Time	Track 1	Track 2	Track 3
08:00	Registration opens		
09:30	Opening remarks		
10:00	**Doing it wrong,** Jenny Beaumont	**WordPress for non-profits: Website best practices, collecting donations, increasing exposure online,** Charles Johnston	**Develop with Docker: Containers for everyone,** Maura Teal
11:00	**The art of networking,** Francesca Marano	**The promise of structured data and blocks,** Omar Reiss	**Advanced database management for plugins,** John Jacoby
12:00	**Change your socks, change your mind: A no-fuss primer on change management,** Josepha Haden	**Special characters and where to find them,** Torsten Landsiedel	**For the love of code: Modernising WordPress, plugins, and themes,** Juliette Reinders Folmer
13:00	Lunch		
14:00	Keynote speaker: **Matt on WordPress -** Matt Mullenweg		
15:00	Coffee break		
15:30	**The art of pricing,** Rahul Bansal	**Variable fonts: The future of web design,** Ana Cirujano	**How fast-growing agencies win business,** Simon Cooke
15:45	**Understanding what makes a website landing page convert,** Rob Hope	**Gutenberg and page builder plugins: Two great tastes that taste great together,** Michele Mizejewski	**Renaissance jobs in WordPress: Skills you need to survive the 21st-century career,** Nevena Tomovic
16:00	**Semantic content in a block editing world,** Joe McGill	**Designing your first Gutenberg block,** Mel Choyce	**How a diverse Nigerian WordPress community was born,** Mary Job
17:00	**Growing your WordPress site organic search traffic in a mobile-first world: How to evolve your SEO for a mobile-first audience and Google's mobile-first index,** Aleyda Solís	**Accessible content,** Maja Benke	**Panel:** **User onboarding and retention. What can we learn from site builders?** Omar Reiss, Simon Cooke and Izabela Mrochen

Time	Workshop 1	Workshop 2	Workshop 3
10:00 3 hours	**The big, bad content planning workshop,** Vassilena Valchanova	**REST API,** Micah Wood	**Design your WordPress website to be accessible and usable – WCAG standards,** Izabela Mrochen
15:30 90 minutes	**SEO for content marketing,** Viola Eva	**Pause. Think. Create.,** Dennis Hodges	**Deploying a WordPress web server in minutes,** George Gkouvousis
17:00 90 minutes	**Live website reviews,** Michiel Heijmans	**Business planning: If you fail to plan, you plan to fail,** Radost Dacheva	**Creating a Gutenberg block,** Elio Rivero

Time	Track 1	Track 2	Track 3
09:00	**How better performing websites can help save the planet,** Jack Lenox	**Customer support: Turning your nightmare into a growth engine,** Valentina Thörner	**Maintainable CSS architecture in the Gutenberg era,** Sami Keijonen
10:00	**The power of free,** Brian Teeman	**Get things done! 7 Tips to save time,** Judith Schröer	**Leveraging the power of custom elements in Gutenberg,** Felix Arntz
11:00	Coffee break		
11:30	**How Gutenberg changed the way we sell WordPress sites,** Kåre Steffensen	**Catch the big fish,** Shane Pearlman	**Find that bug you made months ago with Git Bisect,** David Needham
11:45	**Why I walked more than 700km to Berlin, and survived,** Marcel Bootsman	**Democratising education,** Ronnie Burt	**WordPress through the bad guys' glasses,** Vladimír Smitka
12:00	**On multilingual WordPress sites,** Pascal Birchler	**Copywriting tricks, techniques, and CTAs for bloggers and marketers to improve conversion rates,** Fernando Tellado	**Using blocks outside the editor,** Tom Nowell
13:00	Lunch		
14:00	**Working a world apart: Navigating remote working professional relationships,** Petya Raykovska, Dee Teal	**Reduce, reuse, and recycle – 7 ways to repurpose content and maximise your efforts,** Yvette Sonneveld	**Panel:** **Growing beyond Gutenberg. From block-based editing to site administration,** Elio Rivero, Mark Uraine, Kåre Steffensen, Felix Arntz and Tom Nowell
15:00	**How to engage your online audience: Lessons from the field of education,** Jesse van de Hulsbeek, Marieke van de Rakt	**More aim, less blame: How to use postmortems to turn failures into something valuable for your team,** Daniel Kanchev	**Bringing people to WordCamps,** Ines van Essen
16:00	**From WordPress to blockchain: The future is 100% open source,** Sebastiaan van der Lans	**What got you here won't get you there – moving from developer to WordPress business owner,** Kevin Stover	**Designing in the open, remotely,** Mark Uraine
17:00	Closing remarks		
17:30	Open networking		

Time	Workshop 1	Workshop 2	Workshop 3
09:00 3 hours	**SEO copywriting,** Jesse van de Hulsbeek	**How to build a lean SaaS startup with WordPress Multisite,** Sabrina Zeidan	**How to create a UTM tag protocol,** Annelieke van den Berg
14:00 90 minutes	**Do it yourself: The user testing toolbox,** Karin Christen	**Automating your QA with visual regression testing,** Andrew Taylor	**Travelling the web on the WordPress HTTP API,** Jonathan Bossenger **- 3 hours**