

# Modern Apps LIVE!

MODERN APPS FROM START TO FINISH

Presented in Partnership with  
**Magenic**

**ORLANDO**  
ROYAL PACIFIC RESORT AT  
UNIVERSAL ORLANDO



**NOV  
17-21  
2014**

**5 GREAT  
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**1 GREAT PRICE.**



TECH EVENTS WITH PERSPECTIVE

Modern Apps LIVE!  
MODERN APPS FROM START TO FINISH

SQL Server LIVE!  
TRAINING FOR DBAS AND IT PROS

Visual Studio LIVE!  
EXPERT SOLUTIONS FOR .NET DEVELOPERS

SharePoint LIVE!  
TRAINING FOR COLLABORATION

**TECHMENTOR**  
IN-DEPTH TRAINING FOR IT PROS

# MASTER THE MODERN APPS LANDSCAPE

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### Modern Apps Live! Conference Chair



**Rockford Lhotka**  
Modern Apps Live! Conference Chair,  
CTO, *Magenic*



## WHAT IS LIVE! 360?

**Live! 360** brings together five conferences, and the brightest minds in IT and Dev, to explore leading edge technologies and conquer current ones. These co-located events will incorporate knowledge transfer and networking, along with out-of-this-world education and training, as you create your own custom conference, mixing and matching sessions and workshops to best suit your needs. Whether you are a developer who uses Visual Studio, SQL Server, and SharePoint; or an IT Pro looking for ways to modernize your datacenter or assistance with your SharePoint administrative duties; or a DBA focused on building and supporting successful applications using SQL Server, the agendas are crafted for (almost) every IT title.

### Visual Studio LIVE!

EXPERT SOLUTIONS FOR .NET DEVELOPERS

**THE CODE IS STRONG WITH THIS ONE.** Visual Studio Live! Orlando is where developers, software architects and designers will connect for five days of unbiased and cutting-edge education on the Microsoft platform. With 60+ sessions led by industry experts and Microsoft insiders, you will walk away from this event having expanded your .NET skills and the ability to build better applications.

### SQL Server LIVE!

TRAINING FOR DBAs AND IT PROS

**CONQUER PLANET DATA.** SQL Server Live! provides comprehensive education and knowledge share on SQL Server database management, data warehouse/BI model design, Big Data analytics, performance tuning, troubleshooting and coding against SQL Server. After five days of workshops, deep dives and breakout sessions, SQL Server Live! will leave you with finely tuned skills to solve your biggest data challenges.

### Modern Apps LIVE!

MODERN APPS FROM START TO FINISH

**MASTER THE MODERN APPS LANDSCAPE.** Presented in partnership with Magenics, Modern Apps Live! brings Development Managers, Software Architects and Development Leads together to break down the complex landscape of mobile, cross-platform, and cloud development and learn how to architect, design and build a complete Modern Application from start to finish.

### SharePoint LIVE!


TRAINING FOR COLLABORATION

**USS COLLABORATE: LET'S WORK TOGETHER.** SharePoint Live! features no-hype, practical, and independent SharePoint training. SharePoint Live! is THE place to gather and learn how to customize, deploy and maintain SharePoint Server and SharePoint foundation to maximize business value.

### TECHMENTOR

IN-DEPTH TRAINING FOR IT PROS

**2014: AN IT TRAINING ODYSSEY.** TechMentor Orlando 2014 will be a training odyssey, focused entirely on making your datacenter more modern, more capable, and more manageable. We'll not only be covering the latest and greatest technologies, but also the latest techniques – even ones that help you get more from the technologies you're currently using. Join us, won't you?



Attendees of any of the events will have unlimited access to all five – mix and match sessions to create a custom conference!



## A Message from the Conference Chair

Modern applications leverage the power of multiple client devices, the cloud, and your local computing resources to provide end users with the richest and best experience possible. This type of app is so compelling, and yet so complex to build, that we thought it was worth a conference unto itself.

Modern app development brings a new set of challenges to software developers, designers, managers, architects and team leads. Many of these apps target multiple client platforms and technologies, and rely on state-of-the-art, server-side platform capabilities. And gone are the days of "cowboy development." Users expect professional quality and performance in apps that are delivered on time, and that means we need to apply application lifecycle processes and tools effectively, along with embedded developer and acceptance testing.

If all that isn't enough, there's an increasing recognition that the data generated by modern apps can be used in business intelligence, analysis, and reporting in ways never before imagined. Any modern app project should include BI and data analysis right from the start to ensure the data is gathered and stored in a way that can support these critical scenarios.

Modern Apps Live! is unlike any conference you've attended before. It consists of a single track containing sessions that build on each other to provide you with an end-to-end narrative covering all aspects of building modern apps using today's technologies. All of the Modern Apps Live! speakers have worked together as a team to bring you the highest quality content, such that each session builds on those that have gone before. This conference is almost more of a multi-day training session than a traditional conference.

I have personally worked with all of the Modern Apps Live! speakers to put together a series of sessions that bring all these concepts, tools and technologies together. So when you leave the conference you'll have a complete picture of what

goes into building a modern app for Windows 8, iPad, Android, and HTML 5 devices that all interact with state-of-the-art backend services running in public or private clouds.

I also know that many of you wear multiple IT hats at the office, so I invite you to take advantage of the co-located technology tracks offered at Live! 360. This gives you an unprecedented opportunity to focus on not just Modern Apps, but also SQL Server, SharePoint, .NET development with Visual Studio, and more – all in a single venue.

There's nothing else like Modern Apps Live!; if you are a software architect, development manager, team lead, or senior developer you owe it to yourself to attend this event!



Rockford Lhotka  
Conference Chair  
Modern Apps Live!



## Events & Activities

Your attendance at Live! 360 is about learning from your peers as well as the experts; make the most of your time with us and add these events and activities to your itinerary!



### Dine-A-Round Dinner

Sunday, November 16, 6:00pm – 9:00pm  
Universal CityWalk

Join other conference attendees and speakers for a casual, no-host dinner and make a few new friends while enjoying the fun and delicious themed restaurants at Universal CityWalk. This is your opportunity to meet fellow attendees and start friendships that can last for the week or even longer. Attendees can break into smaller groups based on where everyone wants to dine and head off to dinner. Everyone is responsible for their own dinner.

### EXPO Preview

Monday, November 17, 5:00pm – 6:00pm  
EXPO Hall

Join us on Monday evening for drinks and snacks and to get a “sneak peek” at the Live! 360 exhibitors before the Live! 360 Keynote at 6:00 pm. This is a great opportunity to meet and network with your fellow attendees early in the week and to learn about the innovations and latest technologies available from our exhibitors.

### Exhibitor Reception

Tuesday, November 18, 5:30pm – 7:30pm  
EXPO Hall

Enjoy drinks and snacks while you explore the Live! 360 exhibits and network with fellow attendees and speakers. This is your chance to check out the latest offerings from our exhibitors to help you in daily life when you return to the office.

Don't forget to visit the Demo Theater during the Expo Preview to hear directly from exhibitors and enter for your chance to win a FREE Live! 360 2015 pass.



### Birds-of-a-Feather Lunch

Wednesday, November 19,  
12:15pm – 1:45pm  
Dining Tent

Plumb the knowledge and experience of your colleagues, conference speakers and exhibitors by participating in one of the Birds-of-a-Feather table discussions. These tables are designated with a sign and seating is on a first-come basis. There will be a wide variety of topics covering all Live! 360 events and many tables will host a conference speaker to keep the conversation going.

## Agenda At-A-Glance (Sunday, Monday & Tuesday)

What sets Modern Apps Live! apart is the **singular topic focus**; sessions build on each other as the conference progresses, leaving you with a holistic understanding of modern applications, which means a complete picture of what goes into building a modern app for Windows 8, iPad, and Windows Phone 8 devices that all interact with state-of-the-art backend services running in public or private clouds.

START TIME	END TIME	SUNDAY November 16, 2014: Modern Apps Live! Pre-Conference
4:00 PM	9:00 PM	EXPO Preview
6:00 PM	9:00 PM	Dine-A-Round Dinner @ Universal CityWalk
START TIME	END TIME	MONDAY, November 17, 2014: Modern Apps Live! Pre-Conference Workshop
8:00 AM	5:00 PM	MAM01 - Workshop: Modern App Technology Overview - Android, iOS, Cloud, and Mobile Web - <i>Nick Landry, Kevin Ford, &amp; Steve Hughes</i>
5:00 PM	6:00 PM	EXPO Preview
6:00 PM	7:00 PM	Live! 360 Keynote: To Be Announced
START TIME	END TIME	TUESDAY, November 18, 2014: Modern Apps Live! Day 1
8:00 AM	9:00 AM	Modern Apps Live! Keynote: To Be Announced
9:00 AM	9:30 AM	Networking Break • Visit the EXPO
9:30 AM	10:45 AM	MAT01 - Defining Modern App Development - <i>Rockford Lhotka</i>
11:00 AM	12:15 PM	MAT02 - Modern App Architecture - <i>Rockford Lhotka</i>
12:15 PM	2:00 PM	Lunch • Visit the EXPO
2:00 PM	3:15 PM	MAT03 - ALM with Visual Studio Online (TFS) and Git - <i>Brian Randell</i>
3:15 PM	4:15 PM	Networking Break • Visit the EXPO
4:15 PM	5:30 PM	MAT04 - Reusing Business and Data Access Logic Across Platforms - <i>Kevin Ford</i>
5:30 PM	7:30 PM	Exhibitor Reception

**“The range and diversity of the sessions.  
Modern Apps Live is a great concept!”**

– *Carlos Sarmiento, Developer, Legal Pro Systems*

## Agenda At-A-Glance (Wednesday, Thursday & Friday)

START TIME	END TIME	WEDNESDAY, November 19, 2014: Modern Apps Live! Day 2
8:00 AM	9:00 AM	Live! 360 Keynote: To Be Announced
9:15 AM	10:30 AM	MAW01 - Coding for Quality and Maintainability - Jason Bock
10:30 AM	11:00 AM	Networking Break • Visit the EXPO
11:00 AM	12:15 PM	MAW02 - UX Design for Modern Apps - Anthony Handley
12:15 PM	1:45 PM	Birds-of-a-Feather Lunch • Visit the EXPO
1:45 PM	3:00 PM	MAW03 - Applied UX: iOS, Android, Windows - Anthony Handley
3:00 PM	4:00 PM	Networking Break • Visit the EXPO • Expo Raffle @ 3:30 p.m.
4:00 PM	5:15 PM	MAW04 - Leveraging Azure Services - Kevin Ford
8:00 PM	10:00 PM	Live! 360 Evening Event
START TIME	END TIME	THURSDAY, November 20, 2014: Modern Apps Live! Day 3
8:00 AM	9:15 AM	MAH01 - Analyzing Results with Power BI - Steve Hughes
9:30 AM	10:45 AM	MAH02 - Building a Native iOS App - To Be Announced
11:00 AM	12:15 PM	MAH03 - Building an Android App with Xamarin - Nick Landry
12:15 PM	1:30 PM	Lunch on the Lanai
1:30 PM	2:45 PM	MAH04 - Building a Windows App - Brent Edwards
3:00 PM	4:15 PM	MAH05 - Building a Responsive Single Page App - Allen Conway
4:30 PM	5:45 PM	Live! 360 Conference Wrap-up - Andrew Connell, Matt McDermott, Don Jones, Greg Shields, Andrew Brust, Rockford Lhotka
START TIME	END TIME	FRIDAY, November 21, 2014: Modern Apps Live! Post-Conference Workshop
8:00 AM	5:00 PM	MAF01 - Workshop: Modern App Development In-Depth: iOS, Android, Windows, and Web - Brent Edwards, Anthony Handley, & Allen Conway

Speakers and sessions subject to change

## Session Descriptions

### **MAM01 Workshop: Modern App Technology Overview - Android, iOS, Cloud, and Mobile Web**

– *Introductory*

**Nick Landry, Kevin Ford, & Steve Hughes**

Monday, November 17, 8:00am – 5:00pm

The Modern Apps Live! conference covers the “how and why” modern apps are built with various technologies. If you haven’t built apps for iOS (iPhone, iPad), Android, Xamarin, CSLA, TypeScript, or AngularJS, then this workshop is for you. This workshop is designed as a crash course for beginners who want to understand the basics of these technologies. We highly recommend it for attendees of the Modern Apps Live! conference because the content in the later conference sessions assumes you have at least some understanding of the technologies presented in this session. When you leave you’ll have an understanding of the development options and core techniques for each platform so you’ll be ready to build compelling modern apps.

### **MAT01 Defining Modern App Development**

– *Intermediate*

**Rockford Lhotka**

Tuesday, November 18, 9:30 – 10:45am

We’re rapidly moving into the era of “modern apps”, where users expect a more intuitive, productive, and compelling experience from their computers and devices. Moreover, they expect a similar app experience on their phone, their tablet, and their computer; all of which is transparently supported by a cloud-based infrastructure (public or private) so that the app has their data and settings everywhere they go. In this session, you’ll see how and why Modern Apps is so important to you and your users, and you’ll understand the high level process for designing and building this type of app.



**“I really liked the cohesive feel of Modern Apps Live! Especially the way a single application was built and referred to in all sessions in the track. Brilliant!!”**

– *Chad Heyes, Fiserv*

### **MAT02 Modern App Architecture**

– *Intermediate*

**Rockford Lhotka**

Tuesday, November 18, 11:00am – 12:15pm

There’s a lot of technology involved when architecting and developing modern apps. Somehow you need an architecture that can support multiple disparate client operating systems and platforms, and yet hopefully take advantage of a set of services. Balance that against the desire to reuse as much code as possible between clients and the server and architecture becomes a serious challenge. In this session, you’ll see several options for modern app architecture with discussion about the pros and cons of each.

### **MAT03 ALM with Visual Studio Online (TFS) and Git**

– *Intermediate*

**Brian Randell**

Tuesday, November 18, 2:00 – 3:15pm

This session gets you started on the right foot by walking through the process of setting up a project in Visual Studio Online (TFS), including the use of source control (TFS or git), staffing, reporting, and requirements gathering. You will also learn how to establish effective Visual Studio solution and project organization to support a robust enterprise application architecture. Leaving this session, you’ll not only be able to set up your own TFS and Visual Studio projects, but you’ll understand how to use Visual Studio Online to gather and manage requirements and the overall project lifecycle.

### **MAT04 Reusing Business and Data Access Logic Across Platforms**

– *Intermediate*

**Kevin Ford**

Tuesday, November 18, 4:15 – 5:30pm

Modern App development can be extremely expensive and



## Session Descriptions, continued

complex. An important way to control that complexity and cost is to reuse as much business and data access as possible across all the platforms you choose to support. In this session, you will learn how to organize server-side logic for reuse across various platforms, including the use of technologies such as Entity Framework. You will also learn how to use technologies such as Xamarin and CSLA .NET to reuse much of your client-side business logic across platforms.



### **MAW01 Coding for Quality and Maintainability – Intermediate**

**Jason Bock**

*Wednesday, November 19, 9:15 – 10:30am*

Cost-effective enterprise software development requires the entire team to be focused on ensuring quality is present right from the beginning and at every step in the process. Much of this work involves some form of testing to verify the application works as expected. In this session, you will learn how to implement effective strategies using mocking and unit testing for your modern app code across various operating systems and platforms. Even the most basic code testing regimen provides amazing value to any software development effort, and you owe it to yourself and your organization to get started, or to continually improve your existing process.

### **MAW02 UX Design for Modern Apps – Intermediate**

**Anthony Handley**

*Wednesday, November 19, 11:00am – 12:15pm*

Although quality business and data layers are critical to any application, the user sees and interacts with the application through its user interface. The user experience for all applications has become increasingly important over the years, and modern applications have set a high bar for even the simplest app. Modern apps have set a higher bar in terms of productivity, aesthetics, platform integration, and usability than the apps most of us have built throughout our careers. In this session, you will learn some new ways of thinking

that will enable you to reimagine application development, and techniques you can apply as you design your own modern apps.

### **MAW03 Applied UX: iOS, Android, Windows – Intermediate**

**Anthony Handley**

*Wednesday, November 19, 1:45 – 3:00pm*

Each of the major device platforms has its own set of UX gestures, features, and user expectations. Yet do you really want to implement a different user experience for each phone, tablet, and desktop computing scenario? That could leave you implementing and maintaining your UI layer as many as 7 times! Learn when and how to reuse UX concepts across platforms, and when you really do need to provide a custom implementation for one or more platforms or device types.

### **MAW04 Leveraging Azure Services – Intermediate**

**Kevin Ford**

*Wednesday, November 19, 4:00 – 5:15pm*

Microsoft Azure provides powerful support for modern app development, covering the needs of mobile and enterprise development efforts. In this session, you will learn how to take advantage of several Azure services, bringing them all together to support a modern app that includes mobile, web, and BI features. The features discussed include blob storage, SQL Server, Mobile Services, and Web Sites.

**“Modern Apps Live! was my favorite. The topics chosen for that were nice and the speakers did justice in presenting them.”** – Anvit Sinha, Centric Group

## Session Descriptions, continued

### **MAH01 Analyzing Results with Power BI** – *Intermediate*

**Steve Hughes**

*Thursday, November 20, 8:00 – 9:15am*

In today's world, users increasingly expect the data collected by their apps to be available for analysis in rich and flexible ways. SQL Server 2012, along with SharePoint and Excel 2013 (via PowerPivot and PowerView). In this whirlwind session, you'll learn the basic thinking behind design and implementation of a data mart or data warehouse, and how to establish a data model for analysis. You'll also see how PowerPivot and PowerView work to enable flexible access and analysis of enterprise data.

### **MAH02 Building a Native iOS App** – *Intermediate*

**To Be Announced**

*Thursday, November 20, 9:30 – 10:45am*

Back-end business, data, application, and mobile services can be used to support applications built for the iPhone and iPad devices running Apple's iOS platform. In this session, you'll learn how to implement a mobile iPad application that provides a comparable user experience, while leveraging the same back-end code that supports Windows, Android, and JavaScript clients.

### **MAH03 Building an Android App with Xamarin** – *Intermediate*

**Nick Landry**

*Thursday, November 20, 11:00am – 12:15pm*

Android is a popular development target for modern apps, providing usability on phones and tablets. Xamarin is a powerful toolset that allows developers to write native Android (and iOS) apps using C#. The one area where Android is unique is in the UI design and implementation, but even there Xamarin allows the code controlling the UI

to be written in C#. In this session, you'll learn how to build an Android client app that makes use of the same business logic as a WinRT (Windows 8 or Windows Phone 8.1) client app, as well as leveraging the same back-end services as the Windows, iOS, and JavaScript clients.

### **MAH04 Building a Windows App** – *Intermediate*

**Brent Edwards**

*Thursday, November 20, 1:30 – 2:45pm*

This session will walk through the software design and implementation choices and details involved in building a modern app for Windows 8 and Windows Phone using C# and XAML. The future of the .NET platform lies in WinRT, not only for store apps but also for business apps, and this session will provide you with the knowledge necessary to start down the path toward WinRT development. Not surprisingly, you'll learn how this client can leverage the same client-side business logic as the Xamarin Android client, and the same server-side services as all the other client implementations.

### **MAH05 Building a Responsive Single Page App** – *Intermediate*

**Allen Conway**

*Thursday, November 20, 3:00 – 4:15pm*

Single Page Applications (SPAs) built with HTML5 and JavaScript (or TypeScript) are increasingly popular. These apps run in a modern browser and provide the user with a rich smart client experience that is generally consistent across different browsers and platforms. In this session, you'll learn what's involved in implementing an SPA using modern JavaScript frameworks, TypeScript, and HTML5. You'll also learn how to make an SPA responsive so it supports all device types from small phone screens to full-size desktop monitors. You will also learn how to build an SPA to take advantage of existing back-end services that support Windows, Android, and iOS clients.

### **MAF01 Modern App Development In-Depth: iOS, Android, Windows, and Web** – *Intermediate*

**Brent Edwards, Anthony Handley, & Allen Conway**

*Friday, November 21, 8:00am – 5:00pm*

The Modern Apps Live! conference content focused a lot on the tradeoffs and choices involved in designing and building a modern app. This workshop dives deep into the technology behind those choices and the way they are used to implement the MyVote demo app used in the conference. This is a no-holds barred deep dive into the design and implementation of modern apps, from the app server to the mobile services to each client app technology. You'll learn about Azure cloud services, web sites, mobile services, SQL, and storage. You'll learn about Xcode and iOS development, and Xamarin for Android development. Through it all you'll learn about user experience and design and how important the UX is to success modern apps.

**“Excellent collection of speakers. Love the mobile app for agenda, feedback, and speaker profiles. Location in Orlando. Networking opportunities.”**

– *Hassan Abbas, Brookfield Residential*

## Live! 360 Conference Advisory Board



**Michael Desmond**  
*Editor in Chief, MSDN Magazine*

Michael Desmond is editor in chief of MSDN Magazine, Microsoft's flagship publication for software developers working with Microsoft tools and technologies. A 20-year veteran in IT and technology publishing, Desmond was an editor at *PC World* magazine for six years

before launching an editorial consultancy that did work for leading technology firms like IBM, Intel and Sun Microsystems.



**Lafe Low**  
*Editor, Live! 360 Events*

Lafe Low has been a technology editor and writer for more than 25 years. Most recently, he was the editor in chief of *TechNet* magazine. He has also held various editorial positions with Redmond magazine, *CIO* magazine and *InfoWorld*. He also launched his own magazine

entitled *Explore New England*, and has published four editions of his guidebook *The Best in Tent Camping: New England*.



**Jeffrey Schwartz**  
*Editor, Redmond Magazine*

Jeffrey Schwartz is the editor of 1105 Media's *Redmond* magazine, an editor-at-large and columnist for *Redmond Channel Partner* magazine, and author of a blog covering enterprise cloud computing called *The Schwartz Cloud Report*.

Earlier in his tenure with the Enterprise Computing Group of 1105 Media, he held senior editorial positions with *Application Development Trends*, *Visual Studio Magazine* and *Redmond Developer News*. He has covered all aspects of enterprise IT for more than two decades and has spent much of that time writing about mobile computing technology. Before joining 1105 Media's Enterprise Computing group, he held several senior editorial roles with such publications as *VARBusiness* (now part of *CRN*), *InternetWeek* and *CommunicationsWeek*.



**Keith Ward**  
*Editor in Chief, Virtualization Magazine*

Keith Ward is editor in chief of *Virtualization Review* Magazine. He's been a technology journalist for more than a decade. In that time, he's covered all aspects of the industry, from IT administration to virtualization to software development. He was

founding editor of *Virtualization Review* magazine, editor of *Redmond* magazine and senior editor of *Microsoft Certified Professional* magazine. He served as editor in chief of *MSDN* Magazine and *Visual Studio* Magazine before his current role with *Virtualization Review*.



**Michael Domingo**  
*Editor-in-Chief, Visual Studio Magazine*

Michael Domingo is Editor in Chief of *Visual Studio* Magazine. He's been a technology journalist for more than 20 years, covering database management systems, technology certifications, and the breadth of Microsoft development and networking tools over those years.

You can find him on Twitter @domingophoto.



## Conference Chair



**Rockford Lhotka**  
*CTO, Magenic*

Rockford Lhotka is the CTO of Magenic, and is the creator of the widely used CSLA .NET development framework. He is the author of numerous books on software development, and regularly speaks at major conferences around the world. Rockford is a Microsoft Regional Director and MVP. Magenic is a company that specializes in planning, designing, building and maintaining your enterprise's most mission critical systems.

## Conference Speakers



**Jason Bock**  
*Principal Consultant, Magenic*

Jason Bock is a Practice Lead for Magenic ([www.magenic.com](http://www.magenic.com)) and a Microsoft MVP (C#). He has worked on a number of business applications using a diverse set of substrates and languages in his career. He is the author of "Metaprogramming in .NET", "Applied .NET Attributes", and "CIL Programming: Under the Hood of .NET". He has written numerous articles on software development issues and has presented at a number of conferences and user groups. He is a leader of the Twin Cities Code Camp ([www.twincitiescodecamp.com](http://www.twincitiescodecamp.com)). Jason holds a Master's degree in Electrical Engineering from Marquette University. Visit his web site at [www.jasonbock.net](http://www.jasonbock.net).



**Allen Conway**  
*Senior Consultant, Magenic*

Allen Conway is a Senior Consultant for Magenic ([www.magenic.com](http://www.magenic.com)) that is an advocate of Microsoft .NET technologies and the Microsoft platform both professionally and personally. He enjoys the challenge and creativity behind software engineering, and hopes to give back to others in the community by speaking and on this blog at <http://allen-conway-dotnet.blogspot.com>.



**Brent Edwards**  
*Associate Principal Consultant, Magenic*

Brent Edwards is an Associate Principal Consultant for Magenic and a co-founder of the Twin Cities Windows 8 User Group. He is an accomplished software developer, architect, mentor, and speaker with over 8 years of experience in developing innovative solutions with Microsoft technologies. Brent has worked on projects ranging from ASP.NET MVC with jQuery to WPF to Silverlight. He is also the author of MVVM Fabric (<http://mvvmfabric.com/>), a free MVVM framework for WPF. In addition to Microsoft technologies, Brent develops applications for the Android platform. His apps have over two million downloads and he was selected by Google as a Top Android Developer for their Device Seeding Program. When not cranking out code, you can find him hanging out with his wife and four kids or riding his wakeboard, snowboard or mountain bike. Check out his blog at <http://brentedwards.net> and follow him on twitter @brentledwards.



**Kevin Ford**  
*Practice Lead, Magenic*

Kevin Ford is a Practice Lead with Magenic Technologies out of their Boston Office. For the past twenty years he has specialized in enterprise application development using the Microsoft stack. Kevin is an accomplished .NET architect and leader at Magenic. He works with each region to ensure that Magenic consultants have the right relationships, resources, and opportunities to advance their technical skills. Kevin also maintains the Xamarin Android implementation of the CSLA framework.



**Anthony Handley**  
*UX Practice Lead, Magenic*

A 17-year design veteran, Anthony Handley leads Magenic's user experience design practice and is a five-time recipient of the Microsoft MPV Award. In the design and technology communities, he is a passionate advocate of compelling, intuitive experiences. As a thought leader at Magenic, Anthony and his team help clients bring exceptional user experiences to their customers across a variety of channels and platforms including Windows 8, Windows Phone, iOS, Android and the Web.



**Steve Hughes**  
*Practice Lead, Magenic*

Steve Hughes is a Practice Lead at Magenic. He works with Microsoft's SQL Server stack to deliver data and business intelligence solutions. He has been working with technology for over 15 years with much of that time spent on creating business intelligence solutions including multidimensional databases, reporting solutions, and data marts. He is passionate about using data effectively and helping customers understand that data is valuable and profitable. Steve also has experience working with a large Software as a Service vendor where he received awards for customer satisfaction and engineering excellence. In 2010, he received Consultant of the Year honors at Magenic. Steve believes the data in the cloud will change how information can be delivered to and consumed by the masses. He also provides insights from the field on his blog at <http://www.dataonwheels.com>. Steve currently leads the Minnesota SQL Server User Group (PASSMN) and is a PASS Regional Mentor for the Northeast.

## Conference Speakers, continued



**Nick Landry**

*Senior Technical Evangelist, Microsoft*

Nick Landry (@ActiveNick) is a mobility pioneer specializing in the design and production of mobile applications for consumers and the enterprise using diverse cross-platform technologies including Windows Phone, Windows 8, iOS, Android, Mobile Web, Xamarin and PhoneGap. Nick works at Microsoft as a Senior Technical Evangelist in the New York Metro area and engages with developers, students and IT pros to help them learn, adopt and use the Microsoft developer platform to design and build the next generation of apps for Windows Phone, Windows 8 and Windows Azure. Nick is also a Nokia Developer Ambassador whose mandate is to educate and support Windows Phone developers to maximize their success.

Prior to joining Microsoft, Nick spent almost two years as a Senior Product Manager for mobile, data visualization and geospatial developer tools across multiple technologies and platforms. He previously spent most his career in IT consulting and services organizations across various technical and business roles, designing, building, managing and selling innovative software solutions for some of the world's top brands and Fortune 500 companies. Known for his dynamic and engaging style, he is a frequent speaker at major software development conferences worldwide like VSLive, CodePalousa, Prairie DevCon, HDC, DevTeach, Xamarin Evolve, TechEd, and others. Nick was a 10-year Microsoft MVP awarded on Windows Phone Development, and is a Nokia Developer Champion. With over 20 years of professional experience, Nick is a developer and software architect by trade and specializes

in Cross-Platform Mobility, Location Intelligence & Geospatial development, Data Visualization, Cloud Computing and Mobile Game Development. He authored multiple technical magazine articles, white papers, and mobility courses, has been a technical editor for IT books, and holds several professional certifications. Blog: [www.AgeofMobility.com](http://www.AgeofMobility.com) – LinkedIn: [www.linkedin.com/in/activenick](http://www.linkedin.com/in/activenick)



**Brian Randell**

*Partner, MCW Technologies*

Brian A. Randell is a Partner with MCW Technologies LLC. For more than 20 years he has been building software solutions. He educates teams on Microsoft technologies via writing and training—both in-person and on demand. He's also a consultant for companies small and large, worldwide, including Fortune 100 companies like Microsoft. Brian is a passionate software craftsman who still enjoys coding as he helps teams to improve their processes from idea to shipping to production management and monitoring. In addition, he's become obsessed over the last few years with natural user interfaces and how to create compelling user experiences regardless of platform. In early 2010, he toured the world prepping Microsoft employees and Microsoft partners for the Microsoft Visual Studio 2010 launch. In 2012, he and his team built some of the first training content and demos for Microsoft using Visual Studio 2012, Team Foundation Server 2012, and Windows 8. For the 2013 release, he continued building new ALM content for use worldwide by Microsoft. He's currently a Visual Studio ALM MVP and co-author of "Professional Application Lifecycle Management with Visual Studio 2013" from Wrox Publishing. When not working, Brian enjoys spending time with his wife and two children who enjoy making him look bad on the Xbox One (with and without Kinect).



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Founded in 1995 by the same technical minds that still run the company, Magenic is a custom application development firm that focuses on the Microsoft stack and mobile application development. Our 400+ consultants are spread over six U.S. offices and one international location. Fronted by numerous Microsoft MVPs and V-TSPs, our development team is current on all of the newest Microsoft technologies, including Windows 8 and SQL Server 2012. With an in-house UI/UX design team and proven quality assurance and testing practice in place, Magenic is a logical fit for Fortune 1000 organizations seeking enterprise custom application development. [www.magenic.com](http://www.magenic.com)



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Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and Internet technologies for personal and business computing. Microsoft offers a wide range of innovative products and services designed to help individuals and organizations realize their full potential. [www.microsoft.com](http://www.microsoft.com)

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Sitecore is the global leader in customer experience management software. The company delivers highly relevant content and personalized digital experiences that delight audiences, build loyalty and drive revenue. With Sitecore's experience platform, marketers can own the experience of every customer that engages with their brand, across every channel. More than 3,500 of the world's leading brands – including American Express, Carnival Cruise Lines, EasyJet and Heineken – trust Sitecore to help them deliver the meaningful interactions that win customers for life. [www.sitecore.net](http://www.sitecore.net)

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#### CONFIO solarwinds

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*Continued*

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MySQL is the world's most popular open source database. Whether you are a fast growing web property, technology ISV or large enterprise, MySQL can cost-effectively help you deliver high performance, scalable database applications. [www.mysql.com](http://www.mysql.com)



Veeam® enables the Always-On Business™ by providing solutions that deliver Availability for the Modern Data Center™ which provides recovery time and point objectives (RTPO™) of less than 15 minutes for the majority of applications and data. Veeam recognizes the challenges in keeping a business up and running at all times and addresses them with solutions that provide high-speed recovery, data loss avoidance, verified protection, risk mitigation and complete visibility

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Covering Microsoft Technologies and Developer News with personal narrative from Kyle Reddoch.  
[www.winphankyle.com](http://www.winphankyle.com)



John Sansom is a Microsoft Certified Master (MCM) of SQL Server and author of the popular SQL Brit blog community. Inspiring excellence and encouraging the development of others, John created the **SQL Community Forum**, an entirely free community for ambitious Data Professionals to collaborate and share knowledge. Having only just recently

launched, the community has already amassed over 1000 posts of insight and experience.

John is also the publisher of the free SQL community ebook **DBA JumpStart**, an inspiring collection of advice for Data Professionals, written by 20 SQL Server experts.

Awarded the Microsoft Community Contributor (MCC) award, John is a prolific blogger and can be found regularly writing about SQL Server and Professional Development over at [www.johnsansom.com](http://www.johnsansom.com)



The **Tampa Bay Virtualizations Users Group (TBVUG)** is focused on the latest virtualization technologies, cloud computing, management software, and related certifications to help IT professionals and anyone interested in these technologies to network together and share their knowledge and expertise to the group.



The **Arizona PowerShell User Group (AZPOSH)** was formed to build a strong local community of IT Professionals interested in using and learning PowerShell.

We are the Premier PowerShell User Group in the Southwest and we encourage PowerShell users everywhere of any skill level (beginners-experts) to join the group.

*Continued*

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### ALLIANCE MEDIA PARTNER



The Windows Developer User Group has been established to nurture knowledge base and collaboration among Windows Phone & Windows 8 application developers & enthusiasts. While primarily based in Columbus

OH, developers from all around Ohio, neighboring states and just about anybody who has interest in the Microsoft ecosystem, is most welcome. Modus operandi includes monthly User Group meetups and developer hackathons!

Additional information here: <http://thewindowsdeveloperusergroup.com/> or follow us on twitter: @windowsdevug.

Media Partners \*Please note that the below media partners will not have an associated logo saved.

### ALLIANCE MEDIA PARTNER (CONTINUED)



Watch technical User Group presentations online for FREE <http://usergroup.tv>

#### ALLEN CONWAY

**Allen Conway's Blog** provides an array of information around Microsoft .NET and surrounding technologies associated with the Microsoft stack as well as editorials and experiences in the career of being a software engineer. The goal is an extraction of some of his thoughts and ideas in order to give back to others in the community.

#### HAISHI BAI

Join over half a million (and growing!) viewers to read about new developments in Windows Azure, innovative scenarios on the cloud, system architecture as well as detailed walkthroughs on various Windows Azure topics from **Haishi**, a Windows Azure Technical Evangelist from Microsoft headquarter.

### BoogarLists

With a qualified directory of more than 2,000 Venture Capital and Mid-Market/LBO private equity firms, **BoogarLists** is an excellent place for entrepreneurs to begin their search for investment capital. Whether starting a new company or striving to take an early stage company to the next level, CEO's and CFO's will invariably want to seek out new sources of capital or other financial services. BoogarLists provides an extensive directory of financial, operations and marketing services, as well as a comprehensive directory of conferences and associations, across the technology, media and communications industries.

#### CANADA'S TECHNOLOGY TRIANGLE .NET USER GROUP

**Canada's Technology Triangle .NET User Group** is a community group for .NET developers in the **Kitchener/Waterloo** and surrounding area that provides networking opportunities for local IT professionals all while learning about the latest .NET technologies. Founded in August 2002,

Canada's Technology Triangle .NET User Group continues to run today thanks to ongoing support from our sponsors, and a great team of dedicated volunteers.

#### CHICAGO VISUAL STUDIO ALM USER GROUP

Chicago Visual Studio ALM User Group, where the Chicagoland ALM community comes to collaborate and learn - <http://chicagoalmug.org/>

#### LONDON .NET DEVELOPERS USER GROUP

We will meet regularly to explore the use of .NET for building mobile to web applications or just for fun of coding. Our goal is to create a great social group in the London and surrounding area where everyone can come share and learn from each other. We will be learning and coding with a focus on web and multi-platform mobile development, including MonoTouch, Mono for Android, Windows Phone, Windows 8 and ASP.NET. [www.meetup.com/London-NET-Developers-Group/](http://www.meetup.com/London-NET-Developers-Group/)

#### TECH VALLEY .NET USER GROUP

Tech Valley .NET User Group is a user group for .NET developers in the greater Tech Valley region of upstate New York. Our topics cover all things that relate to Microsoft .NET technologies. Meetings occur every 2nd Tuesday of the month at 630pm. See our website at <http://www.tvug.net> or our Meetup page at [www.meetup.com/TechValleyNETUserGroup/](http://www.meetup.com/TechValleyNETUserGroup/) for more details!

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## Venue

Combine business and pleasure! Make your time at Live! 360 Orlando even better by bringing the family and staying at Loews Royal Pacific Resort at Universal Orlando®, home to all Visual Studio Live!, SharePoint Live!, Modern Apps Live!, SQL Server Live!, and TechMentor Orlando sessions and activities. Loews Royal Pacific Resort is a perfect retreat with its exotic South Seas flavor for parents and kids alike.



**Loews Royal Pacific Resort**  
**6300 Hollywood Way**  
**Orlando, Florida, 32819**  
**Phone: 866.360.7395**

Rooms at Loews Royal Pacific Resort in the Live! 360 Room Block also include the following:

- Complimentary in-room internet connectivity\*
- Complimentary use of The Gymnasium, fitness center

Rates are based on availability, so book your accommodations today.

**Complete Conference + Hotel Package**

If you select the Complete Conference + Hotel Package when registering, a hotel room at Loews Royal Pacific Resort will be reserved for you.



**Hotel Information**

Loews Royal Pacific Resort provides comfort and relaxation in an ideal location. Situated just a short walk or water taxi ride away from Universal's two amazing theme parks, Universal Studios Florida® and Universal's Islands of Adventure®, and Universal CityWalk®, this well-situated property makes visiting this sunny locale easy.

And to help make your conference experience more affordable, we've secured a special hotel rate of \$155 per night at Loews Royal Pacific Resort if you register by Tuesday, October 21, 2014.

**Special attendee rate:** \$155

**Book by:** October 21, 2014

**Reservations:** Online or 866.360.7395

To make your hotel reservation, please book online or call reservations at 866.360.7395 and ask for the Live! 360 Room Block.



## Travel

### Air Travel Discounts

American Airlines is offering a 5% discount to Live! 360 Orlando attendees for travel to Orlando International Airport between November 14 and 24, 2014. Mileage members can receive credit for all American miles flown to attend this conference. To take advantage of these discounts, please call toll-free, or have your travel agent call: American Airlines: 800.433.1790 and reference number 46N4BM. To book your discounted ticket online go to [www.aa.com](http://www.aa.com) and use the discount reference number above as the [aa.com](http://aa.com) promotion code.

### Car Rental Discounts

**AVIS** Avis Rent-a-Car is offering a discount on car rental for Live! 360 Orlando attendees. To receive the discounted rates, call Avis at 800.331.1600 and use the Avis Worldwide Discount (AWD) number D005872, or click here to make your reservation online.

Airport Transportation (Orlando International Airport) Loews Royal Pacific Resort does not provide airport transportation, but there are several options:

### Mears Transportation

800.759.5219

Mears provides convenient and affordable transportation between the Orlando International Airport and Loews Royal Pacific Resort. One way fares start at \$18. This is a shuttle service that will have other stops along the way.

Mears can also assist with sedan reservations or advance taxi reservations.

### Taxi

One way fares from Orlando International Airport (MCO) average \$45-\$50

### Directions to the Royal Pacific Resort at Universal Orlando:

Located in Universal Studios Florida, Loews Royal Pacific Resort is only 15 minutes from Orlando International Airport.

#### From Turnpike (North and South):

- Take Exit 259 (I-4 interchange) onto I-4 West (Tampa)
- Take Exit 74B (Universal Studios) and get in the right lane
- At traffic light, turn right onto Hollywood Way.
- Loews Royal Pacific Resort entrance is second entrance on the right

#### From Downtown Orlando (I-4 West):

- Take I-4 West to Exit 74B (Universal Studios) and get in the right lane
- At traffic light, turn right onto Hollywood Way
- Loews Royal Pacific Resort entrance is second on the right

#### From Tampa (I-4 East):

- Take I-4 East towards downtown Orlando.
- Take Exit 75A (Universal Studios) and get in the left lane
- At traffic light, turn left on Universal Blvd.
- Turn left at next traffic light (Hollywood Way)
- Loews Royal Pacific Resort entrance is 1/3 mile on your left

#### From Orlando International Airport:

- Take the North exit out the airport onto Beachline Expressway (SR528) West (International Drive, Convention Center)
- Continue on Beachline and take I-4 East
- Take Exit 75A (Universal Studios) and get in the left lane
- At the end of the exit ramp, turn left onto Universal Blvd.
- At the second traffic light, turn left (Hollywood Way)
- Loews Royal Pacific Resort entrance is 1/3 mile on your left
- \*SR528 is a toll road.

#### From I-95 South:

- Take I-95 South to Exit 260B (I-4 West towards Orlando)
- Take I-4 West to Exit 74B (Universal Studios) and get in the right lane
- At the traffic light, turn right onto Hollywood Way
- Loews Royal Pacific resort entrance is second on the right

#### From I-95 North:

- Take I-95 North to Exit 205 (SR528 - Beachline Expressway) heading West
- Continue on Beachline and take I-4 East
- Take Exit 75A (Universal Studios) and get in the left lane
- Turn left on Universal Blvd.
- Turn left at second traffic light (Hollywood Way)
- Loews Royal Pacific Resort entrance is 1/3 mile on your left
- \*SR528 is a toll road.

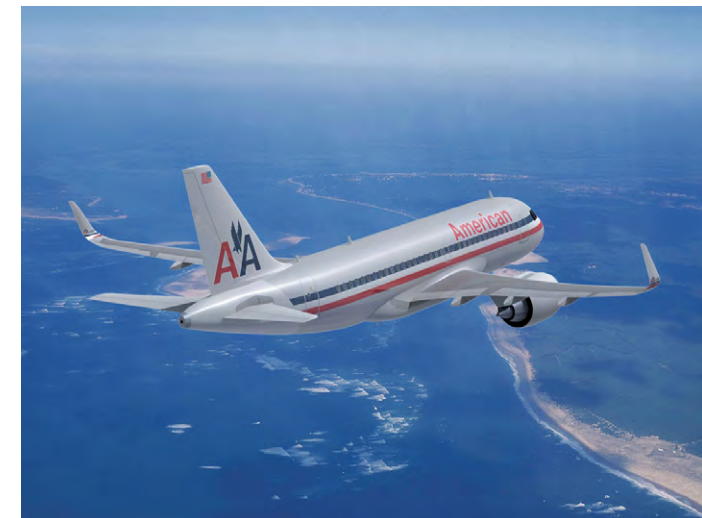
#### Hotel Self or valet parking for Live! 360 attendees:

- Self-parking is \$8\* per day
- Valet parking is \$12\* per day

\* Rates subject to change without prior notice.

#### Discover Orlando and the Universal Orlando areas

Visit [www.orlandoinfo.com](http://www.orlandoinfo.com) for information on places to visit and things to do in the Orlando area. You can also visit [www.universalorlando.com](http://www.universalorlando.com) for more information on the Universal Orlando theme parks and area.



## Registration Packages

Sign up for the conference package that best meets your schedule and needs!

### Live! 360 5-Day Package

- ▶ Signing up 3 or more? Group Discounts are available! Turn to page 24 for pricing details.
- ▶ Are you a Visual Studio Live! or Live! 360 alumnus? Alumni discounts are available! Turn to page 25 for pricing details.

The Live! 360 5-Day Package is your five day all-access pass to every keynote, session, workshop and event November 17-21, 2014 for all five co-located conferences.

**Super Early Bird**  
by Sep 17, 2014

**\$1,895**

**Save \$400**

**Early Bird**  
by Oct 15, 2014

**\$1,995**

**Save \$300**

**Standard**  
after Oct 15, 2014

**\$2,295**

## Registration Packages, continued

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- ▶ Are you a Visual Studio Live! or Live! 360 alumnus? Alumni discounts are available! Turn to page 25 for pricing details.

The Live! 360 5-Day Conference + Hotel Package is your five day all-access pass to every keynote, session, workshop and event November 17-21, 2014 for all five co-located conferences; PLUS five nights at the Royal Pacific Resort. 5 nights at the Royal Pacific Resort (Room and tax only) - available Sunday night (November 16) through Thursday night (November 20), departing Friday (November 21).	Super Early Bird by Sep 17, 2014	Early Bird by Oct 15, 2014	Standard after Oct 15, 2014
	<p><b>\$2,845</b></p> <p>Save \$400</p>	<p><b>\$2,945</b></p> <p>Save \$300</p>	<p><b>\$3,245</b></p>

## Registration Packages, continued

### Live! 360 3-Day Package

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- ▶ Are you a Visual Studio Live! or Live! 360 alumnus? Alumni discounts are available! Turn to page 25 for pricing details.

The Live! 360 3-Day Package is your three day all-access pass to every keynote, session and event November 18-20, 2014 for all five co-located conferences.

**Super Early Bird**  
by Sep 17, 2014

**\$1,395**

**Save \$400**

**Early Bird**  
by Oct 15, 2014

**\$1,495**

**Save \$300**

**Standard**  
after Oct 15, 2014

**\$1,795**

## Registration Packages, continued

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- ▶ Are you a Visual Studio Live! or Live! 360 alumnus? Alumni discounts are available! Turn to page 25 for pricing details.

<p>The Live! 360 3-Day Conference + Hotel Package is your 3-day all-access pass to every keynote, session and event November 18-20, 2014 for all five co-located conferences; PLUS four nights at the Royal Pacific Resort. 4 nights at the Royal Pacific (Room and tax only) - available Monday night (November 17) through Thursday night (November 20), departing Friday (November 21).</p>	Super Early Bird by Sep 17, 2014	Early Bird by Oct 15, 2014	Standard after Oct 15, 2014
	<p><b>\$2,165</b> Save \$400</p>	<p><b>\$2,265</b> Save \$300</p>	<p><b>\$2,565</b></p>

## Registration Packages, continued

### Workshop Pass

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- ▶ Are you a Visual Studio Live! or Live! 360 alumnus? Alumni discounts are available! Turn to page 25 for pricing details.

<p>The Live! 360 Workshop Pass grants you access to one full-day workshop at Live! 360 Orlando on either Monday, November 17 OR Friday, November 21, 2014.</p>	<p>Super Early Bird by Sep 17, 2014</p>	<p>Early Bird by Oct 15, 2014</p>	<p>Standard after Oct 15, 2014</p>
	<p><b>\$550</b></p>	<p><b>\$550</b></p>	<p><b>\$550</b></p>

## Registration Packages, continued

### Group Discounts

Group discounts are available for companies who bring 3 or more people.

► Are you a Visual Studio Live! or Live! 360 alumnus? Alumni discounts are available! Turn to page 25 for pricing details.

#### Live! 360 5-Day Group Package

The Live! 360 5-Day Group Package is your five day all-access pass to every keynote, session, workshop and event November 17-21, 2014 for all five co-located conferences.

Early Bird  
by Oct 15, 2014

**\$1,595**

Save \$100

Standard  
after Oct 15, 2014

**\$1,695**

#### Live! 360 5-Day Conference + Hotel Group Package

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Early Bird  
by Oct 15, 2014

**\$2,545**

Save \$100

Standard  
after Oct 15, 2014

**\$2,645**

For questions regarding group registration or for more information please call 541.346.3537.



## Registration Packages, continued

### Live! 360 Alumni 5-Day Package

The Live! 360 5-Day Package is your five day all-access pass to every keynote, session, workshop and event November 17-21, 2014 for all five co-located conferences.

**Super Early Bird  
by Sep 17, 2014**

**\$1,595**

**Save \$700**

**Early Bird  
by Oct 15, 2014**

**\$1,695**

**Save \$600**

**Standard  
after Oct 15, 2014**

**\$1,795**

**Save \$500**

**Registration Packages, continued**

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The Live! 360 5-Day Conference + Hotel Package is your five day all-access pass to every keynote, session, workshop and event November 17-21, 2014 for all five co-located conferences; PLUS five nights at the Royal Pacific Resort. 5 nights at the Royal Pacific Resort (Room and tax only) - available Sunday night (November 16) through Thursday night (November 20), departing Friday (November 21).

**Super Early Bird  
by Sep 17, 2014**

**Early Bird  
by Oct 15, 2014**

**Standard  
after Oct 15, 2014**

**\$2,545**

**Save \$700**

**\$2,645**

**Save \$600**

**\$2,745**

**Save \$500**

## Registration Packages, continued

### Live! 360 Alumni 3-Day Package

The Live! 360 3-Day Package is your three day all-access pass to every keynote, session and event November 18-20, 2014 for all five co-located conferences.

**Standard Price**

(No additional discounts apply)

**\$1,295**

### Live! 360 Alumni 3-Day Conference + Hotel Package

The Live! 360 3-Day Conference + Hotel Package is your 3-day all-access pass to every keynote, session and event November 18-20, 2014 for all five co-located conferences; PLUS four nights at the Royal Pacific Resort. 4 nights at the Royal Pacific (Room and tax only) - available Monday night (November 17) through Thursday night (November 20), departing Friday (November 21).

**Standard Price**

(No additional discounts apply)

**\$2,065**