



WHERE AUSTRALIA'S **WEB** & **DIGITAL** MINDS MEET

Luna Park, Sydney
October 29-30th 2015
webdirections.org/wd15

'Web Directions is the must-attend event of the year for anyone serious about web development'

*Phil Whitehouse,
General Manager, DT Sydney*

'Out of any conference, Web Directions is far and away our favourite in terms of results and enjoyment'

*Dave Greiner,
Campaign Monitor Co-founder*



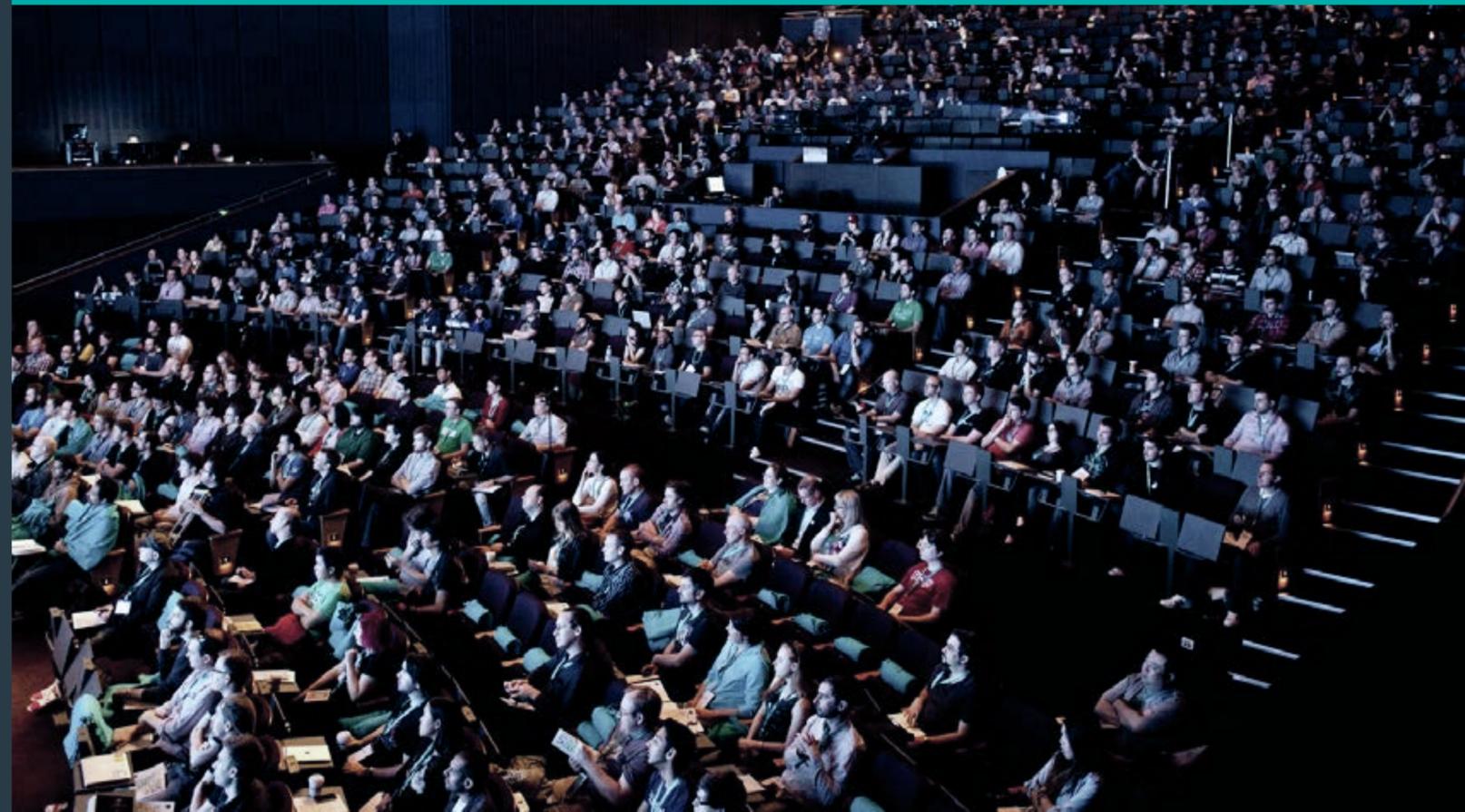
KEEPING UP TO DATE IN OUR INDUSTRY IS A FULL TIME JOB. WHY NOT MAKE IT OURS, NOT YOURS?

AT A GLANCE

Nearly 800 senior creative and technical directors, heads of engineering and engineering managers, web and app designers and developers gather once a year at this festival of digital creativity, an event unrivalled in Australia.

Whether in an engineering, design or a product role, for professionals, the digital and Web landscape is constantly changing. Technologies and practices are constantly outmoded, and last year's best practice can be out of date today.

People and companies who stay on top of these trends derive outsized advantage.



WHO ATTENDS WEB DIRECTIONS?

With two strongly curated streams, **Engineering & Product/Design/Experience**, Web Directions caters to the breadth of the Australian Web and digital industry.

For the **Engineering Stream** our attendees range from heads of engineering, technical directors and engineering leads, to web and app developers.

On the creative side, in our **Product Stream**, there's the leading digital creatives, creative directors, product managers, web, UX, interaction and visual designers.

WHY SEND YOUR TEAM TO WEB DIRECTIONS?

At Web Directions, our goal is to help Web and digital professionals like your team keep up to speed in this rapidly changing industry. In short, our promise is that Web Directions will help you help your people stay at the top of their game. As we've been doing since 2004.



ORGANISATIONS

Just a handful of the hundreds of enterprises, universities, state and federal government departments who send attendees to Web Directions.





WHAT IS WEB DIRECTIONS?



Web Directions is one of the world's longest running, and most highly respected conferences for Web and digital professionals.

Since 2004, we've brought together World leading experts to share their knowledge and expertise with professionals from all over Australia, our region and beyond.

No one brings the breadth and calibre of expertise to Australia that Web Directions does.

Web Directions features two curated streams, one focused on Engineering and Development, one focussed on Product and Design. Each day begins and ends with a keynote by globally influential professionals and Industry leaders, including this year, the **global Creative Director at BuzzFeed, Cap Watkins**, and the driving force behind the revolutionary UK Government Digital Service, Tom Loosemore.

WORLD LEADING CONTENT

We've all been to those events, with low-information panels, and presentations that look suspiciously like product pitches.

Not so with Web Directions. All sessions are driven by hand-picked industry leading presentations, and we've got a strict "no pay to speak" policy.

EXCLUSIVE FULL VIDEO ACCESS AFTER THE EVENT

Importantly, we video all the conference presentations for exclusive access by our attendees after the event.

MUCH MORE THAN JUST CONTENT

Web Directions is much more than just the content, with the chance to connect with hundreds of fellow professionals, and share thoughts and insights. All part of being an engaged professional.



WHO'S SPEAKING?

PRODUCT AND DESIGN

In the Product and Design track, speakers include

- » Daniel Burka, Design Partner at Google Ventures, talking about their "design sprint" methodology
- » Alisa Lemberg, Senior User Researcher at Twitter on how they combine qualitative and quantitative user research to create more engaging user experiences
- » Cameron Adams, Chief Product Officer at the wildly successful Canva on their 'onboarding' process to help create engaged users of their product

In total a dozen highly experienced, successful Design and Product professionals, helping your team create more engaging, relevant, useful digital products and experiences.

ENGINEERING & DEVELOPMENT

In our Engineering track, developers will hear from

- » Patrick Hamann at the Financial Times, on how they ensure high performance, and prioritise core content at such a globally high profile publication
- » Kitt Hodsdon, from Shopify, on how they automate their front end processes for developer productivity and front end performance increases
- » Renowned JavaScript expert, Eric Elliot, on modern JavaScript best practice

And many others, covering best practice in Responsive Design, Front End Engineering, security, performance and more.

WHAT'S THE COST?

At around one percent of a professional's salary, and less than one percent of their working year, attending Web Directions is an wise investment in your people, and a great way to build team cohesion.

Some people even insist on attending Web Directions as part of their contract!

Keep your team engaged and at the top of their game. Send them to Web Directions.



GOLD EXPERIENCE

- » \$1499 (until 28 August)
- » \$1599 (until 2 Occtober)
- » \$1699 (final few)

EXCLUSIVE

- » Speaker dinner at Aqua Fine Dining (October 29th)

VIDEO

- » All past videos of conferences by Web Directions (over 150 hours)
- » Web Directions 2015 Conference videos

CLASSIC EXPERIENCE

- » \$1099 (until 28 August)
- » \$1199 (until 2 Occtober)
- » \$1299 (final few)

VIDEO

- » Web Directions 2015 Conference videos

TEAM OFFER

Many teams have long attended Web Directions together, part offsite, part training, all inspiration.

Now, sending a **team of 5 or more** to Web Directions is even more valuable.

THE OFFER

For the incredible value of just \$999 (inc. GST) per team member (before October 10th), you'll get:

- » A Silver pass for each attendee
- » A Device Lab Pro with Ghostlab license for the team.
- » A team license to all the past Web Directions conference videos, as well as videos from Web Directions 2015. 200 hours of in-depth, high quality presentations for your whole team (including those who don't attend).

Just use the code **insiderteam** when you register

And **send 8 or more** and we'll add two hours with John Allsopp at your offices, or online.





GET IN TOUCH

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Need to know more? Contact us

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webdirections.org/wd15