

SUPERCONF

5 Reasons I should go to SuperConf:

1.

I'm going to learn more about web/mobile development

Every year that SuperConf runs, they have the smartest people in the world coming to speak about their expertise in web design & development. In the past, there was talks about **devops** before it became a mainstream term, **building real time apps** and more! I'm almost guaranteed to come away with some new knowledge that I can use to make our company better.

3.

I'll understand more about the business side of software

Watching companies launch and the questions that experienced venture capitalists, investors and journalists ask is a very illuminating experience - something I'll be getting first hand as I attend. Beyond that, there are always speakers talking about how to grow (**Like the founder of Grasshopper which does \$30m+/yr talking about how to generate buzz**). I'll of course, bring this knowledge back and help our company grow.

5.

Happy employees are more productive!

Which brings me to my last point, if I go under company sponsorship - I'd be pretty happy. Now before we jump ahead of ourselves and start booking; it should be stated that happy employees are more productive. Don't believe me? What about my friends @ **Forbes**? A major insight from that is that happy employees are 20% more productive. You can't argue with that.

2.

I'm going to be surrounded with extremely talented people (*that we can potentially hire*)

I think it goes without saying, I'm going to be surrounded by very smart people who may be open to their next role. Some awesome companies have hired from SuperConf, including **dotCo** (yes, the people that run every .co domain in the entire world) and **CareCloud** (over \$150m raised). It will be worth it for me to get to know these people and bring our recruiting costs down for our next few hires.

4.

There's no better place to be in late winter than Miami

Won't lie being kinda selfish here. The weather in Miami in February and March is some of the best weather on the entire planet. I'd love to enjoy some sweet rays of sunshine and mojitos.

So are you ready to pull the trigger? Here are the details:

Flights

Tickets

Hotel

You can also reach out to the SuperConf organizers directly at organizers@superconf.com if you'd to sponsor or get a group deal for my entire department.