NSNorth
2019

Why Your Employee Should Attend NSNorth

From the ground up, NSNorth is built different from all the other events.

We understand that all conferences might look the same. We get that you don't want to lose someone for a day or two and that the ticket price is only the beginning of a long list of expenses.

However, consider the benefits. Your employee will come back re-energized, with a richer understanding of some of the issues facing our evolving industry. They will understand the importance of inclusiveness, how to grow and be more of a team player, and how to make an even bigger difference on your team. This will hopefully, in turn, inspire you. What does that mean to your company and customers?
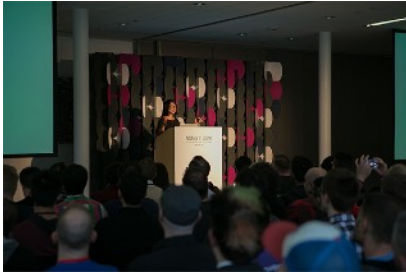
This document aims to back up our claims in the hope that you might allow your employee to attend. Thanks for giving it a read.

> NSNorth was one of the most fun, educational, welcoming, thought-provoking conferences I've ever attended.
>
> - Erika Languirand

> This year's NSNorth was downright magical.
>
> - Charles Joseph

NSNorth at a Glance

Conference:
Friday, April 26th to Sunday, April 28th.

Our biggest lineup yet! Highly curated single-track event. Big thinking and practical takeaways from industry leaders and rising voices.

Workshop:
Friday, April 26th

Full day Advanced Swift workshop by Chris Eidhof of objc.io. Take your understanding of Swift to the next level.

Networking and Offsite Activity:
April 26-28th

Join in on the various networking opportunities throughout the weekend. Enjoy a delicious meal at the Saturday Banquet, and meet new people while having fun during our offsite activity. Our community is inclusive and very welcoming. We have seen many personal and professional friendships form over the years.

NSNorth began in 2013 as a world-class conference for iOS and Mac developers and designers. It has evolved a lot since then. This year features both local and international speakers, an in-depth technical workshop, and a packed schedule.

Being the only event of its kind in Canada, there is a strong focus on discussions, networking, and thought-provoking content. Keeping with tradition, there are **more non-technical** topics than technical.

Safe and inclusive

We enforce a Code of Conduct. We have a Diversity Support program where selected applicants can attend for free. We will have a quiet area available throughout the weekend. Breakfasts, lunches, and dinner meet individual dietary requirements. Volunteers are always on hand to help those with special needs.

Introducing Our Speakers

Ken is a software engineer who was instrumental in the release of the first iPhone. Kate is an experience strategy expert who advises companies around the world on how to adopt the latest technologies while not forgetting our humanity.

Rene helps us understand all the important stuff in our tech news and keeps us all informed. Huda is helping to revolutionize health care in Canada. Laina helps ensure Medium's iOS app is usable by everyone who enjoys the content published on Medium's publishing platform.

Over the course of decades, James has acquired a lifetime of development wisdom while building the absolute best calculator app. Chris is constantly exploring, advising, and training our community on the latest and best practices in software engineering using Swift. Christina consults and builds industry leading apps.

Namrata pushes the boundaries of Augmented Reality in games. Gui is passionate about investigating security on the platform and solving engineering mysteries through reverse engineering Apple's OS and app releases.

Daniel has decades of development experience and is an expert Swift developer and instructor. Leena manages the engineering team at Pagerduty and keeps everyone on track.

For 10 years, Matt has grown his app development agency from two to eight employees. Ishmael has recently released a top-featured, critically acclaimed, daily-planner app.

Their presentations will cover…

Team dynamics / engineering management / inspiring change / diversity / collaboration / engaging stakeholders / cross-functional teamwork / monetization strategies / App Store / state of the industry / future of tech / Voice Over / exceptional experiences / technical debt / Siri shortcuts / assistants / dictation / accessibility / user experience / augmented reality / best practices / architecture / tools / security / time management / ethics in tech / staying human / tech adoption / inclusiveness / changing lives

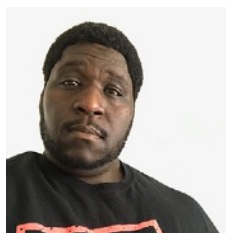**Preview a selection of our presentations:**

Ken Kocienda
Keynote
Elements, Molecules, and Alchemy:
An Insider's Story of Building the iPhone

Kate O'Neill
Keynote
Tech Humanist: Building the Meaningful Human Experiences of the Future

Ish ShaBazz
Subscriptions - The Good, The Bad, The Ugly

Namrata Bandekar
So you want to build an ARKit app

James Thomson
An Illustrated History of Easter Eggs

How will attending NSNorth help my organization?

The World Economic Forum's Future of Jobs Report recently published a list of the **Top 10 Most Important Skills** in the workforce by 2020.

1) Complex Problem Solving
2) Critical Thinking
3) Creativity
4) People Management
5) Coordinating with Others
6) Emotional Intelligence
7) Judgement and Decision Making
8) Service Orientation
9) Negotiation
10) Cognitive Flexibility

These are the soft skills that your employees need to be working on. We see an avalanche of new products and technologies, and new ways of working. Employees need to become more creative in order to benefit from these changes.

We don't feature a long list of tech talks for this reason.

Certainly, as a developer it's important to hear about great new tech or development techniques. However, we place a big focus on the soft skills. **They simply aren't being discussed enough at events in our industry.**

Matt Bischoff
Growing Pains: How Getting Bigger Can Hurt and What to Do About It

It's not just two of you in the garage anymore. What happens when your development team starts to grow, and how do you handle it? This talk will explore the common growing pains software companies face and strategies that have worked to keep things under control as you expand.

Daniel Steinberg
The Best Move on the Board

When you first learn the game of Go it is easy to get caught up in responding to your opponent's moves and lose sight that you're conceding vast amount of territory without noticing it. You get better when you start seeing the whole board - when you have bigger goals - when you have the skills to achieve them - when you realize we aren't talking about the game of Go anymore.

Christina Moulton
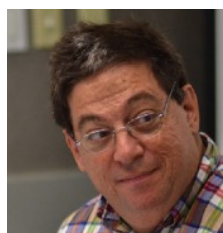**Understanding Speech: Approaches to Voice Input in iOS Apps**

This talk will take a close look at the various ways you can add voice input to your apps. SiriKit shortcuts, UX around keyboard dictation, Siri voice recognition, 3rd Party chatbot SDKs. We will discuss limitations, lessons learned, and you will understand some of the best use cases for these options.

Location

Join us at the St. James Theatre located in Old Montreal. Old Montreal is very walkable with numerous excellent hotels nearby. There are plenty of cafés, restaurants, and shops to explore.

If you are arriving by air, fly into the Pierre Elliot Trudeau International Airport (YUL) and either take the 747 express bus, or you can grab a taxi.

The Metro's orange line will take you to the stop at Place-d'Armes, and the venue is a quick walk from there.

Visit our Venue section to learn more about our associated hotels:

https://nsnorth.ca/venue

NSNorth is one of the best conferences I have ever been to. You are likely to meet every single attendee, including the presenters, when you're there. I've personally made some great friends in our community every time I attend.

- Ryan Nystrom

Cost Summary

We work very hard to remain affordable while ensuring the best possible experience for our speakers and attendees. International attendees will save significantly as all pricing is in Canadian dollars.

- Refreshments provided on Friday night.
- Breakfast, lunch, and banquet dinner are provided on Saturday.
- Breakfast and lunch are provided on Sunday.

Conference Pass	$900.00	($670 USD)
Banquet Dinner Companion	$130.00	($97 USD)
Hotel	$150 - $200 / night	($112 - 149 USD)
Diversity Support	$10 and up	

Above prices are in Canadian dollars and do not include taxes (GST+QST = 14.975%).

Group rates available for 5+ Get in touch for more details.

Diversity Support tickets are available to help send someone to NSNorth by covering a share of their ticket. Thank you for helping to make this a more inclusive event.

Tickets

https://tickets.nsnorth.ca/

Questions?

Please send us an email at info@nsnorth.ca