

At a glance

The who, what, where, how and when of Web Directions South

"best conference ever!" - Matt Webb, keynote speaker Web Directions North '08

Where and when?

Conference & Expo

September 25 & 26 - Sydney Convention Centre, Darling Harbour Parkside

Workshops

September 23 & 24 - PowerHouse Museum

Who attends?

More than 600 designers, developers, product and project managers, editors, writers, marketing professionals, startups and CIOs - people whose day to day job is managing and building great web sites and businesses.

What does it cost?

Conference

- ▶ \$850 before July 19th
- ▶ \$950 Before September 6th
- ▶ \$1050 full price

Workshops

- ▶ \$450 Conference attendees
- ▶ \$550 Workshops only

Who's Speaking?

Our speakers are the best in the business. Not just talking heads, but pioneers and high achievers in their fields from around the world. This year's speakers include

- ▶ Jeffrey Veen - renowned UX expert
- ▶ Derek Featherstone - accessibility
- ▶ Daniel Burka - DIGG Interaction Designer
- ▶ Gina Bolton CSS expert
- ▶ Douglas Crockford - Ajax security expert at Yahoo!
- ▶ Jeff Croft - web design and typography
- ▶ Lynne D Johnson - Senior Editor and Community Director FastCompany,

What's Covered?

Everything web professionals need to know to keep up to date with this faced paced industry:

- ▶ Web design
- ▶ Front end development
- ▶ Back end development
- ▶ Information Architecture
- ▶ User Experience and Interaction Design
- ▶ Social media and networks
- ▶ Accessibility
- ▶ Ajax
- ▶ RIAs
- ▶ Web application security
- ▶ Marketing and advertising online



Web Directions South '08 Executive Summary

Held annually in Sydney, Australia and North America, Web Directions is one of the world's leading conferences for web professionals.

We bring together the web industry's leading experts from around the world to educate, entertain and inspire our attendees. The conference also features plenty of networking opportunities, social events and a highly relevant, attendee only Expo.

The Speakers

This year's conference includes renowned international speakers:

- ▶ Lynne D Johnson, Senior Editor and Community Director at FastCompany
- ▶ Douglas Crockford, JavaScript guru, and inventor of JSON
- ▶ Gina Bolton - CSS design expert
- ▶ Jeffrey Veen, Wired Magazine, Adaptive Path and Google
- ▶ Daniel Burka, Interaction Designer of Digg
- ▶ Derek Featherstone - accessibility expert
- ▶ Jeff Croft of Blue Flavor, web designer extraordinaire

Together with other local and international experts, they'll cover

- ▶ Web design
- ▶ Front end development
- ▶ Back end development
- ▶ Mobile design and development
- ▶ Information Architecture
- ▶ User Experience and Interaction Design

- ▶ Social media and networks
- ▶ Accessibility
- ▶ Ajax
- ▶ RIAs
- ▶ Web application security
- ▶ Online communities
- ▶ Online marketing and advertising

Whatever your role in building and managing web sites, applications and communities, Web Directions will be full of valuable insights and inspiration.

That's why companies and organisations like Google, Yahoo!, BBC, ABC, News Limited, nineMSN, Telstra, CSIRO, Boeing, Optus, Virgin, Westpac, IBM, ABS, AFP, Centrelink, QUT, UQ, UNSW, and hundreds of others have sent and keep sending their people to Web Directions.

The value

Web Directions is fully catered, with reception and closing night party, and 30 sessions over two full days, and represents outstanding value. You really won't do better anywhere. There's also two optional days of whole day workshops.

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