

## Deepest SQL Training Event ever held in Ireland



**“The knowledge and enthusiasm of the speakers was fantastic. The topics covered could be put into use immediately and with real effect”. *Brendan McGee, Eircom***

***In the last week of September 2009, two of the world’s foremost authorities on SQL Server—Paul Randal and Kimberly Tripp of SQLskills.com, returned to Dublin to deliver ‘SQL Immersion’. This week of intensive SQL Training, is the DEEPEST ever to be delivered in Ireland - arguably the deepest to be seen in Europe in 2009!***

Almost 50 people attended the course, which was sponsored by Microsoft and organized by local Gold Partner *Prodata: SQL Centre of Excellence*. The week was designed to help SQL professionals deepen their knowledge of the SQL Server product, especially around design, performance and essential maintenance.

The advantage of a public class is the breadth of experiences that attendees bring with them from which everyone can learn, and of course the lively debates that often ensue. This Group was lively and the sessions were highly interactive bringing real life problems to light and generating solutions in quick-time, showing the productivity enhancements that can be attained through a deeper knowledge of the internals of the SQL Server engine. One delegate was delighted to realize that a simple change to her code could remove the need for her company to invest literally millions in new hardware to achieve the same gain.

***“We never know who we're going to have in our classes and the group in Ireland was just excellent. All the attendees, some of whom had flown in from as far away as Singapore, were very enthusiastic and***

***engaged, and showed an impressive amount of SQL Server knowledge through incisive questions and in-depth discussions.***

***For us, one of the most gratifying parts of teaching a class is helping someone solve a design or production issue that's been causing major problems for their company. The Ireland class was no different - we unblocked some projects and provided immediate money-saving solutions to several attendees - clear ROI from attending. We can't wait to come back next year!"*** – Paul S. Randal

According to Enda Flynn who coordinated the Microsoft Sponsorship of this event ***"In-person training of this quality in a smallish venue is very rare and that is why the response received from the Irish audience is so impressive"***. A main focus for Enda in the coming year will be to work through Microsoft to drive skills in Irish Enterprises using the Microsoft Platform. As part of this he is coordinating the SQL Academy, which will kick-off on October 21<sup>st</sup> with a lecture by Bob Duffy on 'SQL Server Advanced Configuration'.

SQL Immersion: Dublin 2009 – sample participant feedback:

***"I can't express just how huge a benefit this class has been. After this week, I have a whole list of things that I have learned that I will be able to implement and make some incredible gains in my system! You cannot imagine how much time, effort and MONEY this will save. GREAT CLASS!"*** – Michaelene Johnson, Senior Program Manager, Microsoft

***"The enthusiasm, knowledge and depth of the speakers combined with a delivery method that made complex concepts easy to understand. The first time I have attended a course that I had to tune into everything that was being said and hang on every word!"***- Tony O'Grady, Kerry Co Council

The event was planned and organised by the Prodata: SQL Centre of Excellence, a local Microsoft Gold Partner that specialises in providing the best consulting and managed services in Ireland for the Microsoft SQL Server platform. The Centre is headed by Bob Duffy a local Microsoft MVP and one of less than 20 Microsoft Certified Architects (aka SQL Ranger) on the Microsoft SQL Server Platform globally. Bob is an active figure in the international SQL community and regularly speaks at events on SQL Server, he is also a member of the working group for the SQL 2008 masters exam. Bob closed SQL Immersion: Dublin 2009 with a session on SQL Consolidation and Virtualisation in which he showed some impressive live migrations (planned and simulating disaster), a feature of Hyper-V, beautifully supported by SQL Server.

Based on the feedback from SQL Immersion: Dublin 2009, *Prodata: SQL Centre of Excellence* will be bringing Paul and Kimberly back to Europe in 2010 to delve further into the world of internals and the other hot topics that will help delegates enhance the performance and maximise their ROI from their SQL estate. For further information and to keep informed of future events, visit: [www.prodata.ie/Events](http://www.prodata.ie/Events). You can also keep abreast of Paul and Kimberly's latest news on their blogs.

<http://www.sqlskills.com/blogs/paul/>

<http://www.sqlskills.com/Blogs/Kimberly/>

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