

web 2.0 EXPO/NY

Unlock the DIGITAL ECONOMY

october 10-13 **11**
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Web 2.0 Expo New York 2011 Workshops

Three-hour workshops give you the chance to dive deep into the hottest topics. All workshops happen on Monday, October 10. Please note: there is an additional fee required to attend workshops at Web 2.0 Expo.

9:00am Monday, 10/10/2011

Supercharging Your Brand on Facebook



Location: New York West

Tags: [social_media](#)

Dennis Yu (BlitzLocal), Eric Ludwig (Rosetta Stone), Enrique Gonzales (AARP), Sundeep Kapur (NCR)

In this session attendees will be given the most up to date information on effective strategies in Facebook Ads. How to judge a fan's worth, knowing the right time to create multiple pages, segmenting users and then sending the appropriate messages are included in the presentation. Attendees will gain an understanding of just how to leverage their brand's growth on Facebook. [Read more.](#)

9:00am Monday, 10/10/2011

Designing for Tablet Experiences



Location: Conference Room D

Tags: [design_ux](#), [mobile](#)

Henrik Olsen (Hot Studio Inc.)

[SPEAKERS](#) [VIDEO](#) [SOCIAL](#)

If you're ready to jump into designing for tablets, this will be a great two-part workshop for you. Given the mass adoption of tablet devices over this past year, this workshop has been created to present the fundamentals of designing tablet applications as well as tablet optimized web sites. Learn from a leader in adopting classic design principles to the rapidly evolving world of tablets. [Read more.](#)

9:00am Monday, 10/10/2011

The New Startup Stack



Location: Conference Room E

Tags: [real-time](#), [startups](#), [html5](#)

Trevor Burnham (Pragmatic Programmers)

This workshop will focus on using CoffeeScript on the server side with Node.js and the Express framework. We'll build a full-fledged backend, complete with MongoDB persistence and unit tests. On the front-end, we'll use Backbone.js and HTML5's local storage to handle data monitoring and syncing. [Read more.](#)

9:00am Monday, 10/10/2011

Information Design for an Instrumented World



Location: New York East

Tags: [data](#)

Hannah Donovan (Independent)

If you want to add stats, graphs and other bits of lifestream data to your web app, this workshop is for you. Leave with an understanding of how to wrestle with interaction design challenges such as: dealing with too much/too little user-generated data; what to show different user types (e.g. logged in/out users); when to show aggregate vs. individual datasets and more. [Read more.](#)

1:00pm Monday, 10/10/2011

Guerrilla Research Methods



Location: New York East

Tags: [design_ux](#)

John Zain Vimal (Messagings)

[SPEAKERS](#) [VIDEO](#) [SOCIAL](#)

This hands-on session will cover a number of low cost, yet powerful research methods to help you make better data-driven design decisions. We'll provide a number of techniques for recruiting research participants, creating better research questions, and what to do with your data once you've conducted your research. [Read more.](#)

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seller research questions, and what to do with your data once you've conducted your research. [Read more.](#)

1:00pm Monday, 10/10/2011



101 Killer SEO & PPC Strategies & Tactics

Location: New York West

Tags: analytics, marketing

Stephan Spencer (The Art of SEO), Mona Ellesseily (Page Zero Media)

Make your PPC (paid search) and SEO (organic listings) marketing initiatives really hum! In this workshop, you'll learn what it takes to compete effectively. From workshop learnings, attendees will be able to incorporate practical tips, tactics, techniques and tools directly into SEO and PPC initiatives the very next day! [Read more.](#)

1:00pm Monday, 10/10/2011



HTML5 and the dawn of rich mobile web applications

Location: Conference Room E

Tags: real-time, html5, mobile

James Pearce

Learn how web technologies such as HTML5, CSS3 and JavaScript are enabling a new genre of beautiful, powerful, cross-platform mobile applications. [Read more.](#)

1:00pm Monday, 10/10/2011



New Metrics for New Media

Location: Conference Room D

Tags: analytics

Margaret Francis (Exact Target/ CoTweet), Susan Etlinger (Altimeter Group), Blake Robinson (Read/ Write Web)

In this workshop, we'll examine how social media metrics are evolving, how leading brands are approaching the many challenges of social media measurement, and how data analytics initiatives, and how live data can best illuminate online relationships. [Read more.](#)



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