

9:00

Door opening for registration

10:00

Welcome word by organizers and partners ✓

10:15

Phil Newinson, Facebook

How developers can build, grow and monetize their applications with the Facebook platform

2 months after F8, join Phil Hewinson, Partner Engineer, EMEA at Facebook, for a presentation on the state of the Facebook platform and discover how the fastest growing mobile companies are using Facebook to build, grow and monetize their applications.

11:15

Charles McCathie Nevile, Yandex

The future of Mobile – Open or locked

Chaals will explore two possible futures for mobile platforms. In one, open technology supports a powerful base for building applications that run on a wide variety of devices. In the other, incompatible ecosystems compete for mind- and market share, offering ever more powerful, comfortable and enclosing environments. Each of these possibilities has benefits as well as drawbacks, for users, developers, and the people who build the systems themselves. From where we are now, both of these are possible.

12:05

Coffee Break ☕☕☕

12:30

Chris Eidhof, objc.io

Having Fun in Swift

In this talk, we'll have a look at how we can use functional programming to create elegant code in Swift. Instead of just a new syntax for Objective-C code, Swift can do much more. We'll see some interesting techniques that will make our lives as developers a lot easier.

13:20

Luis Solano, Pixable

Building Software in 2014

In this talk we will discuss what entails to write software nowadays, covering several practices and principles to streamline the process of shipping working software.

14:10

Huib Kleinhout, Opera Coast

The browser is dead. Why and how the Web is reinventing itself

Browsers and web sites have dramatically changed lately and still changing along with devices and web technologies. What's new in mobile browsers and what's coming next? How will mobile browsers of the future look like? Do we see any forerunners of those browsers out there? Let's figure it out.

15:00

Lunch 🍴

16:00

Adam Landis, LifeStreet Media

State of Mobile Advertising: Positioning for the Future

Reviewing both monetization and user acquisition, what are today's trends in mobile advertising, what the winners are doing, and what will define the future success of this growing space?

17:00

Attila Csipa, Nokia/Microsoft

Nokia X, or what's Microsoft doing in the Android heartland

A developer oriented introduction to the Nokia X Software platform, with a focus on the technical basis. First, a short introduction to the platform will be made, with a comparison to Android-based platforms. Then a business case will be presented, explaining the appeal and opportunity presented by the platform. The second half of the session will focus on the Microsoft services provided on the platform (Notifications, In-app payment and HERE Maps), including their APIs and details on how to enable or port applications to use them.

17:40

Sascha Pallenberg, MobileGeeks

The future of mobile – looking for the next big thing

I will take you down history lane to introduce them to the real visioners and inventors of our mobile ecosystems. We will take a look at the trend of wearables (smartwatches, smart glasses) to figure out what the next big thing might be, to finally get an idea of what is happening in China and with the Automotive market.

18:30

Secret session 🔒

18:50

Winners awarding by Microsoft ★

19:00

See you tomorrow!



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LET'S BATTLE



CIKLUM
EMPOWERING COLLABORATION

Time	Apalon Main Hall, 2 floor	Long Hall, 2 floor	Education Hall, 3 floor	CocoaHeads Hall, 3 floor	
10:00	Business/Startup block	UX/UI/Mobile Design block	Mobile QA block in cooperation with QA Club Minsk	iOS block by CocoaHeads community	10:00 Registration
10:30	Nastia Khamiankova, Imaguru Introduction to mobile startups in Belarus (EN)	Евгений Невгень – приветственное слово от сообщества (RU)	Наталья Савастюк, QA Club Minsk – приветственное слово от сообщества	Vladimir Burdukov, CocoaHeadsBY – Welcome word by community	10:30
10:40		Андрей Шкинъ, Apalon Glyphs in iOS. Achieving responsiveness.(RU/EN)	Антон Семенченко, ISsoft BDD (JBehave и Cucumber JVM) + Арrium как средство эффективной кросс-платформенной Мобильной Автоматизации	Krzysztof Zablocki, Pixle Behaviours (EN)	10:40
10:50	Юрий Мельничек, MapsWithMe Стартап в Беларуси: за и против (RU)	Макс Гулевич тема уточняется			11:10
11:10					
11:20	Наталья Бахарь, RedRockApps тема уточняется		Oleg Chekan, IGDev TBD (RU/EN)	Денис Лебедев, Yandex / CocoaHeadsBY Грабли в Swift (RU)	11:20
11:40	Денис Денисюк, Apalon тема уточняется				
11:50		Ai Kordak тема уточнется (EN)		Panel Discussion on Swift Chris Eidhof, Vladimir Kirillov, Cyril Lashkevich, Denis Leveled (EN)	11:50
12:00	Панельная дискуссия, сессия вопросов и ответов				
12:20	Web/Crossplatform block by WebNotBombs	Android block by Google Developers Group	WP8 block by WinITby		12:20 Coffee break
12:50	Миша Ларченко, WebNotBombs – приветственное слово от сообщества (RU)	Вова Горшунов, Наташа Жабицкая – приветственно слово от GDG Minsk	Stas Shusha, WinITby – приветственное слово от сообщества	Tomasz Grynfelder, Polidea Reverse Engineering in iOS (EN)	12:50
13:00	Илья Пухальский, EPAM Systems Why Mobile Web Still Sucks (RU)	Маркіян Мацех, ELEKS UX в Google Glass (UA)	Виталий Лещенко Azure Mobile Services (RU)		
13:30		Владимир Горшунов, Ciklum Google Glass intro dev session (RU/EN)	Ваня Киркоров, EPAM Systems Эффективная мульти-платформенная мобильная разработка с Xamarin, и не только... (RU)	Max Bazaliy, Bluebox Security, CocoaHeadsUA Reverse Engineering iOS apps. Lessons Learned. (EN)	13:30
13:40	Дмитро Малеев, N-iX Страх и ненависть в PhoneGap (RU)				
14:00		Панельная дискуссия, сессия вопросов и ответов	Егор Богатов, Playtika Xamarin.Forms: 100% общего кода между iOS, Android и WP8 (RU)		14:00
14:10	Дмитрий Дудин, xbSoftware Tizen OS. Успех или провал?	Горшунов, Пухальский,		Kamila Wojciechowska OCR on iOS – options and limitations (EN)	14:10
14:30	GameDev block by Unity/GameDev community	Android block to be continued	Marketing and monetization block		14:30 Lunch+Coffee break
15:00	Дмитрий Минский, Unity/GameDev Community – Приветственное слово от сообщества (RU)	Maciek Gorski, EL Passion TBD (EN)	Egor Belyi – Introduction to Mobile Marketers community of Belarus		15:00
15:10	Алексей Просин, Иван Петроченко, Wargaming AAA для мобильных устройств своими руками на примере WOT: Blitz (RU)		Jared Barol, Unilead Network Why use an agency for marketing or for monetization, rather than do it your self? (EN)	Sebastian Suchanowski, Synappse iBeacons (EN)	15:10
15:40	Татьяна Авлочинская, Softeq Проектирование обучающей системы для мобильной игры (RU)	Damian Mee How to speak Gradle (EN)			
16:00	Костя Мельников, Alis Games Работа аниматора в мобильном геймдеве (RU)	Антон Руткевич Yandex, GDG Building Android with Gradle. Advanced cases. (RU/EN)	Герман Царев, WapStart Мобильная реклама – как повысить эффективность с помощью данных (RU)	Vladimir Kirillov, CocoaHeadsUA Objective-C on Lambdas	15:50
16:20					
16:30	Никита Рыжковский, Maygem Основы психологии геймера (RU)		Anastasia Gamezo, Apalon Маркетинг iOS приложений: этапы и компоненты (RU)	Vladimir Kolbun, Yandex TBD	16:30
16:50	Алексей Бородулькин, Wargaming Самотестирующиеся чудомеханизмы: встроенная автоматизация тестов на примере WoT Blitz (RU)	Сергей Тарасевич CactusSoft Universal Image Loader: Story, Architecture, FAQ (RU/EN)	Евгений Пальчевский, MetricsCat Зависимость позиций приложений от ревью пользователей. (RU)	Yuru Taustahuzau, EPAM Systems Attribute-oriented programming in Objective-C (RU/EN)	17:00
17:20	Панельная дискуссия, сессия вопросов и ответов (Галенкин, Войханский, Мерзликин, Минский, Просин, Петроченко, Бородулькин)	Владимир Иванов GDG Ukraine Google Services ecosystem (RU/EN)			
			Mobio Тема уточняется	Victor Ilyukevich, CocoaHeadsBY Practical examples of using stubs and mocks in unit tests (RU/EN)	17:30
18:00	Winners awarding by Google				18:00 Closing