



**Why is SDL 2025 Really Special?
What makes this Conference Unique?**

"It's the 10th Year of Scrum Day London"

26th & 27th June, 2025

Theme:

**LEARNING FROM THE PAST, BUILDING THE FUTURE".
THE GOOD, THE BAD AND THE FUTURE**



ANNIVERSARY



About Scrum Day London

Scrum Day London is a premier Agile and Scrum-focused conference that has been shaping and inspiring the Agile community since 2015. Now celebrating its 10th Anniversary, this annual event has become a cornerstone for professionals dedicated to advancing Agile practices, building robust teams, and fostering innovation across industries.

Over the past decade, Scrum Day London has welcomed thousands of attendees, hosted globally renowned keynote speakers, and provided a platform for thought leaders to share their insights and experiences.

As we celebrate this milestone, Scrum Day London continues to be a hub for knowledge exchange, networking, and the exploration of the next decade of Agile and Scrum evolution.





Why Attend Scrum Day London?

1. **Learn from Industry Experts:** Gain exclusive insights from keynote speakers and seasoned Agile practitioners.
2. **Tailored Learning Tracks:** With four focused tracks, attendees can choose sessions that align with their interests and professional goals.
3. **Interactive Engagement:** Participate in live retrospectives, lean coffee sessions, recruitment labs, and other interactive elements.
4. **Practical Knowledge:** Dive deep into case studies showcasing successful Agile implementations across the UK and beyond.
5. **Network with Peers:** Connect with like-minded professionals, thought leaders, and innovators from around the globe.
6. **Celebrate 10 Years of Success:** Be part of a unique celebration marking a decade of Scrum Day London, with exclusive features like the "10 Years Stories Wall" and the "Future Vision Art Wall."





Event Highlights

- 1. Keynote Speakers:** Hear from leading voices in Agile, Scrum, Kanban, DevOps, Software Development, Lean Portfolio Management, People Development and Technology. Past Keynote Speakers have included international thought leaders who inspire transformative practices.
- 2. Four (4) Key Learning Tracks:**
 - Product Ownership, Product Development, and Product Management: Learn to create products customers love while empowering Agile teams.
 - Software Engineering and Technology: Explore emerging practices, tools, and frameworks that accelerate Agile delivery.
 - Scaling Agility Across the Enterprise: Discover practical strategies for scaling Agile with or without frameworks, focusing on principles and values.
 - Leadership, Organisation, Culture, and People: Gain insights into leadership, lean portfolio management, cultural transformation, and managing priorities over people.
- 3. Master Classes (Workshops):** Engage in hands-on workshops led by expert facilitators, offering practical tools to enhance your Scrum and Agile practices.
- 4. Panel Discussions on Day 1 and 2:** Join lively debates and discussions with industry leaders and practitioners on both days of the conference.
- 5. Interactive Elements:**
 - Live Retrospectives: Reflect and learn together in real-time.
 - SDL Recruitment Lab: Discover latest practices in HR and Recruitment for Agile and Scrum roles. How to identify, interview and recruit good Agile Professionals.
 - Lean Coffee Sessions: Share and solve pressing challenges in open-mic-style discussions.



Case Studies & Innovation

Attendees will explore:

- Real-world case studies of successful Agile transformations in diverse industries across the UK, Europe and beyond.
- Strategies for driving continuous Scrum and Agile adoption, tailored to organisational needs.
- Innovations in tools and techniques that support continuous improvement and delivery excellence

Special Engagement Features

1. **10 Years, 10 Stories Wall:** An interactive space where attendees can share their personal Scrum journey over the last decade, inspiring and connecting with others.
2. **Future Vision Art Wall:** Collaboratively design the future of Scrum by contributing creative ideas and visions through visual storytelling and sticky notes.





Networking Opportunities

Scrum Day London offers unparalleled networking opportunities including dedicated networking sessions, lean coffee discussions and informal gatherings. Build relationships with professionals who share your passion for Agile and exchange ideas with leaders shaping the future of Scrum and Agile practices.

Akaditi.com is the Organiser of Scrum Day London

Scrum Day London is organised by Akaditi.com.
Your Agility (Agile), Digital, Organisational & Transformation Partner.

We bring out the best in people and Organisations and we do it incredibly well using various Business Agility Techniques, Tools and Agile Practices such as Red Teaming, Critical Thinking, Scrum, Design Thinking Kanban, DevOps, XP and much more. From the Boardroom to the Shop floor, we provide consulting, coaching, training and support on tooling, to help build your knowledge, capabilities, practices and your technology.

Agility (Agile) Services - We provide Consulting, Coaching, Training and Tooling to optimise your Operations or a Department or Transform your entire Organisation.

Technology – Akaditi is a Tech Company. We develop Software and technology Products for us, our Partners and Customers.

Events - We organise Agility Tech, and Agile Events in the UK & Africa to promote New Ways of Thinking, Leading and Working.





Register & Participate

Be a part of this transformational experience. Whether you're a seasoned Scrum Master, Product Owner, Architect, Business Analyst, a Student, Technology Enthusiast or a Leader driving Organisational change, Scrum Day London has something valuable for everyone.

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