Event Schedule:

SAT. 7/23

SAT. 7/23	METCALF SMALL	CONFERENCE AUDITORIUM	EAST BALCONY
8:00 am	*Registration + Coffee (sponsored by ZippyKid)*		
9:00 am	*Opening remarks*		
	HOW TO	DEVELOPMENT	EDUCATION
9:30 am	**Getting up and running with WordPress** David Wells	**Creating Plugins** Kelly Dwan	**Web strategy for higher education** Jay Collier
10:15 am	**Converting an old site to a fresh WordPress site** Alan Bergstein	**Stepping into Custom Post Types** K. Adam White	**WordPress as a Higher-Ed Content Management Solution** Hanna Arnold
11:00 am	**Tom's Top Ten Tips for Blogging on WordPress** Tom Catalini	**WordPress Security – Facts & Fiction** D.K. Smith	**Mobile WordPress on Campus** Kyle Dickson
11:45 am	**WordPress Theme Construction** Mike Susz	**Customizing the Admin Interface** Jake Rainis, Niki Brown	**Synchronizing Creativity with Content Management** Gregory Cornelius
12:30 pm	*Lunch (sponsored by .tv)*		
		DESIGN	
2:00 pm	**Making your WordPress Site Social** Reiko Beach	**Theming with Sidebars** Ellie Roepken	**Simplifying Your Life With WordPress Multisite** Christina Dulude
			ENTERPRISE
2:45 pm	**SEO Myths & WP Magic** Casie Gillette	**Theming & Mobile: Optimizing your WordPress site for Various Devices** Sara Cannon	**Enterprise WordPress Do's and Donts** Arwin Holmes
3:30 pm	**WordPress & Inbound Marketing: How to Generate Leads With Your WordPress Blog** Karen Rubin	**Exploding Your WordPress Theme with CSS3** Boaz Sender	**Enterprise Publishing on WordPress.com VIP** Chris Murray
4:15 pm	**How to Market Your Blog (okay, Mom's reading, now what?)** Chris Penn	**Advanced Theme Performance Techniques** Frederick Townes	**Scaling your team: managing the people behind a large site network** Sam Napolitano
5:00 pm	*Break*		
5:20 pm	*Lightning Talks*		

SUN. 7/24

SUN. 7/24	METCALF SMALL	CONFERENCE AUDITORIUM	EAST BALCONY
	STRATEGY	ADV. DEVELOPMENT	HOW TO
1:00 pm	**How Blogs Are The Core to Any Social Media Strategy** Joselin Mane	**Plugins are Blueprints** Marc Lavallee, Wes Lindamood	**Creating Content With Shortcodes** Jon Bishop
1:45 pm	**Treating Your Readers Like Customers** Douglas Hanna	**Lean. Agile. Mobile. Social. Local. Organic. Pivot. WordPress.** Andrew Nacin, Daryl Koopersmith	**Improving Your WordPress Productivity** Doug Yuen
2:30 pm	**Managing the Multi-Voice Blog** Christina Inge		**Getting Started with WordPress as a CMS** Jake Goldman
3:15 pm	*Break (sponsored by A Small Orange)*		
			FREELANCING SKILLS
3:45 pm	**Next Time on Hoarders: Bloggers Without Content Strategy!** Margot Bloomstein	**jQuery Performance and New Features** John Resig	**Helping Your Small Business Client Take On Maintaining Their Own Site** Jonathan May
4:30 pm	**Converting the Crowd: Understanding Conversion Optimized Design** Ross Beyeler	**Advanced WordPress Plugin Development – BuddyPress and bbPress** John James Jacoby	**You're doing it wrong and it's all my fault: dissecting the client relationship** Andrew Norcross
5:15 pm	**Don't Be a Tool: Content (Management) Strategy** John Eckman	**Behavior Driven Development (BDD) and WordPress Plugins** Dan Collis-Puro	**Business Models For WordPress Designers & Developers** Brian Casel

Technical Skill Level Key: Low   Medium   High

Event Hashtag: #wcbos

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