

DHAKA AGILE CONFERENCE 2026

SPONSORSHIP PROPOSAL

12 DECEMBER 2026

agilebangladesh

**Dhaka
Agile
Conference**

BANGLADESH



SATURDAY, 12 DECEMBER 2026

@

LE MÉRIDIEN DHAKA



Executive Summary

Dhaka Agile Conference 2026 brings together Bangladesh's Agile practitioners, product professionals, technology leaders, and business decision-makers for a day of learning, exchange, and meaningful conversations about the future of products and organisations.

Organised by **Agile Bangladesh**, a volunteer-driven, non-profit Agile community and an official Scrum Alliance-endorsed user group, this year's conference focuses on one of the most significant shifts shaping our industry: **the impact of Artificial Intelligence on product development and business agility**.

AI is changing how products are discovered, designed, built, tested, delivered, and continuously improved. At the same time, businesses are rethinking strategy, decision-making, team structures, skills, and ways of working to adapt to this rapidly evolving environment. **Dhaka Agile Conference 2026 will explore what is changing today, what these changes mean for product development and organisations, and how businesses can adapt while continuing to deliver meaningful customer value.**

We invite **sponsors and partners** to join us in creating a high-value experience for **300+ professionals** and to be part of an important conversation about how AI is shaping the next era of product development and business agility in Bangladesh.



About Agile Bangladesh

Agile Bangladesh is a volunteer-driven, non-profit community founded in 2015 with a singular mission: to democratize high-quality Agile knowledge and advance Agility for all.



We provide a vital platform where coaches, practitioners, enthusiasts, and learners can connect, discuss challenges, celebrate successes, and share real-world experiences with Agile adoption. Through our collaborative environment, we're transforming how teams work across Bangladesh.

- **Our Mission**

- To create a thriving ecosystem where Agile practitioners can learn, grow, and transform Bangladesh's software development landscape.

- **Community First**

- Built by enthusiasts for enthusiasts, we prioritize collaboration, inclusivity, and knowledge sharing above all.

- **Innovation**

- Promoting cutting-edge Agile practices and methodologies that drive real business value and team satisfaction.

- **Growth**

- Empowering individuals and organizations to achieve continuous improvement through Agile adoption.



What We Do?

We connect a diverse ecosystem of Scrum Masters, Product Owners, Developers, QA professionals, and Agile Coaches—not just to network, but to share practical insights, tackle real-world challenges, and collectively propel the industry forward. Our commitment is simple yet ambitious: to democratize high-quality Agile knowledge, making it accessible to everyone, regardless of experience level or organizational background.



Our vision is to be the catalyst that transforms Bangladesh into a global hub of Agile excellence and innovation. We see a future where Agile principles are not just a methodology for software development, but a foundational mindset for building a smarter, more resilient, and prosperous nation.

We actively enrich collaboration through diverse programs designed to foster learning, sharing, and growth in the Agile community.

Training, Open Space Sessions & Learning Programs.	Brainstorming Sessions & Conferences	Regular Meetups & Workshops
Access comprehensive training programs and open space technology sessions designed to accelerate your Agile learning journey and certification preparation.	Participate in engaging brainstorming sessions and annual conferences that bring together the brightest minds to discuss Agile trends, challenges, and innovations.	Join our frequent meetups and hands-on workshops where practitioners share experiences, learn new techniques, and network with fellow Agile enthusiasts.

Our Story in Motion:

A Journey of Growth and Impact



2016

ASIA AGILE FORUM

A Bold Beginning, Laying the Foundation for a Movement. A one-day flagship event Six Seasons Hotel, Dhaka.



2017

2ND ASIA AGILE FORUM

A one day flagship event hosted by Agile Bangladesh at Dhaka Regency Hotel & Resort



2018

CONTINUE REGULAR MONTHLY MEETUPS

Agile Bangladesh continue its signature monthly meetups, hosting multiple sessions and hands-on workshops at diverse venues such as AIUB, TechMasters, and the JoomShaper Office.



2019

REGIONAL SCRUM GATHERING DHAKA (**RSGD - 2019**)

2 days flagship event sponsored by Scrum Alliance hosted by Agile Bangladesh at Dhaka Regency Hotel & Resort



2020

1ST VIRTUAL CONFERENCE

When the world shifted, we didn't pause—we pivoted. Our first virtual conference became a powerful testament to the resilience and adaptability that define our community.



2021

CONTINUE REGULAR MONTHLY MEETUPS

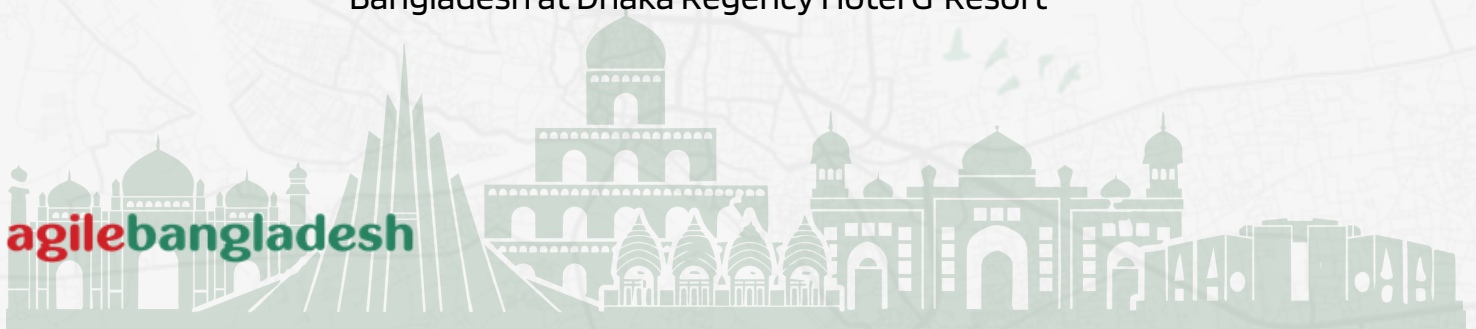
Agile Bangladesh continue its signature monthly meetups, hosting multiple sessions and hands-on workshops at diverse venues



2023

REGIONAL SCRUM GATHERING DHAKA (**RSGD - 2023**)

2 days flagship event sponsored by Scrum Alliance hosted by Agile Bangladesh at Dhaka Regency Hotel & Resort





A Global Agile Stage was in Dhaka!

REGIONAL SCRUM GATHERING DHAKA (RSGD - 2025)

April 25-26, 2025 | Le Méridien Dhaka, Bangladesh



What's was for you?



5 Powerful Keynotes



25+ Insightful Sessions



3 Hands-on Workshops



8 Trailblazing Women Leaders



Topics that matter: GenAI, Agile Transformation, Scrum@Scale, AI in Testing, Leadership & Change

With **27+** global experts from **8 countries**, including Japan, Poland, USA, UK, Australia, Nepal, India & Bangladesh, this is not just a conference—it's was movement.

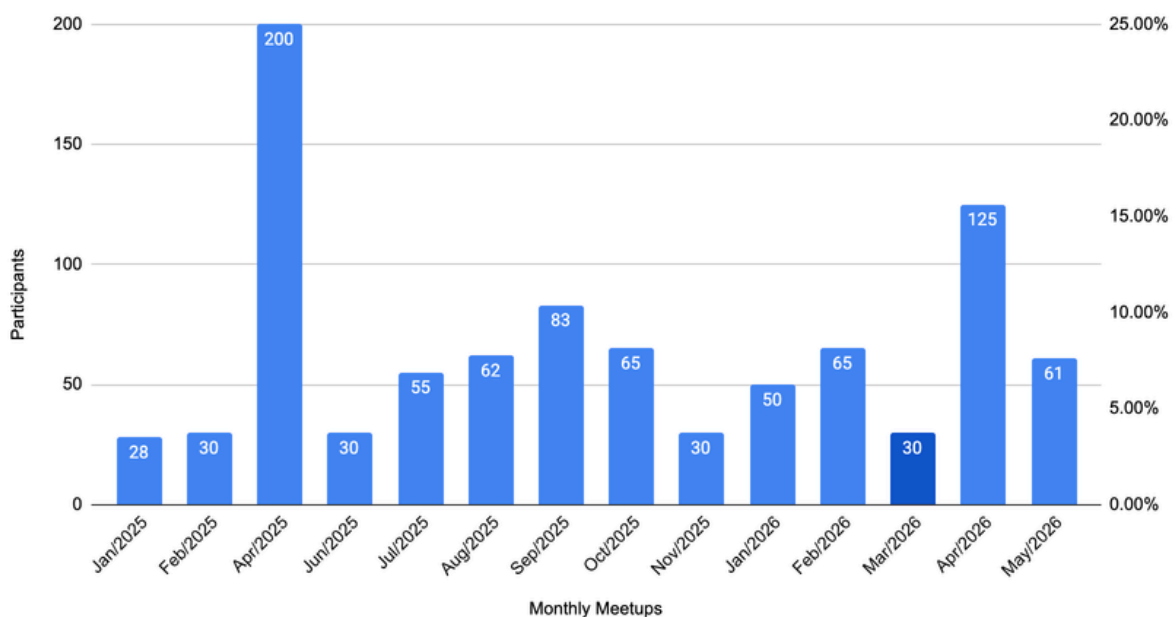


YTD - CONTINUE REGULAR MONTHLY MEETUPS

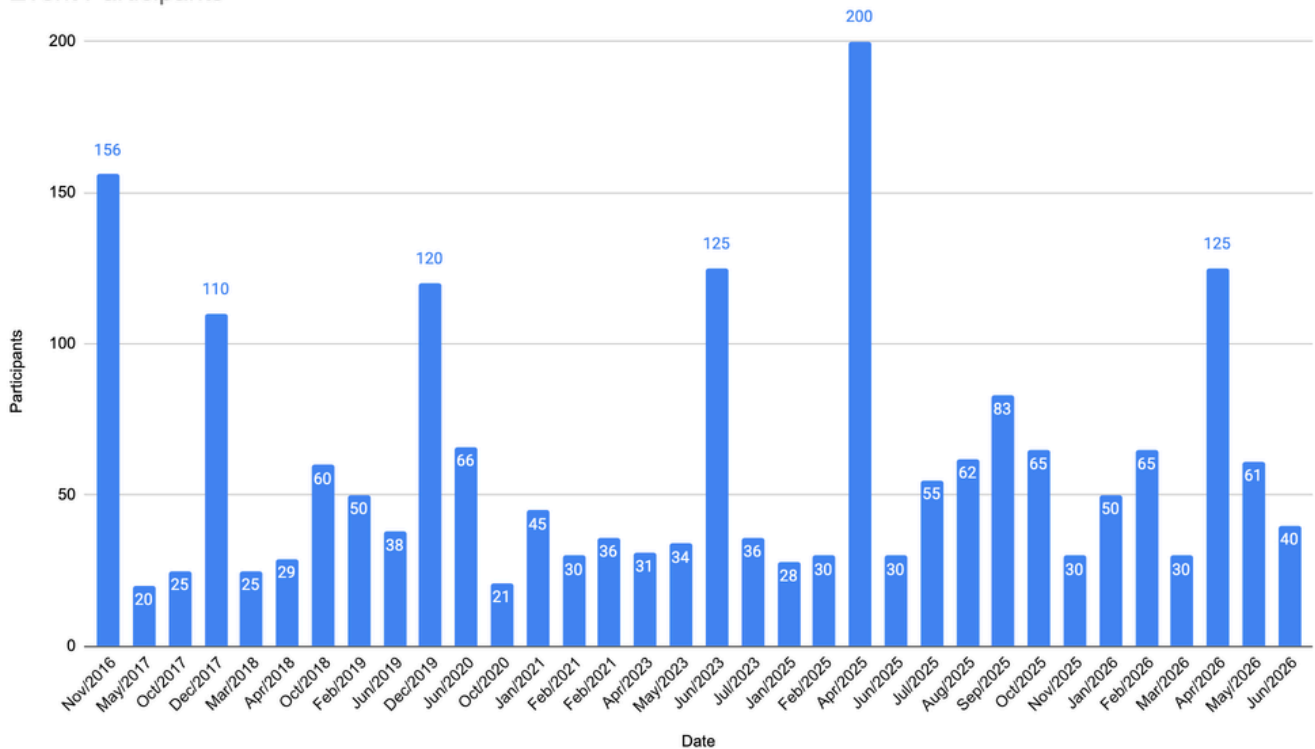
Agile Bangladesh continue its signature monthly meetups, hosting multiple sessions and hands-on workshops at diverse venues

Monthly Community Engagement

Since Jan/2025

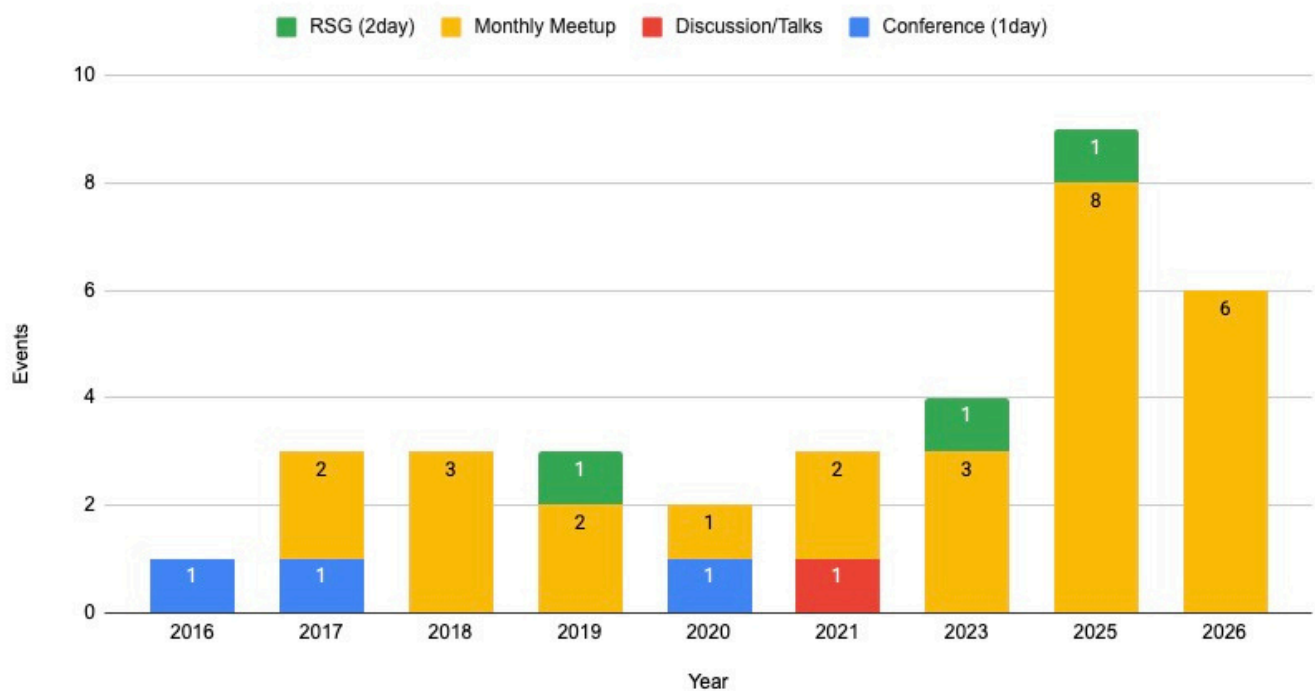


Event Participants



Agile Bangladesh Events by Type

Annual event count across meetups, regional gatherings, talks, and conferences



Event Overview

Dhaka Agile Conference 2026 is a day-long gathering bringing together Agile practitioners, product professionals, technology leaders, and business decision-makers to explore how **Artificial Intelligence is reshaping product development and business agility**.

Organised by **Agile Bangladesh**, the country's leading volunteer-driven, non-profit Agile community and an official **Scrum Alliance**-endorsed user group, the conference will move beyond the **AI hype** to focus on the changes already happening across the product lifecycle and within organisations. From product discovery, strategy, and roadmapping to design, development, testing, delivery, and continuous improvement, the conference will examine how **AI** is changing the way teams work, make decisions, and create customer value. It will also explore what these changes mean for businesses seeking to become more adaptive, responsive, and competitive.

The conference will connect **Agile Coaches, Scrum Masters, Product Managers and Product Owners, Developers, QA professionals, Engineering Leaders, Business Leaders, and C-level Executives** in a focused and highly collaborative environment. Through expert talks, practical case studies, interactive discussions, and knowledge sharing, participants will explore real-world **AI** adoption, challenge conventional ways of working, and learn how Agile principles can help organisations navigate AI-driven change.

Attendees will leave with a clearer understanding of **what is changing in product development, how AI is influencing teams and organisations, and how businesses can adapt their strategies and ways of working to remain relevant and deliver meaningful value in the age of AI**.





Target Audience

Dhaka Agile Conference 2026 is designed for professionals who are actively involved in building products, leading teams, delivering technology, driving organisational change, and making business decisions. The conference will particularly attract people interested in understanding how **AI** is changing product development and how organisations can respond through greater business agility.

Age Range: 22–55+ years

The audience will span students, early-career professionals, and senior executives, with a strong concentration of mid-career professionals and emerging leaders.

The conference is expected to attract professionals from across the product, technology, Agile, and business ecosystem, including:

- Product Managers and Product Owners
- Agile Coaches and Scrum Masters
- Software Engineers and Developers
- QA and Test Engineers
- UX/UI and Product Designers
- Business Analysts
- Engineering Managers and Technology Leaders
- Project and Program Managers
- Transformation and Change Leaders
- Startup Founders and Entrepreneurs
- Business and Strategy Professionals
- Heads of Product, Engineering, Innovation, and Digital Transformation
- CTOs, CIOs, CEOs, and other C-level executives
- Consultants, trainers, educators, and emerging professionals interested in Agile, AI, and product development

The primary audience will come from Dhaka and the wider technology and business community across Bangladesh. The conference will engage **regional and international speakers**, practitioners, and thought leaders, connecting Bangladesh's professional community with global perspectives on **AI**, product development, and business agility.

With **300+** expected participants, Dhaka Agile Conference 2026 offers sponsors access to a concentrated community of professionals who influence **technology adoption, product decisions, organisational transformation, team practices, and business innovation**.



Purpose of the Conference

Understand the Changing Product Landscape

Explore how AI is transforming product discovery, strategy, roadmapping, design, engineering, testing, delivery, and continuous improvement—and what these changes mean for modern product teams.

Connect AI with Business Agility

Examine how organisations can use AI alongside Agile principles to respond faster to market changes, improve decision-making, experiment effectively, and continuously adapt their strategies and operations.

Move from AI Hype to Practical Application

Bring forward real-world experiences, case studies, successes, failures, and lessons learned to help participants understand where AI creates genuine value and where human judgement remains essential.

Rethink Teams, Roles, and Ways of Working

Explore how AI is changing the responsibilities of Product Managers, Product Owners, Scrum Masters, Agile Coaches, developers, QA professionals, engineering leaders, and business leaders—and what capabilities will become increasingly important.

Strengthen Human-Centred and Sustainable Agility

Discuss how organisations can embrace AI without losing sight of collaboration, creativity, critical thinking, customer needs, responsible decision-making, and sustainable ways of working.

Bridge Product, Technology, and Business Leadership

Create a shared space where practitioners and leaders can exchange perspectives, reduce organisational silos, and develop a common understanding of AI-driven transformation.

Build a Stronger Agile and Product Community

Connect professionals across organisations and industries, encourage peer learning and collaboration, and strengthen Bangladesh's growing Agile, product, and technology ecosystem.

Ultimately, **Dhaka Agile Conference 2026** aims to help participants understand **what AI is changing, what those changes mean for products and businesses, and how people and organisations can respond with agility, purpose, and confidence.**





Expected Reach & Exposure

Dhaka Agile Conference 2026 will provide sponsors with opportunities to connect with a highly relevant community of Agile practitioners, product professionals, technology leaders, entrepreneurs, and business decision-makers—before, during, and after the conference.

300+ On-Site Participants

Direct engagement with 300+ professionals from product, technology, Agile, engineering, business, and leadership roles, creating opportunities for meaningful brand interaction and relationship building.

Digital & Social Media Visibility

Conference promotion through Agile Bangladesh's digital and social media channels, including speaker announcements, event updates, sponsor recognition, community engagement, and post-event content.

Agile Bangladesh Community Reach

Exposure to Agile Bangladesh's established professional community, extending sponsor visibility beyond conference attendees to practitioners and professionals who follow and engage with the community throughout the year.

Pre-Event Brand Exposure

Sponsor visibility through selected conference communications and promotional activities leading up to the event, helping participating brands build awareness before attendees arrive at the venue.

Direct Audience Engagement

Opportunities to interact with attendees through networking, exhibition spaces, product demonstrations, conversations, and selected brand activations—creating engagement beyond traditional logo placement.

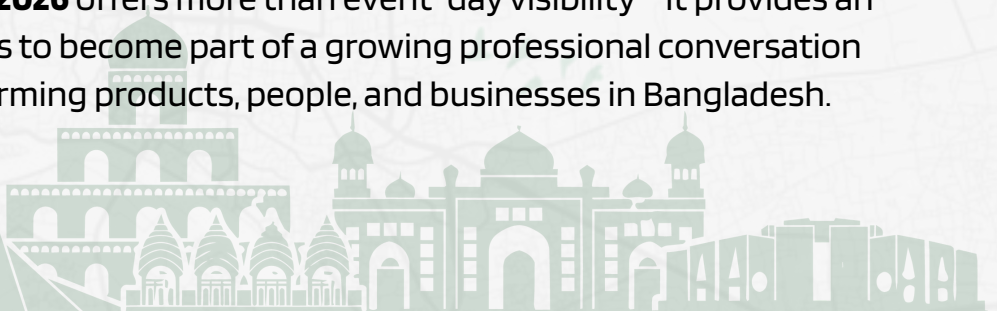
Thought Leadership Association

Position your organisation alongside conversations around AI, product development, Agile ways of working, innovation, and business transformation, strengthening brand relevance among professionals navigating AI-driven change.

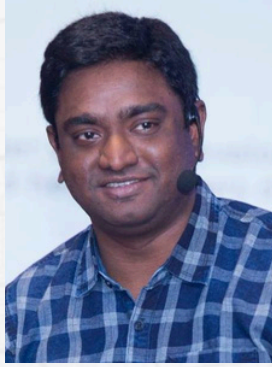
Post-Event Exposure

Sponsor recognition can continue through event highlights, photographs, videos, community posts, and post-conference communications, extending the value of the partnership beyond the event day.

Dhaka Agile Conference 2026 offers more than event-day visibility—it provides an opportunity for sponsors to become part of a growing professional conversation around how AI is transforming products, people, and businesses in Bangladesh.



Meet Our Team



**Mizanur
Rahman**

Certified Scrum Trainer (CST)

Co-Chair



**Md. Shah
Jalal**

CSP-SM®, CSP-D®, A-CSM®,
A-CSD®, CSM®, CSD®, CSPO®, CAL-I.

Co-Chair



**Mohammad Zahid
Hasan**

CSM, CSP-SM, CSPO, CSP-PO, PMP,
CSP, RSM, PARP, SMP, LSSBB, DSR

Organiser



**Syedur
Rahman**

CSD, A-CSD, CSP-D, CSM, A-CSM,
CSP-SM, CSPO, A-CSPO, CSP-PO, CAL-1

Organiser



Meet Our Team



**Mohammad
Faruk**

CSM, CSPO, PMP, ICP-ACC

Co-Organiser



**Nahid
Kamal**

CSM, A-CSM, CSPO, CAL-1,
Scrum@Scale, Management 3.0

Co-Organiser



**Nahian
Raonak**

CSM, CSPO, PMP

Volunteer



**Md. Abu Raihan
Srabon**

CSD, A-CSD, CSM, A-CSM

Volunteer



Meet Our Team



**Golam Rahman
Chowdhury**

CSM

Volunteer



**M. Kamrul Islam
Saeef**

Agile & Kanban Practitioner

Volunteer



**Baki Billah
Siddiki**

IBA Student &
Business Agility Practitioner

Volunteer



Meet Our Speaker for 2026

International Keynote Speaker



Todd Little

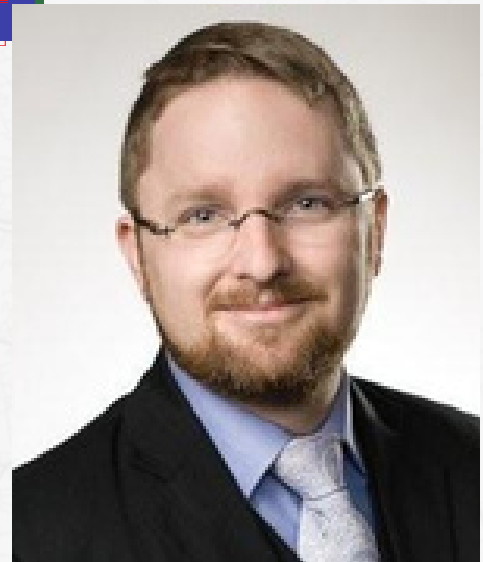
Chairman, **Kanban University**

A highly prominent executive, author, and thought leader in the software development and business agility spaces, currently serving as the Chairman of Kanban University. Often describing himself as an "accidental agilist," he has spent decades shaping agile leadership frameworks, workflow design, and forecasting metrics.

Evan Leybourn

Chief Product Officer, **X2A**.
Cofounder, **Business Agility Institute**

the co-founder of the Business Agility Institute; a fiercely independent research & advocacy organization for the next generation of companies.



Fun & Engaging Activities



Team-Based Games & Challenges

Agile games are short, interactive activities that teach agile principles while building team cohesion, creativity, and trust. Played in quick rounds with fast feedback, they help teams learn by doing — and research links well-chosen games to measurable gains in team performance.



Networking Opportunities

Structured networking breaks, a community lunch, and an exclusive “Connect with Leaders” session will foster the kind of authentic relationships where partnerships are born and careers are accelerated.



Coaching Clinic

a short, focused training session or workshop designed to improve skills, teach techniques, or provide expert guidance.



Photo Booth with Props

an interactive picture-taking station featuring a camera setup and a collection of fun handheld or wearable items.



Food & Beverage Arrangements



Specialized Buffet

Morning Snacks | Buffet Lunch | Afternoon Snacks

Le Méridien Dhaka



Sponsorship Opportunity

Partnering with **Agile Bangladesh** for the **Dhaka Agile Conference 2026** offers a unique opportunity to connect with a vibrant community of product professionals, Agile practitioners, technology leaders, and business decision-makers. Building on a strong history of successful Agile events in Bangladesh, this year's conference brings a timely focus on how **AI is reshaping product development, ways of working, and business agility**.

As a sponsor, your brand will gain visibility among professionals driving product, technology, and business transformation across software, IT services, startups, telecommunications, financial services, healthcare, and BPO. By sponsoring this event, you position your organisation at the forefront of **AI-driven innovation and business transformation**, while building meaningful connections with practitioners, leaders, and key decision-makers shaping the future of products and businesses in Bangladesh.



Why Sponsor the **Dhaka Agile Conference 2026**?

Sponsor Benefits May Include:

- **Direct Access to Industry Leaders & Experts:** Connect with product leaders, Agile practitioners, technology experts, entrepreneurs, and business decision-makers exploring how AI is transforming product development, organisational strategy, and ways of working.
- **Position Your Brand at the Forefront of AI-Driven Change:** Associate your organisation with the evolving conversation around AI, product innovation, business agility, and the future of work, demonstrating your commitment to innovation and continuous transformation.
- **Prominent Brand Recognition:** Be recognised as a key partner supporting Bangladesh's growing Agile, product, technology, and innovation community.
- **Conference-Wide Exposure:** Build brand visibility across multiple conference touchpoints, including pre-event promotions, digital communications, on-site branding, stage presence, networking activities, and post-event engagement, based on your sponsorship package.
- **International & Regional Visibility:** Gain exposure through the participation of international speakers, experts, and professionals while supporting an official Scrum Alliance-endorsed User Group event in Bangladesh.
- **Branding & Engagement Opportunities:** Showcase your brand through selected conference materials, digital platforms, exhibition spaces, merchandise, and other event activations according to your sponsorship level.
- **Connect with Future Talent:** Engage with experienced professionals and emerging talent across product management, software engineering, QA, Agile, AI, technology, and business transformation, strengthening your employer brand and recruitment network.
- **Build Meaningful Business Connections:** Create opportunities to engage with professionals who influence technology adoption, product strategy, organisational transformation, and business decisions across a range of industries.

When you sponsor **Dhaka Agile Conference 2026**, your brand becomes part of an important conversation about **how AI is changing the way products are built and how businesses adapt**. Your message will reach a highly relevant audience—from hands-on practitioners to product, technology, and business leaders—positioning your organisation alongside the people shaping the next generation of **AI-enabled product development and business agility in Bangladesh**.



Sponsorship Package

01

TITLE SPONSOR

- **25** Complimentary event tickets
- **20%** discount for additional registrations.
- Big Logo in main Banner, standees and backdrops
- **05** inserts in the goodie bag (your company promotional items)
- **10** minutes sponsor spotlight on the main stage, subject to agenda approval.
- **01** Big stall at the venue
- Logo placement on conference website (on the conference sponsor page) will be linked to the company website
- Half size logo included on t-shirt and mug
- Logo placement in email will be linked to the company website
- **10** Seat at speakers' dinner

BDT 10,00,000

02

GOLD SPONSOR

- **15** Complimentary event tickets
- **15%** discount for additional registrations.
- Big Logo in main Banner, standees and backdrops
- **03** inserts in the goodie bag (your company promotional items)
- **05** minutes sponsor spotlight on the main stage, subject to agenda approval.
- **01** stall at the venue
- Logo placement on conference website (on the conference sponsor page) will be linked to the company website
- Half size logo included in t-shirt and mug
- Logo placement in email will be linked to the company website
- **05** Seat at speakers' dinner

BDT 5,00,000

03

SILVER SPONSOR

- **07** Complimentary event tickets
- **10%** discount for additional registrations.
- Big Logo in main Banner, standees and backdrops
- **02** inserts in the goodie bag (your company promotional items)
- **01** stall at the venue
- Logo placement on conference website (on the conference sponsor page) will be linked to the company website
- Logo placement in email will be linked to the company website
- **03** Seat at speakers' dinner

BDT 250,000

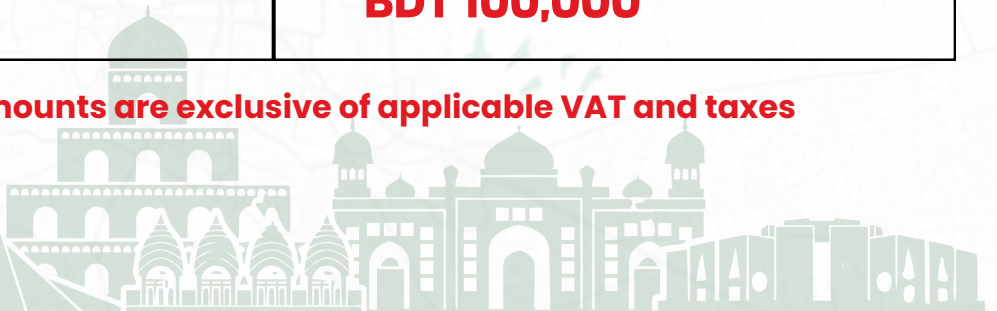
04

BRONZE SPONSOR

- **05** Complimentary event tickets
- **05%** discount for additional registrations
- Logo in main Banner, standees and backdrops
- **01** insert in the goodie bag (your company promotional items)
- Logo placement on the conference website (on the conference sponsor page) will be linked to the company website
- Logo placement in email will be linked to the company website
- **02** Seat at speakers' dinner

BDT 100,000

****Note: All sponsorship amounts are exclusive of applicable VAT and taxes**



Other Sponsorship Package:

05

MICRO SPONSOR

- **01** Complimentary event tickets
- Logo in backdrops
- **01** Seat at speakers' dinner

BDT 50,000

06

OTHER SPONSORSHIP OPPORTUNITIES

- Swag Sponsor (300 pieces)
 - T-shirt
 - Mug
 - Pad
 - Pen
 - Bag
- Dinner sponsor (for speakers and sponsors and invited guests from industry)
- Crests

PLEASE CONTACT US FOR DETAILS



Sponsorship Rate Card

No.	Category	Available Spots	Amount
1	Title Sponsor	1	BDT 10,00,000
2	Gold Sponsor	2	BDT 5,00,000
3	Silver Sponsor	3	BDT 2,50,000
4	Bronze Sponsor	5	BDT 1,00,000
5	Micro Sponsor	10	BDT 50,000

****Note: All sponsorship amounts are exclusive of applicable VAT and taxes**

Event Tickets

No.	Ticket Type	Amount
1	Super Early Bird (40% discount)	BDT. 3,600
2	Early Bird (20% discount)	BDT. 4,800
3	Student offer (80% discount)	BDT. 1,200
4	Regular Price	BDT. 6,000

BDT. 300 FROM EVERY TICKET SOLD WILL BE ALLOCATED TO SUPPORT
CANCER PATIENT CARE.

Thank You! Join Us in Shaping the Future of Agility.

The **Dhaka Agile Conference – 2026** isn't just another industry event. It is the annual homecoming of Bangladesh's most committed Agile practitioners—a day where learning is deep, connections are real, and the agenda for the year is set together. By sponsoring this conference, you don't just reach an audience; you empower a movement, earn trusted visibility, and position your brand at the center of the country's digital transformation story.

Let's start the conversation.

For any questions, partnership discussions, or further details,
please contact us



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