

Flip the Switch

BrainShare 2010: Refocused, Retooled and Better than Ever

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Novell BrainShare 2010 Basics

Conference Dates: March 21-25, 2010
Location: Salt Lake City Convention Center
Early-bird Registration (US\$1,395): Opens November 1, 2009
URL: novell.com/brainshare

[>Register on November 1!](#)

BrainShare has always been one of the most popular and well-regarded technical conferences in the industry, and now the best is getting even better. After a one-year hiatus, a leaner, more focused and more relevant version of BrainShare is coming back strong in March of 2010.

Exactly how is BrainShare reinventing itself in 2010? For starters, Novell has taken steps to make the conference even more convenient and affordable. BrainShare 2010 will end a day sooner than past conferences—on Thursday evening instead of Friday—to help you streamline your travel plans and reduce costs. Novell is also dropping the full price of the conference from US\$1,895.00 to US\$1,695.00 and, starting on November 1, 2009, offering an even steeper “early bird” discount of \$300.00. That means you’ll pay only \$1,395 for four full days of world-class technical content and training.

What’s New at Novell BrainShare 2010?

Every year, the BrainShare team works hard to preserve the things you love about BrainShare and add new elements that make the experience even better. Here are a few of the changes planned for 2010:

- **A streamlined schedule**—Wrapping BrainShare up on Thursday instead of Friday will simplify your travel arrangements and lower your costs.
- **Lower registration fees**—Novell has made BrainShare an even better value, with lower registration fees and steeper early bird discounts.
- **IT Central**—This new area combines the Novell Technology Lab, the Installation Migration Depot and the Exhibitor Showcase to provide you with a richer and more unified experience.
- **IT Tech Talk**—Meet with distinguished Novell engineers and top technical talent in an intimate, personal setting.

But perhaps the biggest changes taking place at BrainShare 2010 revolve around the content. Novell is making a concerted effort to trim away the fluff and focus on delivering more of the hard-hitting technical information you need to do your job effectively. This includes more technical breakout sessions, in-depth workshops and hands-on training opportunities than ever before, along with new opportunities for closer, more personal interaction with Novell partners and the company’s top technical talent.

For example, in 2010 the BrainShare team is combining the Novell Technology Lab, the Installation Migration Depot and the Exhibitor Showcase into a much larger, more comprehensive new “IT Central” area. This central gathering point will offer even more hands-on experiences—and give you new opportunities to see the latest technology from Novell and its partners in action.

BrainShare 2010 will also feature a new IT Tech Talk event, formerly known as *Meet the Experts*, that brings distinguished Novell engineers and the company’s top technical talent together and makes them available in a more intimate and personal setting. Hosting this event in smaller rooms—and grouping engineers together by products and areas of expertise—will create new opportunities for you to have productive one-on-one conversations with the people who design and build Novell products.

Of course, these are just a small sampling of the many changes and improvements you’ll find at BrainShare 2010. During the next few months, *Novell Connection* will feature a series of articles with more detailed information about the sessions and activities you can look forward to—along with some suggestions for making 2010 your best BrainShare experience ever. In the meantime, make sure you check out the official BrainShare [Web site](#) and register quickly to take advantage of the early-bird discount. **N**

Novell BrainShare Action Items for November and December

BrainShare is still a few months away, but here are a few things you can do now to improve your conference experience:

- **Register on November 1** to reserve your spot and take advantage of the early-bird savings.
- **Check out the [2010 week-at-a-glance schedule](#)**. This will give you a good feel for the changes and new activities we have planned for 2010.
- **Look** for more detailed information in upcoming editions of *Novell Connection*.