



Why you and your team should attend Web Directions UX

THE CONFERENCE

All the cool Ajax and beautiful CSS based design, or RIA pizzazz in the world won't make up for a frustrating, unintuitive User Experience.

Web Directions UX focusses on the concepts, technologies and techniques you and your team need to build great user experiences on the web - from conception and design, to implementation and testing.

A fantastic value, one day, two track conference, starting and finishing with keynote presentations from world renowned experts in user-centred design and usability, coupled with an optional day of highly relevant workshops, Web Directions UX is a must attend event for web professionals whatever their role in delivering great web experiences.

THE CONTENT

- ▶ Creating obvious interfaces and compelling user experiences
- ▶ Using web analytics to objectively refine the user experience of sites and applications
- ▶ Designing for the mobile web
- ▶ Writing for web sites and applications
- ▶ Real world usability testing tools & techniques
- ▶ Customer generated products and services
- ▶ Email newsletter design

and more

THE SPEAKERS

Confirmed speakers include

- ▶ Andy Budd (Clearleft UK)
- ▶ Robert Hoekman Jr (Miskeeto US)
- ▶ Emily Boyd (Remember The Milk)
- ▶ Jackie Moyes (News Digital Media)
- ▶ Steve Baty (Meld)
- ▶ Oliver Weidlich (Ideal Interfaces)
- ▶ Lisa Herrod (Scenario Seven)
- ▶ Donna Maurer (Maadmob Consulting)
- ▶ Matthew Patterson (Campaign Monitor)

THE VALUE

- Conference - May 16
- ▶ \$495 (before April 11)
 - ▶ \$595 (after April 11)

- Full day Workshops - May 15
- ▶ \$450 (conference attendees)
 - ▶ \$550 (workshop only)

OUR PROMISE

You and your team will leave

- ▶ equipped with techniques and concepts ready to be put to use in your work right away
- ▶ Inspired by the real world projects people are doing right now across a broad range of sectors

Maxine Sherrin and John Allsopp
Web Directions UX
May 16 (Workshops May 15)
Melbourne Town Hall

REGISTER NOW

<http://webdirections.org>