YOW! and Skills Matter Join Forces to
Expand Conference and Professional Development Portfolio
in APAC, UK, Europe and North America.

Brisbane / London / Austin, 7 December 2020: Today we are delighted to announce the merger of two established leaders in software development: YOW! and Skills Matter. Together they will provide the international software development community with increased Conference and Professional Development offerings in Australia, New Zealand, Singapore, Hong Kong, UK, Europe and North America.

YOW! is the largest independent event organiser in Australia for software development, with over 30,000 people attending events since launch in 2008. YOW! brings together internationally recognised experts and developers to encourage excellence and innovation in the APAC centered technology community.

Skills Matter has hosted over 80,000 attendees at 200+ conferences, 4,000+ meetups and live events. With 100,000+ community members from 126 countries, Skills Matter is highly regarded as a continuous learning platform for software engineers and technology experts.

Commencing December 2020, YOW! and Skills Matter will begin to combine their respective content portfolios of face-to-face and online courses and conferences. In the near term these will continue to be offered online until it becomes safe to organise in-person events.

Dave Thomas, YOW! founder, said, *"YOW! is very pleased to join with Skills Matter to further support the software community. Skills Matter's core values are aligned with ours and focused on offerings for developers by developers. Further we share many of the same expert speakers and educators. In 2020, we introduced [YOW! Online](#), for our community to connect with global experts, and each other. One of the first benefits of joining with Skills Matter is YOW! Online Member access to Skills Matter content and their network of IT experts. The YOW! Team is excited to join with Skills Matter to provide increased value for all of our clients and partners."*

Frank Rodorigo, CEO Skills Matter / Quad4 Group, commented, *"We are thrilled to be bringing together YOW! and Skills Matter. Joining these two companies enables us to provide global software professionals with the knowledge, insights, and skills to advance technology and transform businesses."*

About YOW!

Founded in 2008, YOW! brings together internationally recognised speakers and developers to encourage excellence and innovation in the local development community. YOW! covers the emerging technologies and best practices in the software industry – regardless of technological platform or language — without commercial hype.

YOW! Conferences, Workshops & Nights are events for software developers to help them stay up-to-date with the latest practices and to network with their peers. YOW! run these events throughout the year to showcase the current and future direction in software development and delivery.

 In July we introduced YOW! Online, a digital way for you to connect with our global experts, and each other.

For further information: https://yowconference.com/

About Skills Matter

Skills Matter powers the world's most innovative businesses by bringing together technology creators, users and adopters to learn skills, share expertise, and evolve ideas. With 100,000+ members from 126 countries, Skills Matter is one of the world's largest communities of software engineers.

Every year we organise and host hundreds of expert-led talks, conferences, meetups and workshops on the topics that truly matter to engineering teams. And if you can't be there for the live session, recordings of our events are available 24/7 in our free online library of SkillsCast videos.

For further information: skillsmatter.com/

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