The modern situation with IT-technologies in the world seems consolidation of all programmers’ attempts in the development of different perspective approaches in the target sphere. In this connection it will be useful to say some words about International IT-Conference Geek Week. This conference was held on November 16-22 in Moscow. The organizer of this conference was the company GeekBrains. The sponsors were: Pentestit, Cloudlite, banki.ru, digital design.

The most important thing was that the conference was opened for all people. It was online. About 80,000 participants have been registered. Broadcast was conducted with Moscow stadium Luzhniki.

David Allen was invited as a special guest.

David Allen is one of the world's leading experts on personal and organizational productivity, the author of the world-famous best seller and the creator of unique methodology GTD (GettingThingsDone), consultant and speaker of the international level, the founder and the director of David Allen Company.

The aim of Geek Week was learning programming and communicating with experts from leading IT-corporation of Russia and the world during 7 days.

On this conference, any person could get acquainted with the last trends and modern direction in IT-industry. It was the great opportunity to meet with bright representatives, who spoke about future jobs, such as:

- Information Security,
- Programming of web & mobile,
- 3D modeling,
- augmented reality,
- Big Data,
- Robotics,
- Onlaine & multichannel retail.

The main themes on conference:
- Secrets of the programmer’s development;
- The practice of creating a software product;
- Trends in contemporary design and development;
- Career prospects.

For whom and why the conference Geek Week 2015 was useful?

For the beginning developers.

People who are making the first steps in programming or having a good theoretical basis, but a little practice, they have had an opportunity for online learning of creation sites and mobile applications from the best professors of geekbrains.ru site. The interesting webinars about an employment and starting IT career have been shown on the site.

Professional development has been guaranteed in the field of programming for Middle-developers. More than 20 speakers from well-known companies such as Yandex, Kaspersky, Google have shared with useful information. Reports have been divided into different topics and haven’t taken a lot of time, but they have been very productive.
To be more close to the atmosphere of the conference we present here the extracts of biography and famous quotations of IT-companies’ speakers, who have participated in the Conference Geek Week 2015.

**Vladimir Grinenko**
Development of web interfaces according to BEM-methodology
Head of group of interface general components in Yandex.

“On practical examples I will show how the use of BEM allows you to simplify and accelerate the development of interfaces, re-use ready-made components, and to obtain the reliable and cheap to support process. I will share experiences, lessons learned during years of developing common components in Yandex, talk about "drawbacks" and provide some useful recipes. Familiarise you with the tool set of BEM-platform.”

**Dmitriy Soshnikov**
Technology Evangelist Microsoft

Dmitriy Soshnikov works in the popularization of modern technologies of software development among beginning developers, schoolchildren, students, beginners start-ups. Also he specializes in the field of Internet and the development of universal application Windows, the platform .NET (F #, Roslyn).

"Programming covers all areas of our lives - from the obvious mobile applications and web sites to interesting areas such as generative art and parametric architecture. I'll talk about how you can make easy and fun to learn programming, drawing more and more complex fractal image with turtles, as well as other interesting areas of application programming - the creation of interactive installations using Kinect, programming of electronic microcontrollers and the study of moods Twitter Real time."

**Yuri Zhayvoronok**
The finalist of the international competition Microsoft Imagine Cup 2009 Egypt in the category Embedded Development. "In this lesson we will learn the basics of the language PHP, think over the project of our blog, we will begin to manipulate the data from the database by means of PHP"

What was also interesting on the Geek Week 2015? During seven days of the conference there were two free training courses. 1. «PHP. Quick start". The professor Yuri Zhayvoronok exposed a common architecture of web-site, told about the work with authorization, database and templates on the example of creating blog on the language PHP. 2. «Android for beginners. Creating a game «Eat green circles». General mobilization is already here - there are over 5 billion active mobile devices in the world. Mobile applications have captured business, science, medicine, sports, entertainment and another fields.

Professor Igor Dolgov told about the basis of programming for Android and helped for participants to create a simple game themselves.

It should be said in conclusion that the conference Geek Week has been very necessary for people who are interested in programming. It has given the chance for many IT programmers to find answers to questions from leading speakers of the most famous IT companies. Nowadays almost everybody uses IT-technologies, so the profession of a programmer is very popular in the world. It is clear that the conference Geek Week will develop talents, new ideas, provide new opportunities for students in employment in leading IT-companies.

**List of internet sources:**