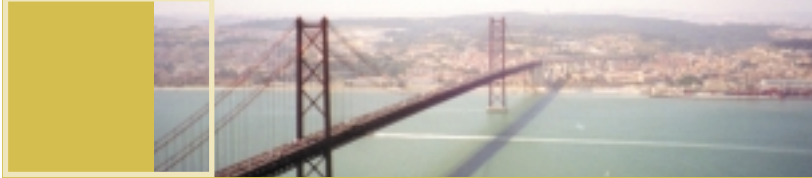


Connecting With the Developer Community



Across Europe



Developers across Europe have a chance this winter to pick up extra expertise in Microsoft's Visual Basic from two events that bring the development community together. First is the continuation of Microsoft's successful European Visual Basic Tour. Following successful events earlier this year, the upgrade tour, which focuses on the transition to .NET, will stage presentations and discussions in countries across the continent from Portugal to Finland and from Greece to Norway. The second is the European Shareware Conference in Cologne, Germany. The conference is designed to bring together developers from a wide variety of platforms, and both Visual Basic and .NET will play a major role.

The Visual Basic tour is a series of one-day events featuring Jackie Goldstein, along with representatives from each local Microsoft office. Goldstein, a dynamic speaker, is the principal of Renaissance Computer Systems of Hashmonaim, Israel. Saying he specializes in training and development with Microsoft technologies is a bit like saying David Beckham specializes in kicking a ball around on grass. Goldstein is in demand as a technical and management speaker at international developer events, such as Tech.Ed, Developer Days, VSLive or SQL2TheMax. His experience covers not only keeping up to the minute on technical developments, as a founder of the Israel Virtual Basic User Group, but also to the care and feeding of developers, as a leader who crosses cultural borders to bring software projects successfully to the market.

The central topic that Goldstein will address is the transition to .NET. What are the new elements in .NET? Why migrate Visual Basic projects to the new platform? What's in it for developers? The Visual Basic tour places these questions front and center in the discussion, and each daily session opens with a comprehensive overview of the benefits and changes that .NET brings for VB developers. With these topics as a foundation, the discussion will move to details about migrating current knowledge into the VB.NET environment, from language changes and support for object-oriented programming to new features in Visual Studio itself. Data access is an important area of change and improvement, and the VB tour will offer a detailed

walk-through of ADO.NET, emphasizing what has been retained from previous versions, along with what is new or simply different in the .NET environment.

The second half of each stop on the tour builds on these discussions. Making the actual transition to .NET is a key concern for many developers, and Goldstein will directly address how to migrate projects to VB.NET. He will demonstrate how to prepare and move existing projects and code into .NET. Developers have a chance to talk about specific strategies, technologies and tools for getting the job done while simultaneously moving from the old environment to the new. The last part of the migration discussion will include demonstrations of desktop, distributed and Web-based (ASP) applications, and how they are all affected by the move to .NET. Of course, .NET is a starting point, not an ending point. Each tour event will conclude with a description of the future of Visual Basic in .NET, including a brief demonstration of Whidbey.

Along with the Visual Basic tour, .NET and VB will play an important role at the European Shareware Conference. Develop-

ers working on shareware projects will be able to talk with their peers about the challenges particular to their sector, along with new technological developments such as .NET. The business aspects of shareware projects stand at the center of the conference's

agenda, including digital rights management, software-based copying solutions and focused online marketing. A special panel will also look at the importance of both .NET and Longhorn.

With the Shareware Conference and the Visual Basic tour, developers have exceptional opportunities to meet other members of the community face-to-face. Jackie Goldstein's expertise and dynamic delivery will drive a discussion of topics from ADO.NET to the practicalities of migration to the new platform.

And the Shareware Conference brings community knowledge together with developers from other environments for sharpening skills across platforms.

On the Road:

Visual Basic Tour

| | | | |
|-----------|----------|-------------|------|
| Tallinn | Estonia | December 1 | 2003 |
| Bucharest | Romania | December 3 | 2003 |
| Porto | Portugal | December 9 | 2003 |
| Lisbon | Portugal | December 10 | 2003 |
| Oslo | Norway | December 15 | 2003 |

European Shareware Conference

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|---------|---------|--------------|------|
| Cologne | Germany | December 8-9 | 2003 |
|---------|---------|--------------|------|