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TRAINING FOR DBAs AND IT PROS

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SQL Server Live! Conference Co-Chairs



Andrew Brust
SQL Server Live!
Conference Co-Chair
Research Director, Gigaom Research



Don Jones
SQL Server Live! Conference Co-Chair
Author/Evangelist, PluralSight



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 Magenic, 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 Co-Chairs

With only some customers having moved to SQL Server 2012, SQL Server 2014 is already here. In the background, data in general continues to increase in importance for organizations of all sizes. We're also seeing an uptake in new professionals entering the SQL Server field, first as "maintainers," but often growing into full DBAs.

At SQL Server Live!, we're continuing our focus on real-world, relevant content that you can use right away. From sessions designed for the "reluctant SQL Server admin" all the way to a dedicated track on BI, Big Data and Analytics, you'll find it all. Whether you're

an administrator, developer, or curious about Analytics and Data Science, SQL Server Live! brings you the information you need: performance tuning, query design, BI architecture and more.

We've also aligned the content at SQL Server Live! with that of the many co-located technology tracks at Live! 360. This gives you an unprecedented opportunity to focus not just on SQL Server, but also SharePoint, .NET development with Visual Studio, and cross-platform mobile development – all in a single venue. In fact, SQL Server Live! itself includes content of particular interest to developers, SharePoint administrators, and other professionals.

Whether you need to dive deep into a particular technology, or hit a broad range of sessions that address your specific business

and operational needs, you should find everything you need at Live! 360 Orlando.

We look forward to seeing you there.



Andrew J. Brust
Conference Co-Chair
SQL Server Live!



Don Jones
Conference Co-Chair
SQL Server 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)

BI, Big Data, Data Analytics, and Data Visualization		SQL Server Administration & Maintenance		SQL Server Features & Components		SQL Server for the Developer / SQL Server 2014		SQL Server in the Cloud		SQL Server Performance Tuning and Optimization		SQL Server Tools, Tricks, and Techniques	
SUNDAY, November 16, 2014: SQL Server Live! Pre-Conference													
4:00 PM	9:00 PM	Pre-Conference Registration - Royal Pacific Resort Conference Center											
6:00 PM	9:00 PM	Dine-A-Round Dinner @ Universal CityWalk											
MONDAY, November 17, 2014: SQL Server Live! Pre-Conference Workshops													
8:00 AM	5:00 PM	SQM01 - Workshop: Big Data and NoSQL for Database and BI Pros - <i>Andrew Brust</i>					SQM02 - Workshop: Maintaining SQL Server for Non-DBAs - <i>Don Jones</i>						
5:00 PM	6:00 PM	EXPO Preview											
6:00 PM	7:00 PM	Live! 360 Keynote: To Be Announced											
TUESDAY, November 18, 2014: SQL Server Live! Day 1													
8:00 AM	9:00 AM	SQL Server Live! Keynote: To Be Announced											
9:00 AM	9:30 AM	Networking Break • Visit the EXPO											
9:30 AM	10:45 AM	SQT01 - Best Practices for Leveraging SQL Server in Windows Azure Virtual Machines - <i>Scott Klein</i>			SQT02 - SQL Server Integration Services End-to-End - <i>David Dye</i>			SQT03 - Introduction to SQL Server Clustering - <i>Chad Churchwell</i>					
11:00 AM	12:15 PM	SQT04 - SQL Server 2014 In-memory OLTP Deep Dive - <i>Scott Klein</i>			SQT05 - Designing and Maintaining a SQL Server Replication Topology - <i>Chad Churchwell</i>			SQT06 - Hadoop Administration for SQL Server DBAs - <i>Edwin Sarmiento</i>					
12:15 PM	2:00 PM	Lunch • Visit the EXPO											
2:00 PM	3:15 PM	SQT07 - Big Data 101 with Azure HDInsight - <i>Andrew Brust</i>			SQT08 - Implementing Auditing in SQL Server - <i>David Dye</i>			SQT09 - Building Perfect SQL Servers, Every Time - <i>Joey D'Antoni</i>					
3:15 PM	4:15 PM	Networking Break • Visit the EXPO											
4:15 PM	5:30 PM	SQT10 - Integrating SQL Server Analysis Services with Hadoop - <i>Edwin Sarmiento</i>			SQT11 - Dealing with Errors in SQL Server Integration Services - <i>David Dye</i>			SQT12 - SQL Server High Availability and Disaster Recovery - <i>Chad Churchwell</i>					
5:30 PM	7:30 PM	Exhibitor Reception											

Speakers and sessions subject to change

Continued

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

BI, Big Data, Data Analytics, and Data Visualization		SQL Server Administration & Maintenance		SQL Server Features & Components		SQL Server for the Developer / SQL Server 2014		SQL Server in the Cloud		SQL Server Performance Tuning and Optimization		SQL Server Tools, Tricks, and Techniques	
START TIME													
END TIME													
WEDNESDAY, November 19, 2014: SQL Server Live! Day 2													
Live! 360 Keynote: To Be Announced													
8:00 AM	9:00 AM	SQW01 - Who Moved My Tuple? Columnstore Indexes in SQL Server 2014 - <i>Joey D'Antoni</i>				SQW02 - Integrating Reporting Services with SharePoint - <i>Kevin Goff</i>				SQW03 - Everything You Never Wanted to Know about SQL Server Indexes - <i>Don Jones</i>			
9:15 AM	10:30 AM	Networking Break • Visit the EXPO											
10:30 AM	11:00 AM	Networking Break • Visit the EXPO											
11:00 AM	12:15 PM	SQW04 - Getting Started with MDX - <i>William E. Pearson III</i>				SQW05 - To Be Announced				SQW06 - Virtualizing SQL Server in VMware, Hyper-V, or Xen: Yes or No? - <i>Don Jones</i>			
11:00 AM	12:15 PM	Birds-of-a-Feather Lunch • Visit the EXPO											
12:15 PM	1:45 PM	Birds-of-a-Feather Lunch • Visit the EXPO											
1:45 PM	3:00 PM	SQW07 - Getting Started with Analysis Services 2014 Tabular - <i>William E. Pearson III</i>				SQW08 - Programming the T-SQL Enhancements in SQL Server 2012 - <i>Leonard Lobel</i>				SQW09 - Prevent Recovery Amnesia - Forget the Backups - <i>Chris Bell</i>			
3:00 PM	4:00 PM	Networking Break • Visit the EXPO • Expo Raffle @ 3:30 p.m.											
4:00 PM	5:15 PM	SQW10 - Implementing Data Warehouse Patterns with the Microsoft BI Tools - <i>Kevin Goff</i>				SQW11 - Accelerate Database Performance through Data Compression - <i>Joey D'Antoni</i>				SQW12 - Building a Database Deployment Pipeline - <i>Grant Fritchey</i>			
4:00 PM	5:15 PM	Networking Break • Visit the EXPO • Expo Raffle @ 3:30 p.m.											
8:00 PM	10:00 PM	Live! 360 Evening Event											
START TIME													
END TIME													
THURSDAY, November 20, 2014: SQL Server Live! Day 3													
8:00 AM	9:15 AM	SQH01 - SQL Server Reporting Services on Power BI - <i>Kevin Goff</i>				SQH02 - Getting Started Reading Query Execution Plans - <i>Grant Fritchey</i>				SQH03 - Database Design: Size DOES Matter - <i>Thomas LaRock</i>			
9:30 AM	10:45 AM	SQH04 - Excel, Power BI and You: An Analytics Superhub - <i>Andrew Brust</i>				SQH05 - Secrets of SQL Server: Database WORST Practices - <i>Pinal Dave</i>				SQH06 - Securing Your Database by Using Transparent Data Encryption (TDE) - <i>Bradley Ball</i>			
11:00 AM	12:15 PM	SQH07 - Self-Service BI Governance - <i>Jen Underwood</i>				SQH08 - Statistics and the Query Optimizer - <i>Grant Fritchey</i>				SQH09 - To Be Announced			
12:15 PM	1:30 PM	Lunch on the Lanai											
1:30 PM	2:45 PM	SQH10 - Busy Developer's Guide to R - <i>Ted Neward</i>				SQH11 - Inside the SQL Server Query Optimizer - <i>Bradley Ball</i>				SQH12 - Monitoring Databases in a Virtual Environment - <i>Thomas LaRock</i>			
3:00 PM	4:15 PM	SQH13 - Advanced Analytics and Data Mining for Power BI - <i>Jen Underwood</i>				SQH14 - Cardinality Estimates in SQL Server 2014 - <i>Thomas LaRock</i>				SQH15 - Busy Developer's Guide to NoSQL - <i>Ted Neward</i>			
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: SQL Server Live! Post-Conference Workshops													
8:00 AM	5:00 PM	SQF01 - Workshop: Performance Tuning Best Practices - Every DBA and Developer MUST Know - <i>Pinal Dave</i>						SQF02 - Workshop: SQL Server 2014 for Developers - <i>Leonard Lobel</i>					

Speakers and sessions subject to change

SQL Server Live! Session Descriptions by Track

SQL SERVER ADMINISTRATION AND MAINTENANCE

Looking to brush up on SQL Server administration fundamentals? Are you a “reluctant DBA” charged with supporting SQL Server – and given no training? SQL Server Live! is here to help, with a complete selection of core maintenance topics: indexing, backup and recovery, monitoring, task automation, PowerShell, virtualization, and more!

■ SQM02 Workshop: Maintaining SQL Server for Non-DBAs – Introductory / Intermediate

Don Jones

Monday, November 17, 8:00 am – 5:00 pm

Stuck supporting SQL Server because you’re the “Microsoft person” in your shop? Not looking to become a “DBA,” but still need to maintain SQL Server? Are you mainly supporting SQL Server as a back-end to a third-party application, and have no control over the application code or queries? This is the (non-hands-on) workshop for you. Longtime SQL Server instructor Don Jones brings you JUST what you need to know to keep SQL Server up and running – along with a serious look at what you can actually do (and mustn’t touch) when supporting a third-party database application. Learn about performance tuning, backup and recovery, indexes and index tuning, storage optimization, and much more. It’s a great way to kick off your SQL Server Live! experience, and to gain the background information you’ll need to really leverage other courses at the conference!

You will learn:

- Learn key maintenance tasks
- Automate maintenance for hands-off, worry-free operations
- Tune indexes and storage for maximum performance

■ SQT03 Introduction to SQL Server Clustering – Introductory

Chad Churchwell

Tuesday, November 18, 9:30 am – 10:45 am

This session will be an introduction to clustering SQL Server for high availability. We will cover the architecture of what all is needed to create a cluster, the piece each component plays with regards to SQL Server. The differences between a clustered SQL instance and a stand-alone SQL instance will be discussed. We will cover quorum models, shared storage requirements and also have a full clustering demo. Finally, we will cover enhancements for clustering that were released with SQL Server 2012 as well as SQL Server 2014.

You will learn:

- Understand the use case to use failover clustering with SQL Server
- Understand the components needed to create a SQL Server cluster
- Leave with the knowledge and insight to feel comfortable administering a SQL Server cluster as well as installing a new SQL Server cluster

■ SQT06 Hadoop Administration for SQL Server DBAs Intermediate / Advanced

Edwin Sarmiento

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

As database professionals, we cannot hide the fact that Hadoop and Big Data are becoming more than just buzz-words. Hadoop provides a platform for storing and processing large data sets across a cluster of commodity servers and is solving real business problems that deal with massive amounts of data. And who among others understand data better than database professionals? In this session, we will learn the core components that make up the Hadoop ecosystem, some of the use cases for implementing Hadoop,

deploying and administering a Hadoop cluster. We will also look at some of the similarities between SQL Server and Hadoop from an architecture perspective. At the end of the session, you will be confident enough to get started on exploring the world of Hadoop and Big Data.

You will learn:

- Core components that make up the Hadoop ecosystem,
- Use cases for implementing Hadoop
- Deploying and administering a Hadoop cluster

■ SQT09 Building Perfect SQL Servers, Every Time – Introductory / Intermediate

Joey D’Antoni

Tuesday, November 18, 2:00 pm – 3:15 pm

One of the biggest challenges in any large SQL environment is maintaining consistent configurations and meeting the pressures from the business for rapid server deployments. Additionally by default, SQL Server does not install with the best practices for every environment. You will learn best practices for system settings, file system layout and scheduling maintenance tasks. You will learn about what the best practices are for most SQL Server configurations, and how to automate your SQL Server builds in both a physical and virtual world. You will learn about the tradeoffs and benefits to completely automating the build process. You will hear about lessons learned building a private cloud at a Fortune 100 telecommunications company. You will also learn how to use these same methods to ensure consistency with your servers, whether they are in the cloud, or on-premises.

You will learn:

- Best practices for configuring SQL Server
- How to script your SQL Server installation process so it happens in a reliable, repeatable fashion
- Lessons from building a private cloud at a major telecommunications company

SQL Server Live! Session Descriptions by Track

■ **SQT12 SQL Server High Availability and Disaster Recovery – Intermediate**

Chad Churchwell

Tuesday, November 18, 4:15 pm – 5:30 pm

This session will cover the different methods used to make SQL Server highly available, as well as to protect your SQL Server instance in the event of a disaster. We will compare the pros and cons of each technology and discuss design decisions when choosing a technology. We will cover clustering, log shipping, mirroring, and AlwaysOn Availability groups.

You will learn:

- Different technologies available in SQL Server
- Limitations and use cases for each technology
- Information to take back to your organization to make recommendations for a solid HA/DR plan

■ **SQW03 Everything You Never Wanted to Know about SQL Server Indexes – Intermediate**

Don Jones

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

SQL Server indexes are an absolutely crucial part of SQL Server performance - but do you know how they REALLY work? Like, under the hood? Index and PTO geek Don Jones takes you on a backstage tour of indexes. You'll learn about B-trees, clustered and non-clustered indexes (separating myth from fact), how indexes consume storage and become fragmented, and how - over time - index design MUST be revisited and revised on ANY database.

You will learn:

- Choose the right kind of index (there's more than two!)
- Learn WHY and HOW index maintenance becomes necessary
- Get hard numbers on index tuning and maintenance



“Loved the 4-in-1 concept in 2013 - it really helped me convince my boss to send me in tight budget times.”

– Jason Suly, CTC

■ **SQW06 Virtualizing SQL Server in VMware, Hyper-V, or Xen: Yes or No? – Intermediate**

Don Jones

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

Is it safe to virtualize SQL Server? Yes! If you don't screw it up, that is. And just about everyone does. In this concise session, you'll get the hard facts on SQL Server virtualization - whether you're using Hyper-V, vSphere, Xen, or anything else - along with a simple checklist of what to do, and what NOT to do, to maintain SQL Server performance levels. You'll also get monitoring tips and tricks, and some advice about using virtualization for high availability that you may not have previously considered.

You will learn:

- Learn what to NEVER do when virtualizing SQL Server
- Discover hidden benefits of virtualization for SQL Server

■ **SQH12 Monitoring Databases in a Virtual Environment – Intermediate**

Thomas LaRock

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

When moving databases to a virtual environment, the performance metrics DBAs typically use to troubleshoot performance issues such as O/S metrics, storage configurations, CPU allocation, and more become unreliable. DBAs no longer have a clear, reliable view of the factors impacting database performance. Understanding the difference between the physical and virtual server environment adds a new dimension to the DBA tasks.

You will learn:

- A clear understanding of virtualization architecture
- Virtualization configuration options and recommendations
- Awareness of common performance issues; how to spot them and how to fix them

Session Descriptions by Track

SQL SERVER PERFORMANCE TUNING AND OPTIMIZATION

Get the most from SQL Server – even if it's hosting a third-party application database! Learn the insider tricks to performance tuning, covering the Query Optimizer, CPU issues, transaction logs, monitoring, and much more. SQL Server Live! helps you maximize your SQL Server investment!

■ SQW11 Accelerate Database Performance through Data Compression – Introductory / Intermediate

Joey D'Antoni

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

Much like the cars of the 1970s sacrificed gas mileage for better performance, database technology has also made its share of sacrifices for efficiency. Fortunately, times have changed significantly since then. Just as adding a turbo-charger to a car delivers more power while saving fuel, the addition of compression to a database accelerates read performance while saving disk space.

Come learn how, why, and when compression is the solution to your database performance problems. This session will discuss the basics of how compression and de-duplication reduce your data volume. We'll review the three different types of compression in SQL Server 2012, including the overhead and benefits of each and the situations for which each is appropriate, and examine the special type of compression used for ColumnStore indexes to help your data warehouse queries fly. As with turbo, data compression also has drawbacks, which we'll cover as well.

You will learn:

- The costs and benefits of using data compression in SQL Server
- Best practices for when and how to use compression in your database
- An understanding of how columnstore indexes can be used in SQL Server

■ SQH02 Getting Started Reading Query Execution Plans – Introductory / Intermediate

Grant Fritchey

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

The best way to understand why your query is running slow is to look at the execution plan. But, knowing how to get started in execution plans, what to look for, what's important can all be terribly confusing. This session will provide you with a simple set of tasks to get you started reading execution plans. You'll learn where to start, what to look for first, and you'll be better prepared to tune your queries. We'll also look at some methods you can use to write queries against the plans themselves in order to more easily and quickly identify potential issues within your plans. The information presented will be immediately applicable on the queries you have running back in the office.

You will learn:

- Understand how to get useful information out of execution plans
- Learn where to look at execution plans to understand what things are, what they mean, and what they're doing to the data
- To make appropriate changes to improve performance on your queries

■ SQH05 Secrets of SQL Server: Database WORST Practices – Introductory / Intermediate

Pinal Dave

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

"Oh my God! What did I do?" Chances are you have heard, or even uttered, this expression. This demo-oriented session will show many examples where database professionals were dumbfounded by their own mistakes, and could even bring back memories of your own early DBA days. The goal of this session is to expose the small details that can be dangerous to the production environment and SQL Server as a whole, as well as talk about worst practices and how to avoid them. We will shed light on some of these perils

and the tricks to avoid them may even save your current job. After attending this session, Developers will only need 60 seconds to improve the performance of their database server in their SharePoint implementation. We will have a quiz during the session to keep the conversation alive. Developers will walk out with scripts and knowledge that can be applied to their servers, immediately post the session. Additionally, all attendees of the session will have access to learning material presented in the session.

You will learn:

- Performance
- Best Practices
- Tuning
- Database

■ SQH08 – Statistics and the Query Optimizer – Introductory / Intermediate

Grant Fritchey

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

There are large numbers of performance tuning methods to get your queries to run faster. But the most important thing you can do to improve query performance is ensure that you have provided the query optimizer within SQL Server with the best possible statistics. This session will teach you what statistics are, how they are generated and their use within the optimizer. You'll be able to take home a better understanding of how the optimizer works with statistics in order to write better T-SQL and build better database structures to avoid common issues such as bad parameter sniffing.

You will learn:

- How to read the output from DBCC SHOW_STATISTICS in order to completely understand how statistics are stored within SQL Server and how they are used by the optimizer to create execution plans
- Understand the various mechanisms for automatically or manually creating statistics and where each is applicable
- How statistics are maintained, both automatically and manually, and which is applicable in a given situation

Session Descriptions by Track, continued

■ SQH11 Inside the SQL Server Query Optimizer – Intermediate / Advanced Bradley Ball

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

In SQL Server 2014 there are big changes to the Query Optimizer. We get a new cardinality estimator! The way we look at statistics are improved! Heuristics have been improved! Fancy words but what does this mean to you when you're writing T-SQL? Does this mean I need to fear an upgrade to SQL 2014? Want to understand how to use the old or new Optimizer? In this session, we will break down the changes that were made, why they were made, and example of how SQL 2014 can make your T-SQL life better!

You will learn:

- How the Optimizer Changes in SQL Server 2014
- How to use the New or Old Cardinality estimator
- How the Optimizer Rules can be used to your advantage

■ SQH14 Cardinality Estimates in SQL Server 2014 – Intermediate / Advanced

Thomas LaRock

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

The way SQL Server estimates cardinality for a query has been updated for SQL 2014. In this session, we will discuss why cardinality matters, the differences between the SQL 2014 cardinality and previous versions, and how to evaluate if your queries will benefit after upgrading to SQL 2014.

You will learn:

- Differences between old and new cardinality estimator
- How to know which one is being used
- How to know if the new version is causing performance issues
- How to revert back to the old version if needed

■ SQF01 Workshop: Performance Tuning Best Practices - Every DBA and Developer MUST Know – Intermediate

Pinal Dave

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

Performance Tuning is a tricky subject, but not as difficult as we think. It is very common to see in this industry that the DBA believes the performance issue is due to bad code and the Developer believes it is due to the bad deployment of the database server.

In this session, we will try to bridge the gap between DBA and Developer. We will approach performance as a whole subject rather than dividing them into DBA or Developer problems.

We will have very different approaches to solving the performance problems of SQL Server - we will have stories related to real world scenarios and practical approach of solving performance problems.

We will primarily discuss:

- Best Deployment Practices
- Indexes, Best Practices and Maintenance
- Identifying slow running queries and Tuning
- Identifying resource bottleneck with the help of SQL Wait Stats
- Optimizing Resources - CPU, IO, Memory
- Best Practices to Resolve ad-hoc issues

You will learn:

- Performance Tuning
- Best Practices
- Index and Query Tuning

SQL SERVER FEATURES AND COMPONENTS

SQL Server is more than just a database engine – it's a powerful platform for data management. Master its breadth and depth with SQL Server Live! content on enterprise features, "Hekaton" in-memory OLTP, SSIS, Semantic Search, replication, AlwaysOn, and more.

■ SQT02 SQL Server Integration Services End-to-End – Introductory / Intermediate

David Dye

Tuesday, November 18, 9:30 am – 10:45 am

Have you ever been asked to export data from a SQL Server database to an Excel spreadsheet or parse an XML file and import data into Microsoft Access or SQL, or connect to an FTP server and import a comma delimited file? If you have been tasked with any of these chores or are required to export or import any data on a daily basis, then SQL Server Integration Services (SSIS) is the answer. SSIS is the toolset used to help you implement data integration process applications among your business application system's files and databases.

SSIS was first introduced in SQL 2005 as the replacement to Data Transformation Services (DTS) and serves as the primary tool to extract, transform, and load data. Built on top of the Common Language Runtime (CLR), SSIS provides a powerful and extensible platform to meet any ETL process.

This full day workshop will cover SSIS from beginning, creating simple to complex SSIS packages, to end, debugging, deploying, and maintaining projects. All demonstrations and examples will be presented using SSIS 2012, but detail will be given throughout the workshop to discuss the differences between SSIS 2005 through 2014. Upon completion, attendees will be provided with the knowledge and tools to immediately begin creating their own SSIS packages in their environment.

Session Descriptions by Track, continued

You will learn:

- Be familiar with control flow tasks and architecture
- Identify the primary components of a data flow control flow task
- Implement event handlers for pro-active error handling and custom logging
- Use variables in a package to implement dynamic execution
- Be familiar with the different methods of deployment and the differences of each
- Use parameters to provide a means of making package execution dynamic and portable
- Work with the SSIS catalog to monitor execution and metrics

■ **SQT05 Designing and Maintaining a SQL Server Replication Topology – Intermediate** **Chad Churchwell**

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

This session is focused on design and architectural decisions when choosing replication as a technology to use within your organization. We will cover all the moving pieces involved with replication, the internal architecture of how replication works, as well as describing the agents in detail. One will also learn what replication is intended to do as well as what it is not a good fit for. I will cover the new SQL 2014 support enhancements as well as combining with AlwaysOn Availability groups to protect your replication environment to ensure minimal downtime. I will also cover monitoring and alerting on replication errors and latency to ensure accurate data.

You will learn:

- How replication works behind the scenes and architecturally to better prepare yourself with knowledge to manage a replicated environment
- How to be proactive and use best practices for monitoring and alerting of replication issues when they arise as well as how to resolve common replication errors
- How replication can be used with a high availability technology to ensure protection of your mission critical systems

■ **SQT08 Implementing Auditing in SQL Server – Introductory**

David Dye

Tuesday, November 18, 2:00 pm – 3:15 pm

SQL Audit provides the ability to track and log activities and changes at the instance or database level built upon SQL Audit Extended Events, which provides both synchronous and asynchronous capabilities. The granularity of events that can be monitored and tracked with SQL Audit can only be matched by means of using a SQL Profiler trace, but provides reduced overhead. This presentation will provide insight into the internals of SQL Audit, along with how to plan, create, and monitor instance and database level audits.

You will learn:

- Different technologies available in SQL Server to audit
- To implement auditing in SQL Server
- To create a server audit specification
- To create a database audit specification

■ **SQT11 Dealing with Errors in SQL Server Integration Services – Introductory / Intermediate**

David Dye

Tuesday, November 18, 4:15 pm – 5:30 pm

SSIS was first introduced in SQL 2005 as a replacement to DTS and is the primary ETL tool for SQL Server. Errors can occur anywhere within an SSIS package and the cause and error message can be somewhat cryptic. This session focuses on identifying error causes and handling them dynamically and proactively. The means of dealing with errors is defined by where the error occurs and we will cover error handling in control flow, data flow, and script tasks in great detail.

You will learn:

- To identify the different error handling methods in control flow, data flow, and script tasks
- To utilize event handlers to proactively handle errors
- To redirect data error and proactively handle data flow errors
- To identify error descriptions and log error details

■ **SQW02 Integrating Reporting Services with SharePoint – Introductory / Intermediate**

Kevin Goff

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

Have you ever seen a SharePoint site that integrates reports from SSRS, and wonder how all the pieces fit? If so, this session is for you. I'll cover the necessary integration/configuration steps for integrating SSRS 2008R2/SSRS 2012 with SharePoint 2010/2013, as well as deploying reports to a SharePoint location. I'll also show how to integrate SSRS reports into SharePoint/PerformancePoint Services dashboard pages, as well as how to schedule reports for delivery to SharePoint document libraries. Finally, you'll see the improvements from Microsoft that make reporting against SharePoint lists much easier than before.

You will learn:

- Differences in the integration points between the different versions of SSRS and SharePoint in the last few years
- How to schedule reports for automated delivery to SharePoint Document libraries
- How to integrate SSRS reports into SharePoint

“Overall, this conference was awesome. Not one boring session and excellent speakers. Topics were relevant to today’s tech. I will put some of what I learned to use as soon as I get back.”

*- Steve Harper, PC Support Engineer,
Lake Trust Credit Union*

Session Descriptions by Track, continued

SQL SERVER TOOLS, TRICKS, AND TECHNIQUES

Cement your “guru” status with SQL Server Live! tricks, tips, and techniques for maximizing SQL Server as part of a SharePoint Server installation, data integration implementations, BI workloads and more!

■ SQW09 Prevent Recovery Amnesia - Forget the Backups – Introductory

Chris Bell

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

Do you suffer from Recovery Amnesia? You have a complete strategy to backup your SQL environment; but what about the recovery? Is that even part of your strategy?

Through this introductory session, we will review the various aspects & myths of backups in SQL Server. We will pin down how developing a recovery strategy to meet business requirements is, in fact, more important than just a good backup strategy.

You will learn:

- Why it is more important to have a good recovery strategy
- To develop a solid backup & recovery strategy to meet your business requirements
- Knowledge you are doing what you can to protect your data and meet business requirements

“I love how much real world knowledge you acquire on a wide variety of topics. I know I’d be using what I’ve learned as soon as I get back to work. The networking functions were great for meeting peers and building friendships.”

– Michael Cross, Niagara Regional Police Service

■ SQW12 Building a Database Deployment Pipeline – Introductory/ Intermediate

Grant Fritchey

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

The pace of business accelerates fairly continuously and application development moves right with it. But we’re still trying to deploy databases the same way we did 10 years ago. This session addresses the need for changes in organizational structure, process and technology necessary to arrive at a nimble, fast, automatable and continuous database deployment process. We’ll use actual customer case studies to illustrate both the common methods and the unique context that led to a continuous delivery process that is best described as a pipeline. You will learn how to customize common practices and tool sets to build a database deployment pipeline unique to your environment in order to speed your own database delivery while still protecting your organization’s most valuable asset, its data.

You will learn:

- About the process changes needed to support a stream-lined database deployment mechanism
- Details on the necessary business process changes needed to apply agile methods to databases
- See multiple case studies showing how different organizations used unique, but similar, techniques to completely rearrange their deployment processes in order to arrive at faster, but safe, database deployments

■ SQH03 – Database Design: Size DOES Matter – Intermediate

Thomas LaRock

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

Great database performance starts with great database design. During the database design process it is important to select your datatypes wisely. The wrong choices will often lead to wasted space, increased response times, and less stability. Additionally, you run the risk of having your design not scale as well as it should. Leave this session armed with the knowledge you need to help your databases perform at their peak efficiency.

You will learn:

- Understanding why datatypes matter
- Awareness of performance problems associated with poor datatype design choices
- Solution options to fix performance issues caused by sub-optimal design choices

■ SQH06 Securing Your Database by Using Transparent Data Encryption (TDE)

– Intermediate

Bradley Ball

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

Security is a very important part of your job and in how data is utilized. We have many tools to make data more secure, and starting in SQL 2008 we were able to add Transparent Data Encryption to that list. Find out what it does, what it doesn’t do, how it effects Read-Only Filegroups, Performance, Compression (Backup and Row/Page), and other Advance Features as well as some tips on how to manage it.

You will learn:

- Understand what Transparent Data Encryption does and doesn’t do
- Understand the impact of Transparent Data Encryption on applications
- Understand how to manage Transparent Data Encryption

Session Descriptions by Track, continued

BI, BIG DATA AND ANALYTICS

As organizations are increasingly turning to SQL Server and related technologies to make better decisions about their businesses, SQL Server Live! presents a full track to help you master the complex world of BI, Big Data and Analytics. From Analysis Services to Power BI, from Big Data to NoSQL, you'll find it all!

■ SQM01 Workshop: Big Data and NoSQL for Database and BI Pros – Intermediate

Andrew Brust

Monday, November 17, 8:00 am – 5:00 pm

These days, it's difficult to visit a technology Web site – or even a mainstream news site – and not read a story about Big Data. Big Data is at the top of its hype cycle: it's seemingly everywhere, and even Microsoft is getting into the game.

But what is Big Data really about? What about its sidekick, NoSQL? And how is any of it germane to business analytics, especially for database administrators, developers, and business intelligence specialists working in enterprise environments? Can Java-based, open-source software such as Apache Hadoop, which runs mostly on Linux, be relevant to SQL Server professionals supporting their organization's analytics efforts? And if it is relevant, how can we cross-train into this strange new world?

There's good news here, I promise. Much of this technology now runs on Windows, and Microsoft has created tools that make it usable from Visual Studio, Excel, and Microsoft BI. Even more important, working with these technologies in non-Microsoft environments is approachable as well. All you need is a proper introduction to Hadoop, NoSQL, and related technologies that is free of hype and explained in terms a relational database or BI professional can understand.

That's exactly what you'll get in this full-day workshop, as Andrew Brust – a longtime SQL Server author and Microsoft

BI influencer who is also Gigaom's Research Director for Big Data – shows you the ropes. You'll learn new skills that are in strong demand in the BI/BD world – and actually understand what you learn. It will be exciting, manageable...and fun. You can do this – come see for yourself.

You will learn:

- The four sub-groups of NoSQL database
- How Hadoop works, through looks at three different Hadoop distributions
- How to integrate Microsoft BI with Hive and Hadoop
- How NoSQL and Big Data tie together

■ SQT07 Big Data 101 with Azure HDInsight – Intermediate

Andrew Brust

Tuesday, November 18, 2:00 pm – 3:15 pm

HDInsight is the name of Microsoft's distribution of Apache Hadoop, the essential and defining technology of the Big Data world. HDInsight runs in the cloud on Windows Azure, and yet provides an environment that users of other Hadoop distributions will find familiar and quickly useable.

But what is "Big Data," really? And why in the world would Microsoft embrace Hadoop, an open source technology, written in Java that customarily runs on clusters of Linux servers? In this session, Andrew Brust, Microsoft BI expert and Gigaom's Research Director for Big Data and Analytics, will explain what Big Data is all about and how Hadoop works. He will highlight its advantages and disadvantages and introduce you to HDInsight. Andrew will also discuss HDInsight's developer tools, demonstrate relevant Microsoft BI tools and show how they work with HDInsight. Most importantly, you'll learn how developers with relational database skills can make the jump into this exciting and opportunity-filled area.

You will learn:

- What Big Data really is, in a beyond-the-hype context
- About Microsoft HDInsight, its .NET SDK for Hadoop, and LINQ Provider for Apache Hive

- How Microsoft's newest BI technologies work
- Understand how SQL Server Parallel Data Warehouse's
- PolyBase technology integrates with Hadoop and SQL Server

■ SQT10 Integrating SQL Server Analysis Services with Hadoop – Introductory / Intermediate

Edwin Sarmiento

Tuesday, November 18, 4:15 pm – 5:30 pm

While Hadoop is designed for scalability with massive amounts of data, it is inherently slow. This makes ad-hoc analysis prohibitive due to slow query performance. To address this issue, Hadoop data can be brought into SQL Server Analysis Services. In this session, we will look at how to integrate SQL Server Analysis Services with Hadoop to provide real-time data analysis and reporting.

You will learn:

- About the Hadoop ecosystem and architecture
- How to integrate Hadoop with SQL Server Analysis Services
- How to take advantage of the Hadoop-Analysis Services combination to provide data analysis platform for your business



Session Descriptions by Track, continued

■ SQW01 Who Moved My Tuple? Columnstore Indexes in SQL Server 2014 – Intermediate Joey D'Antoni

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

Data Warehouse workloads can be very large and taxing on your database server. With the modern demands of real-time analytics against growing volumes of data this challenge continues. When columnstore indexes and batch mode query processing were introduced in SQL Server 2012, they were a performance game changer. In the 2012 implementation of columnstore, direct updating and inserting of data was not supported and other restrictions, such as data types limited the use of the feature. SQL 2014 removes those limitations; you can use a columnstore index as a clustered index, and more importantly directly perform DML against the index. Also, more query operators support batch mode, which means more of your queries can see performance benefits. You will understand the changes for 2014 and how having updateable columnstore indexes may cause changes to your process design. You will see the power of columnstore indexes in analytics, their limits, and how to include them into your system design.

You will learn:

- How SQL Server implements columnstore technology for incredible data warehouse performance
- Best practices around when and where to use columnstore indexes
- An overview of how columnstore indexes operate internally to SQL Server

■ SQW04 Getting Started with MDX – Introductory

William Pearson

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

In this session, led by Microsoft BI Architect and SQL Server MVP Bill Pearson, we will concentrate largely upon crafting simple MDX expressions and queries whose purposes, for the most part, are to return a set of data. We will overview the structure of a cube, using as a basis the sample Adven-

ture Works cube that is available to anyone installing SQL Server Analysis Services 2008 R2. We will then outline the components of simple MDX syntax, and get started writing basic expressions and queries. We will expose basic member functions, introduce filters (or “slicer”), and begin exploring core MDX functionality, including calculated members, and named sets. This session applies equally to Analysis Services 2008, 2008R2, 2012, and 2014.

You will learn:

- An Introduction to MDX - discussing its relevance, uses and basic components
- Expose the concept of tuples and explore syntax elements
- Examine Illustrative MDX Queries

■ SQW07 Getting Started with Analysis Services 2014 Tabular – Introductory

William Pearson

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

The Analysis Services 2014 Business Intelligence Semantic Model (BISM) unifies Multidimensional (OLAP) and Tabular (relational) options for organizational BI. In this session, BI Architect, SQL Server MVP and Analysis Services Maestro Bill Pearson introduces Microsoft Business Intelligence 2014 and the Business Intelligence Semantic Model (“BISM”). He then overviews the Tabular model, beginning with the creation of a project with SQL Server Data Tools (“SSDT”), and continuing from the data import steps to the creation and management of calculations, measures and Key Performance Indicators (“KPI”). Finally, he provides insight to the creation and maintenance of perspectives and hierarchies, as well as other considerations involved in working with Tabular.

You will learn:

- A general understanding of the Business Intelligence Semantic Model (“BISM”)
- An overview of the Tabular model
- Examine the creation and management of calculations, measures and Key Performance Indicators

■ SQW10 Implementing Data Warehouse Patterns with the Microsoft BI Tools – Introductory / Intermediate

Kevin Goff

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

You’ve read some of the content of well-known Data Warehousing books: now what? How do you take the structures and disciplines inside such books as the Ralph Kimball series and implement them? This session will take several of the key concepts in Data Warehousing and demonstrate some implementations using SQL Server Integration Services and Analysis Services. We’ll look at items such as Type 2 Changing Dimensions, Confirmed Dimensions, Dimension Outriggers, Role-Playing Relationships, Many-to-Many Bridge table relationships, Factless Fact tables, Handling of NULL foreign key values, and more.

You will learn:

- Some of the most critical “DOs and DON’Ts” in the design and population of fact and dimension tables
- ETL patterns for populating some of the more advanced dimension modeling concepts (such as type-2 changing dimensions)



Session Descriptions by Track, continued

■ SQH01 SQL Server Reporting Services on Power BI – Introductory / Intermediate

Kevin Goff

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

In this presentation, I'll show over a dozen different SSRS topics, and allow attendees to select which topics to cover. Everything from sparklines to heat maps, from Tablix-drilldown reports to advanced charts, from performance gauges to subreport/drilldown reports to new page/group control features in R2....and even topics like data-driven subscriptions, reports against OLAP cubes, and deploying to SharePoint. Since no presentation can cover all the topics, I'll let the majority of the audience decide which to cover.

You will learn:

- The power of SSRS as a general-purpose report writer
- The ability to walk away with over a dozen different demos that showcase many different SSRS features
- The improvements that SSRS has made over the years in visualizations

■ SQH04 Excel, Power BI and You: An Analytics Superhub – Introductory / Intermediate

Andrew Brust

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

With Microsoft's announcement of its "Power BI" self-service cloud Business Intelligence offering, Excel steps into the BI mainstream. The combination of the Excel 2013 Data Model, Power Pivot, Power View, Power Query and Power Map means the ability to do serious, sophisticated analytics in Excel is here, right now. In this session, we'll look at the analytics capabilities in the core Excel product and the aforementioned add-ins, as well as investigate how to use these tools together. We'll also see how to extend these capabilities into Office 365 and the Windows 8 modern app environment with Power BI.

You will learn:

- About the Excel Data Model and the BI Semantic Model
- The four Excel analytics add-ins: Power Pivot, Power View, Power Query and Power Map
- Publishing your Excel analytics to SharePoint and Office 365

■ SQH07 Self-Service BI Governance – Introductory / Intermediate

Jen Underwood

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

Large companies do suffer with shadow IT systems and rogue analyst databases hidden under desks. With new Microsoft Power BI and a plethora of different, extremely compelling, self-service reporting tools flooding the market, this issue has become more critical than ever to proactively address. Enterprise self-service BI deployments do require governance structure, processes and workflows - it truly is a critical success factor. If you simply install the BI tool and start rolling it out enterprise-wide with no governance in place, you WILL have an uncontrollable mess, compliance and reporting risks. It is much better to roll out self-service BI the right way from the beginning. In this session, we will discuss approaches and frameworks for getting your self-service BI implementation successfully launched and governed. Although these principles apply to all tools regardless of vendor, session examples will showcase Microsoft Power BI, Excel, SQL Server Analysis Services and SharePoint solutions.

You will learn:

- Understand what happens without self-service BI governance
- Approaches to self-service BI implementation
- Review proven frameworks, tools and workflows for enterprise self-service BI governance roll outs

■ SQH10 Busy Developer's Guide to R – Introductory

Ted Neward

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

Ever been curious about some of the tools the "big data" people use to generate the data displays and presentations that appear all over the Web? It begins with tools that can slice, dice, dissect and recombine the data in various ways, and for a lot of the "big data" crowd, the R language is a key part of that. In this presentation, we're going to go over R, starting from the very basics, and examine it from a programmer's perspective: how is it like the languages you use on a regular basis, how is it different, and most of all, how to use it to do some of that slicing and dicing, regardless of how you present it.

■ SQH13 Advanced Analytics and Data Mining for Power BI – Intermediate

Jen Underwood

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

Take your Power BI analytics skills to the next level. In this session, we will introduce and walk-through a variety of popular advanced analytic techniques and tools. We will cover prescriptive and predictive analytics, methodology and tools including but not limited to Microsoft Power BI: Excel, Power Pivot, Power Query, SQL Server Data Mining, Predixion, Frontline Systems Solver and R. Advanced analytics lifecycle topics discussed include choosing the right analytic technique and tool, data preparation, developing analytic models, evaluating models and implementing analytics into smart reports, dashboards, business processes and applications.

You will learn:

- Prescriptive and predictive analytics methodology and tools
- How to choose the right analytic technique and tool
- Data preparation, analytic model development, model evaluation and
- How to implement predictive models into smart reports, dashboards, business processes and applications

Session Descriptions by Track, continued

■ SQH15 Busy Developer's Guide to NoSQL – Ted Neward

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

Heard about this “NoSQL” thing but aren’t really sure what it means, and worse, you’re getting conflicting answers? If you’re a developer who’s been spending all of his professional data storage days in the relational world, hearing about databases that are ‘schemaless’ and ‘dynamic’ and ‘nonrelational’, August seem like a step backwards, leaving you to wonder what the big deal is. In this talk, we’ll go over a bunch of the different NoSQLs, why they’re different from the RDBMS, and more importantly, what they’re good for and why you should spend (a little) time learning how to use and develop to them.

SQL SERVER FOR THE DEVELOPER

Developers have an incredible amount of impact on the overall performance of a database application, and SQL Server Live! shines a spotlight to help developers deliver more. From T-SQL enhancements to SQL Server 2014’s new in-memory OLTP capabilities, and a day-long workshop on SQL Server 2014 for developers, there’s plenty of content to keep you busy – or to supplement your Visual Studio Live! agenda!

■ SQT04 SQL Server 2014 In-memory OLTP Deep Dive – Intermediate / Advanced Scott Klein

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

SQL Server’s new In-Memory OLTP technology (codenamed ‘Hekaton’) promises to be one of the most exciting new features to be released when SQL Server 2014 ships. As a DBA you will have a number of questions surrounds its

internals, how it should be administered and how it will impact you high-availability design. In this demo-filled session, Scott Klein will discuss Hekaton from a DBA perspective. We will look at Hekaton’s architecture and internals, capacity planning considerations, administration considerations and how it impacts your high-availability design. Scott will also present some use cases and examples of where Hekaton can be used.

You will learn:

- How the in-memory technology is integrated into SQL Server
- Memory provisioning and high availability
- Manageability and supportability

■ SQW08 Programming the T-SQL Enhancements in SQL Server 2012 – Intermediate

Leonard Lobel

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

In this informative and demo-packed session, Lenni will guide you through the T-SQL enhancements in the very latest release of SQL Server. We’ll dive into powerful new windowing enhancements with the OVER clause, new T-SQL functions (all 22 of them!), improved error handling with THROW, server-side paging with OFFSET/FETCH NEXT, sequence generators, rich metadata discovery techniques, and contained databases. If you want to learn the new T-SQL enhancements in SQL Server 2012, you won’t want to miss out on this session!

You will learn:

- New T-SQL features in SQL Server 2012
- Examine 22 new T-SQL functions, including 8 new analytic windowing functions
- Explore OVER, THROW, OFFSET, metadata discovery, and contained databases

■ SQF02 Workshop: SQL Server 2014 for Developers – Intermediate Leonard Lobel

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

This full-day workshop will get you up to speed on powerful new features for developers in SQL Server 2008, SQL Server 2008 R2, and SQL Server 2012. Lenni will pull no punches as he rips through the most important SQL Server program-mability points in this intensive demo-packed tour.

Part 1—SQL Server Data Tools (SSDT). We’ll start with an introduction to SQL Server Data Tools (SSDT), the new database development environment for SQL Server in Visual Studio, and then dive right into extensive demos that showcase the most important SSDT features. Lenni will demonstrate how SSDT can be used to develop for (and deploy to) on-premise and SQL Azure databases. In addition to replicating most of the developer-specific functionality found in SSMS, you will learn how to use features such as code navigation, IntelliSense, and refactoring with your database model—indispensable tools previously available only for application development in Visual Studio. We’ll also cover the new declarative model that allows you to design databases offline and under source control right from within Visual Studio.

Part 2—T-SQL Features. Next, we’ll explore the many enhancements made to T-SQL. Learn how to use table-valued parameters to marshal entire sets of rows across the network from client to server, and to pass them between your stored procedures and UDFs. Find out about MERGE, a powerful DML statement that combines the capabilities of four (or more) separate operations, and INSERT OVER DML, which enhances your ability to capture change data from the OUTPUT clause of any DML statement. Work with the latest date and time data types, which include support for time zone awareness. Then learn about the newest T-SQL enhancements in SQL Server 2012, such as windowing (OVER clause) enhancements, running and sliding aggregates, 22 new functions, the THROW statement, server-side paging, the SEQUENCE object, and new metadata discovery techniques.

Session Descriptions by Track, continued

Part 3—Beyond Relational. Then we'll examine the powerful "beyond relational" features, including the latest additions in SQL Server 2012. These features will get you thinking outside the box with respect to the types of data that can be managed by a relational database system. Learn how to use the hierarchyid data type to cast a hierarchical structure over any relational table. Dig into FILESTREAM and FileTable to discover how you can finally enjoy the native ability to store large binary objects in the file system transparently. We'll also cover the geospatial data types that enable you to integrate location-intelligence into the database, and build several location-aware applications on top of these new data types. We'll also cover the rich XML support provided by the relational engine, including XSD, XPath, and XQuery.

Part 4—Enterprise Features. We'll wrap up with powerful enterprise-level data warehousing and security features including Change Data Capture, SQL Server Audit and Transparent Data Encryption. With Change Data Capture (CDC), you can monitor and record changes made to trans-

actional tables without requiring any application changes or resorting to triggers. Enabling Transparent Data Encryption (TDE) automatically encrypts the entire database in the background, without increasing database size, and without requiring any code. And with SQL Server Audit, virtually any action taken by any user can be recorded for auditing in either the file system or the Windows event log.

You'll learn a ton of new SQL Server features in this information-packed day!

You will learn:

- How to leverage SQL Server Data Tools (SSDT) to greatly enhance your productivity as a SQL Server developer
- T-SQL enhancements added to SQL Server 2008 and SQL Server 2012
- Unstructured data storage, including native file streaming, and the hierarchical and geospatial data types
- Enterprise-level data management features, including Change Data Capture (CDC), SQL Server Audit, and Transparent Data Encryption (TDE)

SQL SERVER IN THE CLOUD

Running SQL Server in "the Cloud?" We'll help you make sense of the pros and cons, the dos and don'ts, and the tips and tricks needed to be successful.

■ **SQT01 Best Practices for Leveraging SQL Server in Windows Azure Virtual Machines – Scott Klein**

Tuesday, November 18, 9:30 am – 10:45 am

Windows Azure Virtual Machines is a robust infrastructure for SQL Server, providing the full benefits of infrastructure-as-a-service offering in Microsoft data centers. SQL Server in a Windows Azure Virtual Machine enables both low overall TCO and an efficient platform for enterprise level workloads. This session will examine the critical facets beyond the mere provision of the SQL VM, and look at the characteristics and considerations for tuning, optimizing, and the key indicators for monitoring performance. We'll look at special consideration for High-Availability and Disaster Recovery, and pay a little special attention to scalability.

You will learn:

- Windows Azure Virtual Machine overview, discussing topics including durability and benefits of running in Windows Azure
- Best practices for performance tuning, optimizing, and monitoring SQL Server running in a virtual machine in the cloud
- High availability and Disaster Recovery scenarios leveraged by your on-premises environment



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 Co-Chairs:



Andrew Brust

*SQL Server Live! Conference Co-Chair
Research Director, Gigaom Research*

Andrew Brust is Research Director for Big Data and Analytics at Gigaom Research. Andrew is co-author of "Programming Microsoft SQL Server 2012" (Microsoft Press); an advisor to NYTECH, the New York Technology Council; co-moderator of Big On Data - New York's Data Intelligence Meetup; serves as Microsoft Regional Director and MVP; and writes the Redmond Review column for VisualStudioMagazine.com.



Don Jones

*SQL Server Live! Conference Co-Chair
Founding Partner, Concentrated Technology*

With more than fifteen years of IT experience, Don Jones is one of the world's leading experts on the Microsoft business technology platform. He's the author of more than 35 books, including Windows PowerShell: TFM, Windows Administrator's Scripting Toolkit, VBScript WMI and ADSI Unleashed, PHP-Nuke Garage, Special Edition Using Commerce Server 2002, Definitive Guide to SQL Server Performance Optimization, and many more. Don is a top-rated and in-demand speaker and serves on the advisory board for TechMentor. He is an accomplished IT journalist with features and monthly columns in Microsoft TechNet Magazine, Redmond Magazine, and on Web sites such as TechTarget and MCPMag.com. Don is also a multiple-year recipient of Microsoft's prestigious Most Valuable Professional (MVP) Award, and is the Editor-in-Chief for Realtime Publishers.

Speakers:



Bradley Ball

*Sr. Consultant, Pragmatic Works
MCITP DBA 2005, MCTS DBA SQL 2008*

Bradley Ball is a MCITP 2005 & 2008 DBA with over a decade of experience. Bradley spent 8 years working as a Defense contractor for clients such as the U.S. Army, The Executive Office Of the President of the United States, and Publix Supermarkets. Currently the Data Platform Management Lead for Pragmatic Works and Microsoft VTSP. He has presented at many SQL Saturdays, for PASS SSU's, SQL Rally, SQL Live 360, & the PASS Summit 2011, 2012, 2013. He can be found blogging on <http://www.sqlballs.com> about SQL Server or anything else that interests him.



Chris Bell

*Founder / CEO, WaterOx Consulting, Inc
MCSE SQL 2012 DBA*

Chris Bell (MCSE) has been working with Microsoft technologies for over 20 years and using SQL Server for over 18 of those years. He is currently the Owner and Lead consultant for WaterOx Consulting, a Maryland based company focused on helping companies that can't justify a full time data team, get the most from their SQL Server environments.



Chad Churchwell

Premier Field Engineer, Microsoft

I am a seasoned SQL Server professional with 15 years' experience working with databases. I have managed an enterprise DBA team as well as provided strategic recommendations around High Availability and Disaster Recovery to major corporations. I am currently serving a consulting role with Pragmatic Works with a focus in SQL Server Replication.



Joey D'Antoni

Solutions Architect, Anexinet

Joseph D'Antoni is an Architect with over a decade of experience working in both Fortune 500 and smaller firms. He is currently solutions architect for SQL Server and Big Data for Anexinet in Blue Bell, PA. He holds a BS in Computer Information Systems from Louisiana Tech University and an MBA from North Carolina State University.

Joey is the vice president of the Philadelphia SQL Server Users Group and a member of the board of PASS's SQL/Oracle and Healthcare Virtual Chapters. He is a frequent speaker at PASS Summit, TechEd, Code Camps, and SQLSaturday events.



Pinal Dave

*Founder, SQLAuthority.com
MS Computer Science*

Pinal Dave is a Pluralsight Developer Evangelist. He has authored 11 SQL Server database books, 11 Pluralsight Courses and have written over 2700 articles on the database technology on his blog at a <http://blog.sqlauthority.com>. Along with 9+ years of hands on experience he holds a Masters of Science degree and a number of certifications, including MCTS, MCDBA and MCAD (.NET). His past work experiences include Technology Evangelist at Microsoft and Sr. Consultant at SolidQ.



Conference Speakers, continued



David Dye

*Sergeant, Cape Coral Police Department
MCSA, MCDBA, MCITP, MCTS, MCT, A+, N+,
Linux+*

David Dye is a database and SharePoint administrator, instructor, and author specializing in relational database management systems, business intelligence, reporting solutions, and SharePoint. For the past 9 years David's expertise has been focused on Microsoft SQL Server development and administration and his work has earned him recognition as:

- Author for APress Publishing
- Microsoft MVP 2009/2010
- A moderator for the Microsoft Developer Network for SQL Server forums
- Innovator of the year runner-up 2009 by SQL Server Magazine
- Training Associates Technical Trainer Spotlight April 2011

David is Microsoft certified as an MCITP for database and SharePoint administration as well as SQL Server business intelligence. In addition to his duties with the City of Cape Coral's Police Department David currently serves as a technical reviewer and co-author with APress Publishing in the SQL Server 2012 series and as an author with Packt Publishing.



Grant Fritchey

Product Evangelist, Red Gate Software

Grant Fritchey is a Microsoft SQL Server MVP with over 20 years of experience in IT, including time spent in support and development. He has worked with SQL Server since 6.0, back in 1995. He has developed in Visual Basic, Visual Basic .NET, C# and Java. Grant volunteers at PASS. He has authored books for Apress and Simple-Talk and joined Red Gate Software as a Product Evangelist in January 2011.



Kevin Goff

*Independent Contractor
Microsoft SQL Server MVP*

Kevin S. Goff is a Microsoft SQL Server MVP, author of 2 books, regular columnist for CoDe Magazine on .NET, SQL Server, and Business Intelligence topics, and a frequent speaker at community events in the Mid-Atlantic region. Kevin was a .NET MVP in C# from 2005 to 2009, and has been a SQL Server MVP since 2010. He is also Host of BDBI Radio (<http://www.bdbiradio.com>), a weekly webcast on SQL/BI topics. You can find out more about Kevin at www.kevinsgoff.net.



Scott Klein

Senior Technical Evangelist, Microsoft

Scott Klein is a Microsoft Data Platform Technical Evangelist who leaves and breathes data. His passion for data technologies brought him to Microsoft in 2011 which has allowed him to travel all over the globe evangelizing SQL Server and Microsoft's cloud data services. Prior to Microsoft Scott was one of the first 4 SQL Azure MVPs, and even though those don't exist anymore, he still claims it. Scott has authored several books that talk about SQL Server and Windows Azure SQL Database and continues to look for ways to help developers and companies grok the benefits of cloud computing. He also thinks "grok" is an awesome word. In his spare time (what little he has), Scott enjoys spending time with his family, trying to learn German, and has decided to learn how to brew root beer (without using the extract). He recently learned that data scientists are "sexy" so he may have to add that skill to his toolbelt.



Thomas LaRock

Technical Evangelist, Confio Software

Thomas LaRock is a seasoned IT professional with over a decade of technical and management experience. Currently serving as a Technical Evangelist for Confio Software, Thomas has progressed through several roles in his career including programmer, analyst, and DBA. Thomas holds a MS degree in Mathematics from Washington State University and is a member of the Usability Professional's Association. Thomas currently serves on the Board of Directors for the Professional Association for SQL Server (PASS), and is also a SQL Server MVP. Thomas can also be found blogging at <http://thomaslarock.com> and is the author of DBA Survivor: Become a Rock Star DBA (<http://dbasurvivor.com>).



Leonard Lobel

*CTO, Sleek Technologies, Inc.
MVP*

Leonard Lobel is the chief technology officer (CTO) and co-founder of Sleek Technologies, Inc., a New York-based development shop with an early adopter philosophy toward new technologies that services organizations ranging from small shops to high-profile clients. He is also a principal consultant at Tallan, Inc., a Microsoft

Conference Speakers, continued

Gold Certified Partner. Programming since 1979, Lenni specializes in Microsoft-based solutions, with experience that spans a variety of business domains, including publishing, financial, wholesale/retail, health care, and e-commerce. Lenni is also a Microsoft MVP for SQL Server, lead author of the MS Press book "Programming Microsoft SQL Server 2008" (currently being updated for SQL Server 2012), consultant, trainer, and frequent speaker at local usergroup meetings, Visual Studio Live!, SQL PASS, and other industry conferences. He can be reached at lenni.lobel@sleektech.com.



Ted Neward
CTO of iTrellis

Ted Neward is a programming language, virtual machine, and enterprise-scale architect. He is the CTO of iTrellis, a company focused on helping companies ease IT pain into IT growth, and he has written a dozen books and hundreds of articles on .NET, Java, enterprise systems, mobile development, and programming languages. He resides in the Pacific Northwest, and can be found on the Internet at www.tedneward.com, www.itrellis.com, @tedneward on Twitter, and blogs at blogs.tedneward.com.



William Pearson
*Group Principal - Business Analytics,
Linchpin People
CPA, CITP, CGMA, CMA, CIA, MCDBA, MCSE,
SQL Server MVP, SSAS Maestro*

Bill Pearson, SQL Server Analysis Services Maestro, SQL Server MVP, CPA, CITP, CGMA, CMA, CIA, MCDBA, MCSE, is a consultant, author, mentor and business intelligence architect who has been working with business intelligence for over 18 years and with the integrated Microsoft Business Intelligence solution since its inception. Bill has been awarded the Microsoft Most Valuable Professional multiple times for his technical experience implementing Microsoft BI, as well as his contributions to the community as an author and speaker. Bill's recent series include the Stairway to MDX and Stairway to PowerPivot and DAX columns at SQLServerCentral.com, and he presents regularly at SQL Saturdays and other diverse events worldwide. Bill is a member of the Boulder BI Brain Trust.



Edwin Sarmiento
SQL Server DBA, Python

Edwin Sarmiento is a Microsoft SQL Server MVP from Ottawa, Canada specializing in high availability, disaster recovery and system infrastructures running on the Microsoft server technology stack. He is very passionate about technology but has interests in music, professional and organizational development, leadership and management matters when not working with databases. He lives up to his primary mission statement "To help people and organizations grow and develop their full potential."



Jen Underwood
*Founder & Principal Consultant,
Impact Analytix*

Jen Underwood has almost 20 years of hands-on experience in the data warehousing, business intelligence, reporting, and predictive analytics industry. Prior to starting Impact Analytix, she held roles as a Microsoft

Global Business Intelligence Technical Product Manager, Enterprise Data Platform Specialist, Tableau Technology Evangelist and also as a Business Intelligence Consultant for Big 4 Systems Integration firms. Throughout most of her career she has been researching, designing and implementing analytic solutions across a variety of open source, niche and enterprise vendor landscapes including Microsoft, Oracle, IBM, and SAP.

As a seasoned industry presenter, author, blogger and trainer, Jen is quite active in the global technical community. Recently she was honored to join the Boulder BI Brain Trust (BBBT), given an elite Tableau Zen Master (MVP) award, leads the global PASS Excel BI Chapter and has a Dun & Bradstreet MVP. She writes articles for BeyeNetwork, SQL Server Pro magazine and other industry media channels.

Jen holds a Bachelor of Business Administration degree from the University of Wisconsin, Milwaukee and a post graduate certificate in Computer Science - Data Mining from the University of California, San Diego.

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Covering Microsoft Technologies and Developer News with personal narrative from Kyle Reddoch. 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



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.

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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.

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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.

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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/

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/ for more details!

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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 and use the discount reference number above as the 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.

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Visit www.orlandoinfo.com for information on places to visit and things to do in the Orlando area. You can also visit www.universalorlando.com for more information on the Universal Orlando theme parks and area.



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<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>
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Registration Packages, continued

Group Discounts

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

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

Registration Packages, continued

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