## **3) To learn from actual experiences and later transfer knowledge to your own team or company.**

Keeping up-to-date is a differential component both for yourself as a professional and for your company as well. At the GX25 GeneXus Meeting, you will learn from the actual experiences of others and will also obtain valuable knowledge that will allow you to improve your efficiency and increase satisfaction for your customers. As a consequence of all this, you will also make your company's income grow.

We recommend that, once the program is made available online, you schedule the conferences of your preference and share them with your work team and your superiors in order to make the most of the event and return “home” with newly acquired skills, best practices and the willingness to keep growing.



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## 4) If you work in sales...

If you are a Salesperson or a member of a Marketing Team in the areas of technology and innovation, your prospects will surely be attending the GeneXus Meeting, so you should not lose sight of them!

Taking part of the GX25 will position you as someone interested in what goes on around your working environment, always attentive to customers and available for sharing a friendly talk, giving advice at relaxed contexts such as an event of this type. It may also prove useful in finding out what competitors are up to, and for imitating and improving their best practices in search for new customers.

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Why attend the GX25?

## **5) Topics of interest for different profiles.**

There will be 30-minute conferences at different rooms in parallel, in addition to workshops and interactive sessions, so you will have the chance to choose between technical or business topics, or subjects relative to management, entrepreneurship, and others. The options offered are quite varied and very enriching.

In relation to technology, the issues to be considered will deal with the development of applications for web and for mobile and smart devices, as well as subjects referred to integration, modernization and migration aspects in relation to applications, productivity tools, etc. Different experiences will be shared in relation to specific topics like BigData, image recognition, the Cloud, Interface Design, and User Experience (UI and UX), in addition to in-depth aspects of issues always present, such as Security, Testing and other disciplines and specializations that are part of our industry.

In the management area, we will be offering conferences to share experiences with Agile Methods and PMI, among others, as well as experiences relative to leadership challenges and teamwork. Other conferences offered will have a profile more related to business and entrepreneurship, both of which are aspects of significance in our industry for advancing in innovation and achieving new businesses.



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Why attend the GX25?

## 6) Dynamic discussions, Workshops and Coaching, all in one event.

All conferences will be 30 minutes long, and, as in previous editions, there will be hands-on labs on the development of web applications and applications for mobile and smart devices, among others.

There will also be interactive sessions to come in contact and share opinions with industry professionals who specialize in a variety of technologies. You will have the chance to meet, in person, individuals you considered out of reach or others who you just knew from the online world.

As we did for the GX24 Meeting, we are currently working on the design of coaching activities relative to the development of projects and applications for smart devices. The idea is for participants to come with their own ideas, their applications, or their concerns on how to apply this technology in their context/industry and be received by specialists capable of providing them with the advice necessary for developing their ideas, improving their applications, or even doing a swift brainstorming regarding possible applications to develop in their contexts and industries.



# GeneXus Meeting

GENEXUS + COMMUNITY



## THE MEETING IN NUMBERS



3 DAYS OF  
NETWORKING



+100  
SPEAKERS



+150  
ACTIVITIES



+3,500  
ATTENDEES



# GeneXus Meeting

PEOPLE + PEOPLE

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# GeneXus Meeting

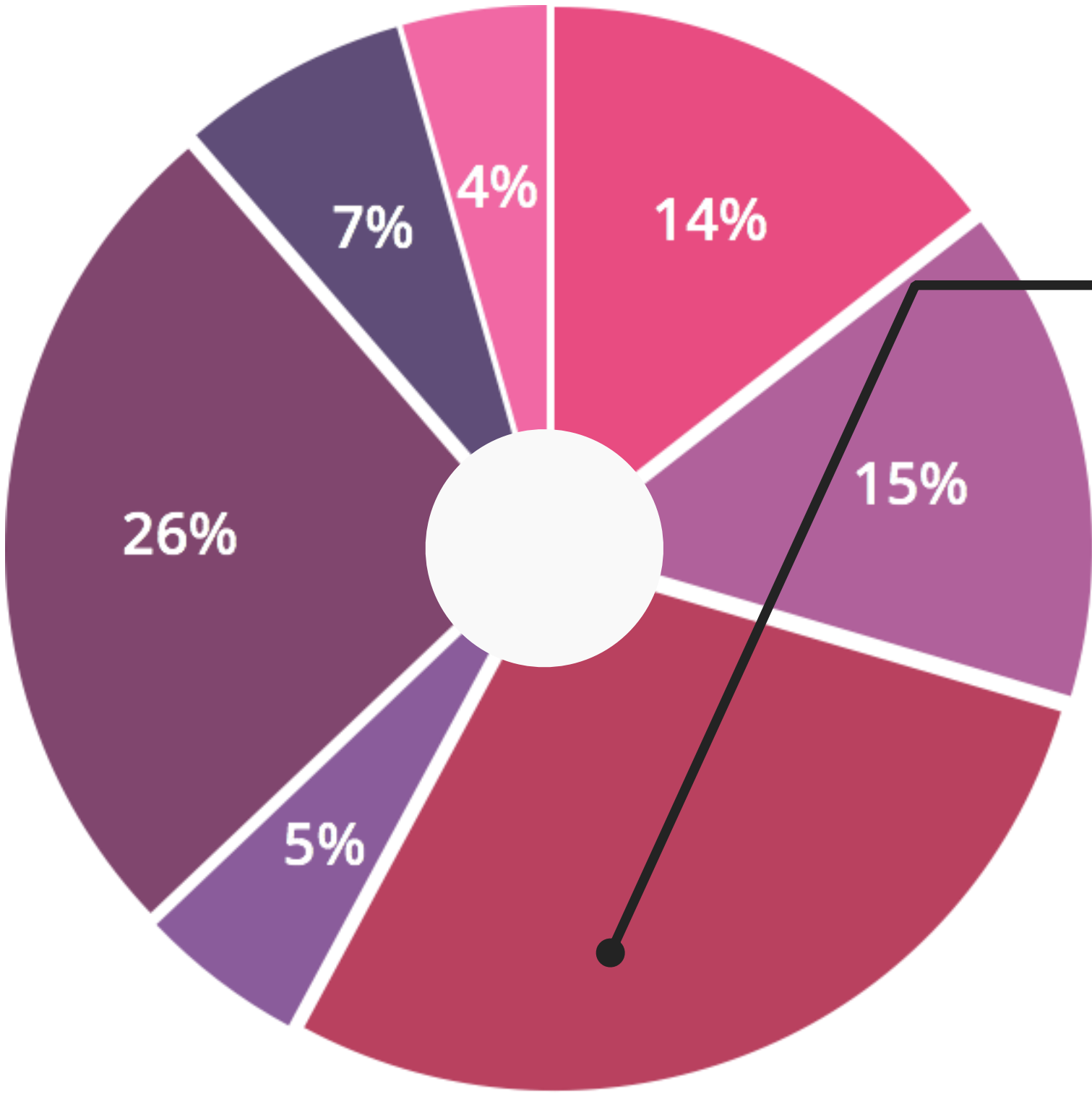
COUNTRIES





# GeneXus Meeting

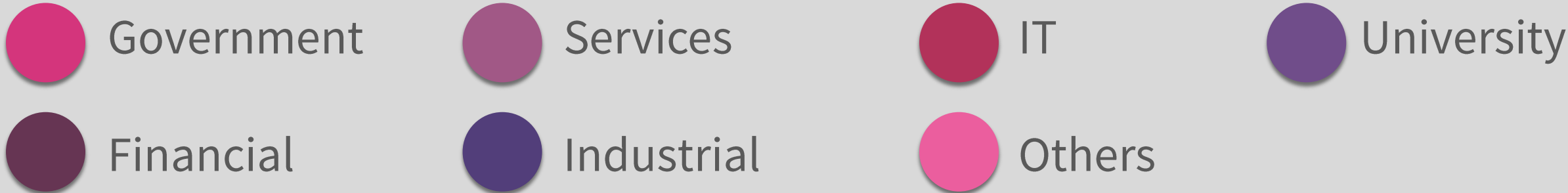
## SECTORS



**28%**  
IT

### Audience

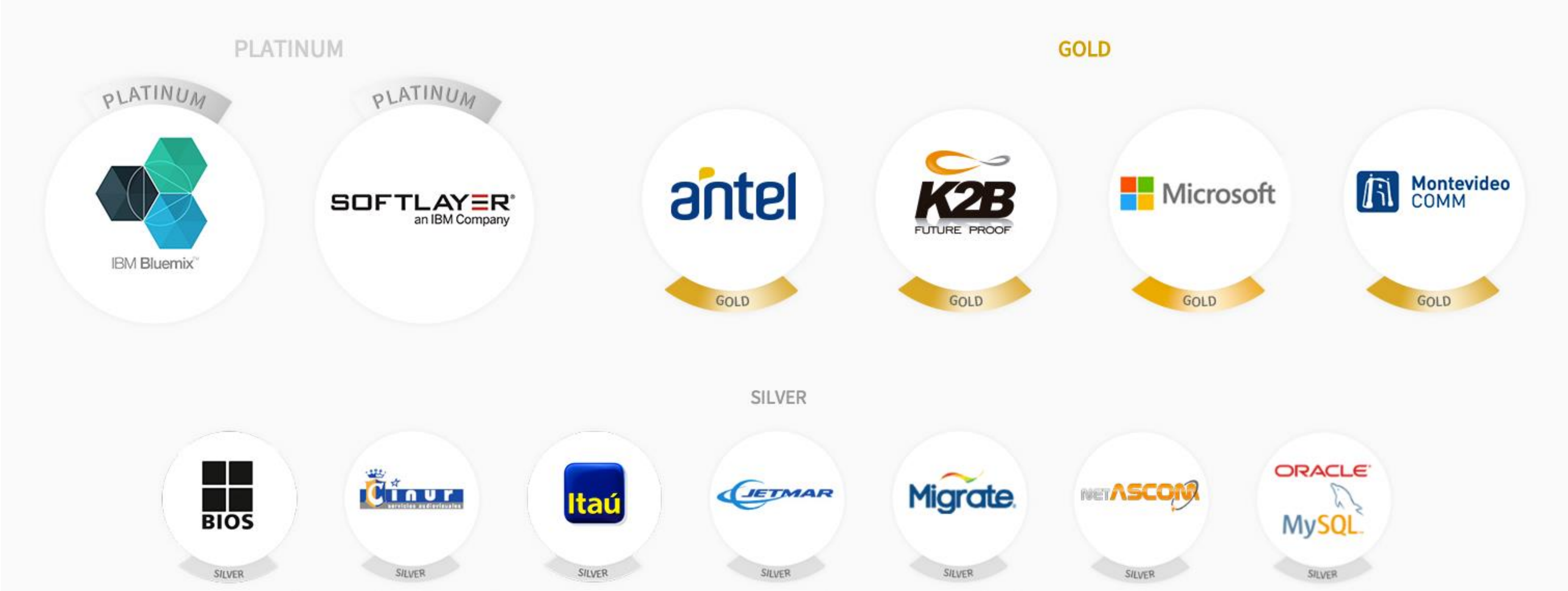
The GeneXus Meeting gathers attendees from all over the world, including entrepreneurs, professionals, students and representatives from the most relevant sectors of the local and regional economy.





# GeneXus Meeting

SPONSORS 2014





# GeneXus Meeting

MEDIA KIT 2014





# GeneXus Meeting

MEDIA 2014

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**+833,751 people**  
Reach of messages sent  
during the Meeting



**843 publications**  
International coverage  
(+51 interviews)



**3,129 Tweets**  
3 days  
#GX25



# 25<sup>th</sup> GeneXus Meeting

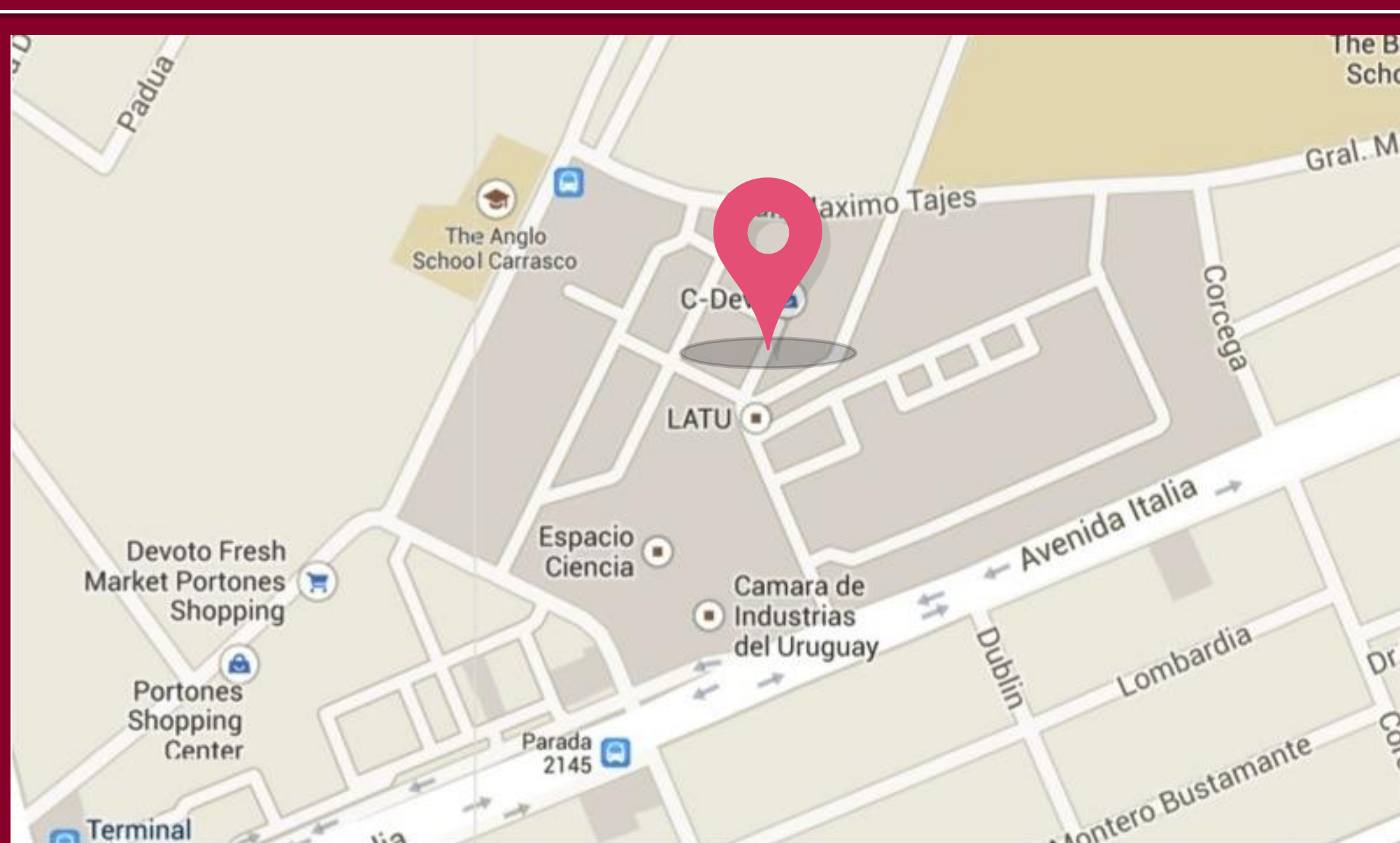
MESSAGE

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**“We’ve imagined many futures...  
Let’s build the best one together!”**

Nicolás Jodal, CEO





Contact:  
**María Laura Marrero**  
GX25 LEAD

[mlm@genexus.com](mailto:mlm@genexus.com)  
+598 2 601 2082