

30-31 AUG

AGILE CHENNAI 2024

CO-HOST



**RAJALAKSHMI
ENGINEERING COLLEGE**

An AUTONOMOUS Institution
Affiliated to ANNA UNIVERSITY, Chennai

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About Us

Agile Network India's **AgileChennai.com** Conference is one of the most important platforms for the Lean-Agile community in India since its inception in 2021.

Agile Chennai Conference is organised annually & is in its **fourth successive edition** in 2024. The Conference focuses on bringing the best & most emergent ideas about Lean-Agile, & some of the most important global minds working in this field under one roof.



Conference Theme

The Adaptive Advantage: Thriving in an Evolving Landscape

"The Adaptive Advantage: Thriving in an Evolving Landscape" explores the pivotal role of adaptability in navigating today's rapidly changing environments. This theme delves into strategies, mindsets, & skills that empower individuals & organisations to not only survive but thrive amidst continual shifts in technology, markets, & societal dynamics.

Sub Theme:

- **Responding to Emerging Trends** - is a dynamic exploration of how organizations can effectively adapt to & capitalize on the latest developments shaping industries worldwide.
- **Creating Sustainable Solutions** - is a thought -provoking exploration of how organisations can develop & implement strategies that not only address immediate challenges but also foster long-term sustainability.

Keynote Speakers



Sudipta Lahiri
Head of Engineering
and Products,
Digite Inc.



**Swami
Raghunayakananda**
Manager, Sri
Ramakrishna Math,
Chennai



**Charles
Godwin**
CHRO,
Zoho Corporation

About Co-Host



Rajalakshmi Engineering College, an autonomous institution affiliated to Anna University, Chennai, was established in the year 1997 under the aegis of Rajalakshmi Educational Trust whose members have had consummate experience in the fields of education and industry. The College has grown from strength to strength in the last 25 years and is progressing towards Excellence in Engineering Education, Research and Development.

Targeted & Expected Domains for Participation

- Automotive
- Consumer/FMCG
- Edtech
- Fintech
- Healthcare
- Information Technology

- Telecommunications
- E-commerce & Retail
- Banking, Finance & Insurance
- Engineering & Manufacturing & more

Targeted & Expected Participant Profile

Academia

Deans from Undergraduate & Post-Graduate Courses, HoDs, Faculties, Students

Executives & Leadership

CEOs, Directors, Engineering Heads, Founders, General Managers, Head of Delivery, Head of Technology Strategy, Vice-Presidents

Practitioners

Agile Coaches, Business Analysts, Developers, Product Managers, Product Owners, Program Managers, Portfolio Managers, Scrum Masters, Software Engineers, Solution Architects

Past Keynote Speakers



Bharani Subramaniam
Head of Technology -
India Thoughtworks



Suresh Vijayaraghavan
CTO
THG Publishing Pvt Ltd



Dr. Krishnaswamy Srinivasan
COO, Cloud & Integrated
Services SRM Tech



Prahalathan KK
Co-founder,
Bhumi



Sowmya Mahadevan
Chief Operating
Officer, Exeter
Premedia Services



Swami Narasimhananda
Secretary, R K Mission
Sevashrama, Kozhikode



Jeff Stuit
Founder
Improvement School



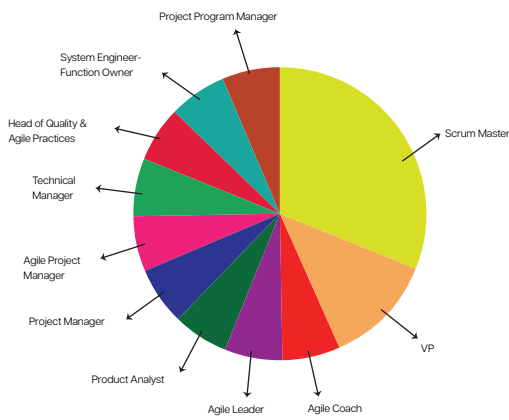
Mukesh Jain
CTIO & VP Insights
& Data, Capgemini
India



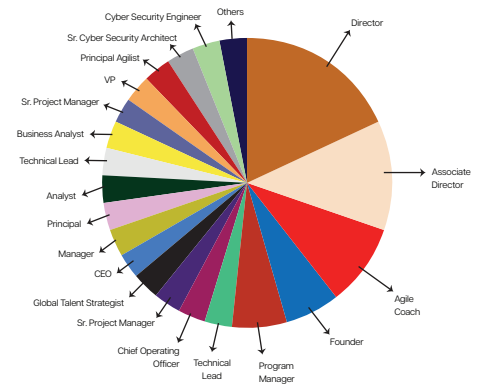
Past Sponsors



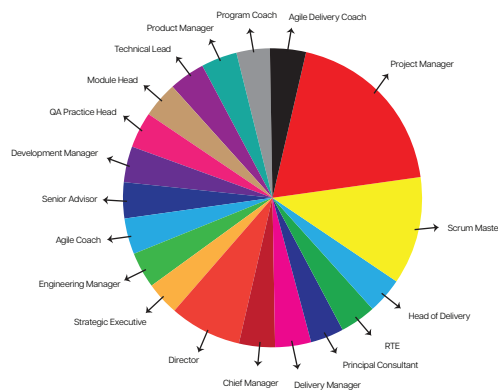
Statistics



2021



2022



2023

Feedback

- The choice of theme, “Empiricism & AI - Challenges! Challengers!!” proved to be insightful, addressing critical topics such as empirical process control, leadership, AI innovation & implementation. The content presented during the Conference was not only informative but also thought-provoking, sparking valuable discussions & reflections.
- The lineup of speakers brought a wealth of expertise to the Conference, offering diverse perspectives & enriching our understanding of the challenges & opportunities in the Lean-Agile community. The collaboration with our students & the quality of the sessions further solidified our eagerness to engage with Agile Chennai in the future.
- Great expert panels & presenters. Liked locality of the Conference
- Very well organised & hope to keep such events going every year
- I liked sessions on AI with Agility & panel discussion
- Discussions on DevOps & Technical agility was encouraging
- Panel discussion was very good with great insights
- I liked that all concept of AI are sequentially explained

Sponsorship Package

Agile Chennai provides a unique way to connect with potential customers and partners to showcase your offerings.

Benefits	Sponsor	Supporter
Booth Space	✓	X
Transparent Logo on Website	300 x 300	300 x 300
Description on Website	250 words	100 words
URL Redirect on Website	✓	X
Logo on T-shirt	✓	X
Logo on Bag	✓	X
Bag Inserts (Preferably digital version shared with participants)	4	X
Logo on Lanyard	✓	X
Logo on Badge	✓	X
Social Media Post Mentions	6	1
Email to Attendees	2	X
Complimentary Passes	6	1
Additional Discounted Registrations	10%	X
Investment (INR)	5,00,000	1,00,000

*Tax will be applicable as per the government rules



Benefits to Sponsor

- **Leverage Event Marketing:**

You can increase brand exposure through the event marketing, advertising and social media marketing

- **Influence the Decision Makers:**

You will be having direct access to the well-qualified, senior-level audience of decision makers (50-70%+ are involved in purchasing decisions, as per past event data)

- **Structured & Professional Set up to Market Product & Services:**

The Conferences provide a structured & professional setting to connect & market your product or services to the potential customers as the discussions are around the solution oriented topics working as appropriate occasion to pitch in your services

- **Tap into new Geographic Locations, Local Business & Audience:**

The Conference gets participation from various cities in India. You can avail the opportunity to tap into these locations & connect with potential clients, local businesses & networking partners.

- **Pre & Post Event Engagement:**

As a title sponsor you get an opportunity to engage with participants & community network followers before & after the Conference.

- **Get connected with Academia, Find Right Talent:**

This gives a unique opportunity to connect with educational institutes in five cities & find the right talent for hiring.

(*subject to Conference being hosted in an education institute)

**Not all benefits are applicable for supporter*

**For Sponsorship Package
Reach Us at**

community@agilenetworkindia.com

Know more at

www.agilechennai.com

