



## PHOENIX MARKS FIFTH GLOBAL GATHERING IN A ROW THAT SELLS OUT

### PRESS RELEASE

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**Denver, CO.**—Scrum Alliance®, the largest, most established and influential professional membership organization and certifying body in the Agile community, announces that its Global Gathering in Phoenix is sold out. More than 700 participants from around the world will be attending this event next week, May 4-6, in Phoenix, Arizona. This marks the fifth sold-out Global Gathering for the organization and represents the strong and growing interest in Scrum throughout the world.

“The excitement for Phoenix has been building since it was announced last year, and we are excited that it is almost here,” said Scrum Alliance CEO Manny Gonzalez. “This will be my first Global Gathering as the new CEO for Scrum Alliance, and I am looking forward to experiencing it for myself. I have heard these are amazing events where participants stay engaged from sunup to sundown.”

Global Gatherings are held at least twice per year, once in the United States in the spring and again in Europe or Asia in the fall. The location of the Global Gatherings changes each year to allow as many people as possible the chance to be part of one of these inspiring events. However, once you have been to a Global Gathering, you see that location has little bearing; participants travel from around the world to attend.

Co-Chair Stephen Forte said, “The PechaKucha and Ignite talks are some of the new trends in the conference world. They are much more interactive and community driven. They are spontaneous and crowd-sourced and much shorter than normal conference hour-long lectures. We based this year’s program on feedback we heard over the past year and hope to deliver exciting content that participants will love.”

The purpose of Global Gatherings is to offer practitioners worldwide the opportunity to come together to share their passion for and knowledge of Scrum and Agile practices. Attendees will hear presentations from experts in the field who will inspire them with stories of success, current implementation best practices, and creative applications of the Scrum framework. Participants

also get the chance to meet people from around the world who share a drive to deliver better business results. Attendees share experiences, gain new insights, and return home to their work teams energized and ready to reach the next level.

Co-Chair Daniel Gullo said, “We are very excited for this year’s Global Gathering in Phoenix because we have outstanding presenters and the keynotes are exceptional this year. We really worked hard to make this event one to remember and we believe it will inspire discussions long after it ends.”

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**About SCRUM ALLIANCE®**

Founded in 2001, SCRUM ALLIANCE® is the largest, most established and influential professional membership organization in the Agile community. SCRUM ALLIANCE® is a nonprofit association with more than 400,000 members worldwide. Its mission is to "Transform the World of Work" by guiding organizations to become prosperous and sustainable, to inspire people, and to create value for society. Scrum is at the foundation of all its products, services, and solutions. For more information, please visit [www.scrumalliance.org](http://www.scrumalliance.org).

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