

Re-inventing the Uniface customer events

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Our Uniface customer event season has just started, and several of us have been busy preparing content which we will be delivering at various events around the world. We have decided to make some changes to the events which we (Uniface) run ourselves although we always make the content available to the various independent user groups such as [Face to Face](#) in the Netherlands and UnifaceBenutzerGruppe, or [UBG](#) in Germany.

The thinking started last year (2014) at the US Event in Las Vegas, where we ran the ever popular 'Speed Networking sessions' which are a cross between round table discussions and speed dating. One of the topics was 'The Future of the NAUUG', chaired by Zulayka. (NAUUG being North American Uniface User Group).

The feedback we got was interesting, and we've taken a lot of it onboard. The primary points being that there was a desire for the content to be more technical, and code, techniques and techie stuff is the most interesting. (We also see that technically oriented blog posts are generally the most popular.)



The result is that this year, the user events that we are running are *Developer Conferences*, with a focus on the technical content. We've also been working hard on the technical content, which will cover a variety of topics, such as UX, integration, development techniques, etc and will include getting into the code, with the source code being made available for future reference, use and enhancement. The sessions are delivered by various members of the Uniface technical team, and it should add up to be a really compelling reason to attend the events.

We have Developer Conferences already scheduled for the UK, France and the US which is always our biggest event over three days, and this week a few of us are in Japan, with one event in Tokyo and one in Osaka (both of which are sold out), and I'm sure we will have more events in 2016. The technical content is available to be used at the other customer events which we don't run ourselves, for example some of the Uniface team are in Israel this week and we usually have events in Latin America and Australia, although we've not booked anything at this time.