

# webdesignworld

Westin Chicago River North • May 5-7, 2008

## Be Part of a **NEW** Web Design World

From our new Chicago location to brand new and updates sessions, Web Design World Chicago is taking a fresh new look at the Web Design World. Join us for three days of information, interaction, insight and inspiration at **Web Design World Chicago**.

**Let our experienced Web design authorities show you how to tackle today's design challenges and prepare for the future:**

- How Ajax Changes Everything
  - E-commerce Design
  - Blogs, Wikis, and Social Media
  - Creating Sexy Stylesheets
  - Search Engine Optimization
  - JavaScript programming
  - Real World XML Design
  - And more...
- PLUS** —Two Full-Day Workshops
- Adobe CS3 Focus Day
  - iPhone and Mobile Development Workshop

[www.webdesignworld.com](http://www.webdesignworld.com)

Register for the Gold Passport  
by April 9th  
**Save \$200**



## Dear Web Design Professional,



**Now in its eleventh year**, Web Design World is the longest-running conference for Web professionals in the industry. Over the last decade, we've helped advance the causes of Web standards and accessibility. We've showcased the latest development techniques and tools. We haven't just covered the Web design world—we've influenced it.

But there's one thing we've never done: visited Chicago. In May, that will change, as Web Design World visits Chicago for the first time.

**And it isn't just a new location**—it's a new Web Design World. Every session has been updated for 2008, and most sessions are brand new. Learn about the topics you need to know about today. Ajax, CSS, JavaScript, and rich interface design. Usability, e-commerce design, and search engine optimization. Mashups, blogs, and social networking. And a full-day workshop on Adobe Photoshop, Flash, and Dreamweaver.

**And we're going mobile**—with a full-day workshop on designing sites for the Apple iPhone and iPod Touch. These red-hot devices are transforming mobile Web design, and you'll learn how to leverage that popularity—and also how to design for other mobile devices and develop a mobile strategy that gives you the best possible return on investment.

**Our faculty? Only the best.** Google's Jeffrey Veen delivers our keynote address. Yahoo! Senior Engineer Nate Koechley discusses the new discipline of front-end engineering—which is what today's Web designers do every day. Jared Spool presents an all-new, two-hour session on the latest interface design techniques.

**New sessions, the best speakers, the latest from Adobe, cutting-edge mobile design, and the priceless value of networking with your colleagues: that's Web Design World Chicago. Please join us for this groundbreaking event.**

**Jim Heid**  
*Web Design World Conference Chair*

P.S. For your best value, sign-up for the Gold Passport by April 9th. Click here to register, or call customer service at 800-280-6218.

## Save with the Gold Passport

The Gold Passport is your best value at Web Design World, offering unlimited access to informative keynotes, breakout sessions and in-depth workshops.



**Register for a Gold Passport by the Early Bird Deadline of April 9, 2008 to save \$200.**

## Bring the Whole Design Team

Bring three or more of your colleagues and we'll extend even greater savings to the group.

“ This conference has been great and the variety of subjects included was perfect. Speakers were knowledgeable, captivating as well as motivating. I feel I am coming away with a great deal of new and extended knowledge I can't wait to implement. ”

WDW Boston 2007





## Conference Agenda

Monday, May 5	STRATEGY MEETS TECHNOLOGY	CSS AND DESIGN
9:00 to 10:00 a.m.	<b>KEYNOTE:</b> Designing the Future Web (Jeffrey Veen)	
10:15 to 11:15 a.m.	Web 2.0: The Power Behind the Hype (Jared Spool)	
11:30 a.m. to 12:30 p.m.	Browser Compatibility in the Brave New World (Joe Marini)	
12:30 to 2:00 p.m.	Lunch	
2:00 to 3:00 p.m.	Talk Amongst Yourselves: Transforming Business with Blogs, Wikis, and Social Media (DL Byron)	Rich Interface Design: How AJAX Changes Everything (Steve Mulder)
3:15 to 4:15 p.m.	The User is Always Right: How Users are Changing the Web (Steve Mulder)	Creating Sexy Stylesheets (Dan Rubin)
4:30 to 5:30 p.m.	Mashing Up the Enterprise: Creating Rich Intranet Experiences (DL Byron)	Designing User Interfaces: Details Make the Difference (Dan Rubin)
5:30 to 7:30 p.m.	Welcome Reception	
Tuesday, May 6	DEVELOPMENT AND CODING	USER EXPERIENCE
9:00 to 10:00 a.m.	<b>KEYNOTE:</b> Web Design for ROI: How Design Impacts Effectiveness (Lance Loveday)	
10:15 to 11:15 a.m.	Professional Front-End Engineering (Nate Koechley)	
11:30 a.m. to 12:30 p.m.	Effective JavaScript Programming (Joe Marini)	Designing Search-Friendly Sites (Lance Loveday & Amy Greer)
12:30 to 2:00 p.m.	Lunch	
2:00 to 3:00 p.m.	Real World XML Design and Development (Joe Marini)	Enhancing Experiences with AJAX, RIAs, and Browser-Side Intelligence, Part 1 (Jared Spool)
3:15 to 4:15 p.m.	Enhancing Your Sites with the Yahoo! Interface Library (Nate Koechley)	Enhancing Experiences with AJAX, RIAs, and Browser-Side Intelligence, Part 2 (Jared Spool)
4:30 to 5:30 p.m.	Deconstructing...You! (Heid, Loveday, Spool)	
Wednesday, May 7	iPHONE AND MOBILE WEB WORKSHOP	ADOBE CS3 FOCUS DAY WORKSHOP
9:00 to 10:00 a.m.	iPhone and Mobile Development Workshop, Part One (Brian Fling & Garrett Murray)	Photoshop CS3's Greatest Hits (Greg Rewis)
10:15 to 11:15 a.m.		Rapid Prototyping for the Web (Greg Rewis)
11:30 a.m. to 12:30 p.m.		CSS-Based Layouts with Dreamweaver CS3 (Stephanie Sullivan)
12:30 to 2:00 p.m.	Lunch	
2:00 to 3:00 p.m.	iPhone and Mobile Development Workshop, Part Two (Brian Fling & Garrett Murray)	CSS Problem Solving with Dreamweaver CS3 (Stephanie Sullivan)
3:15 to 4:15 p.m.		What's New with Flash: Integration and Workflow (Greg Rewis)
4:30 to 5:30 p.m.		Encoding and Branding Flash-Enabled Video (Greg Rewis)

Should a speaker be unable to attend, all efforts will be made to replace the speaker/session with one of comparable value.





## Keynotes

### Designing the Future Web

Jeffrey Veen, Google

Monday, May 5th – 9:00 a.m.

**Designing for the web of today—and tomorrow—**requires an increasingly diverse set of skills: grappling with complex data, crafting rich interactions, and understanding the sometimes-messy goals, fears, and social lives of your audience. In this keynote address, Jeffrey Veen digs into what it takes to successfully create compelling and comfortable user experiences.



**Jeffrey Veen** is an internationally sought-after speaker, author, and user experience consultant. Jeffrey Veen is one of the founding partners of Adaptive Path and project lead for Measure Map, the well-received web analytics tool recently acquired by Google. After five years with Adaptive Path, Jeff moved on to Google, where he's a Design Manager.

As a consultant, Jeffrey has been involved in designing the leading blog and social media applications on the web, including Blogger, TypePad, Flickr, and more. Previously, Jeffrey served as the Executive Director of Interface Design for Wired Digital and Lycos Inc., where he managed the look and feel of HotWired, the HotBot search engine, Lycos.com and others.

In addition to lecturing and writing on Web design and development, Jeffrey has been active with the World Wide Web Consortium's CSS Editorial Review Board as an invited expert on electronic publishing. He is also a columnist for Webmonkey, the author of the acclaimed books "The Art & Science of Web Design" and "HotWired Style: Principles for Building Smart Web Sites".

“Nice mix of topics. Presenters were engaging and knowledgeable.”

WDW Boston 2007

### Web Design for ROI: How Design Impacts Effectiveness

Lance Loveday, CEO, Closed Loop Marketing

Tuesday, May 6th – 9:00 a.m.

**It's a sad fact: most web sites don't achieve their potential.** What's even more disturbing, though, is that most site owners seem to be okay with that. Why? Why is it okay, for example, that shopping carts are abandoned 60 percent of the time? The answer: Because in order to make your sites effective, you need to treat them as seriously as a business, and understand how design can help them achieve your objectives.

In this eye-opening, tactical session, Lance Loveday explores the dysfunction behind most web site projects, and **highlights the astonishing impact that design can have** when it supports business goals and is held accountable with metrics.

You'll see the most common errors organizations—and designers—make when thinking about their web sites. You'll get specific design guidelines that increase web site effectiveness, illustrated with case studies from various types of organizations, including e-commerce, lead generation, non-profit, government, and education sites. See how to prioritize your design efforts on the areas and elements that really matter, and learn about tools and resources you can use to test and measure your site's effectiveness. Whether you're running an e-commerce storefront or a university site, you'll come away with new perspectives on how your design decisions impact a site's effectiveness.



**Lance Loveday** is the Founder and CEO of Closed Loop Marketing, an online marketing company dedicated to helping clients understand and maximize the return on their Web investments. Drawing on 10 years of experience in user psychology, economics, usability testing and design, Lance works directly with companies like Hewlett-Packard, InsWeb, Salesforce.com and

Quicken Loans to create end-to-end marketing campaigns with measurable ROI. Lance is a regular speaker at industry conferences and produces custom training seminars on the topics of online marketing strategy, increasing online conversion, search engine marketing, usability consulting, online lead generation, information architecture and ROI analysis.





## Venue, Hotel and Travel

### Enjoy the Magnificent Mile and a Perfect Stay in Chicago

All Web Design World activities will take place at the Westin Chicago River North.

Experience the heartbeat of Illinois at the Westin Chicago River North. Nestled in the center of Chicago's key business and theatre districts, the Westin Chicago River North offers guests a tranquil retreat with scenic views of the Chicago River and close proximity to the Magnificent Mile (Michigan Avenue).

All attendees of Web Design World are invited to stay at the Westin Chicago River North. Enjoy all the comforts of this luxury hotel, and be conveniently close to all WDW activities. **Attendees will receive the special room rate of \$269/night if you book your room before April 14, 2008.**



**The Westin Chicago River North**  
320 North Dearborn Street  
Chicago, IL 60610  
Phone: 1-877-866-9216

To reserve your room, please call the hotel directly at (877) 866-9216 and mention that you are an attendee of Web Design World. Rooms are subject to availability.



## Getting Around

### Save on Airfare with United

Web Design World attendees qualify for discounts of 5% to 15% off fares for United Airlines. Some restrictions will apply.

For United opportunities, call 1-800-MEET-UAL to book by phone. Please reference ID number **577TP**.

### Special Care Rental Discounts at Hertz

Discounted rates on rental cars are available for Web Design World Attendees. Please call 800-654-2240 for details and reference number **CV#041T0002**.

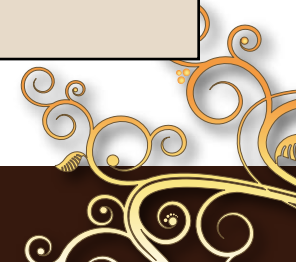
For more travel and transportation options, visit [www.ChooseChicago.com](http://www.ChooseChicago.com).

## Visiting Chicago

### Experience Chicago

Exploring a city can be an exciting adventure and Chicago offers a plethora of new exhibitions, performances, events, attractions and culturally diverse options that make it a world-class city, so every time you come to Chicago you will see something new.

**Visit the Official Chicago Tourism site to start planning your trip today!**





## Much More than Sessions

### More Reasons to Attend!

In addition to the top-notch speakers and informative sessions you'll enjoy at Web Design World, check out these other perks:

- Opportunity to network with speakers and attendees
- A Detailed conference proceedings book
- Official conference bag
- Official conference t-shirt
- Access to hands-on Computer Lab
- Excellent food provided by chefs at the Westin
- Location, location, location – Web Design World is taking place in downtown Chicago, blocks from city attractions.

### Virtual Conference

Continue the experience well after the last session with our "Virtual Conference" Online Community—your Web-based Thunder Lizard resource good for one year after the conference. This attendee-only site hosts all the slides, rich media and learning tools that the speakers deliver to you live in the classroom.

Plus, you'll also get access to materials from upcoming Web Design World events in both Seattle and Boston. It's all yours to use until we return to Chicago in 2009.

### Welcome Reception

After the first full conference day, Monday, May 5th, join us for an evening of networking, refreshments and more starting at 5:30 p.m. Enjoy beverages and food while you network with fellow attendees and conference speakers.

**Welcome Reception—Monday, May 5th from 5:30 to 7:30 p.m.**

### Birds of a Feather Lunch

Join your peers on Monday, May 5th from 12:30 - 2:00 p.m. for WDW Chicago's Birds of a Feather (BOF) Lunch. Network with fellow conference attendees who share your professional interests. Choose a topic table and take part in a lively lunchtime discussion. BOFs give you face-to-face time with others working on the same projects and concepts.



### Choose from the following BOF tables planned for Web Design World Chicago:

- Educational Institutions (.edu)
- Nonprofits (.org)
- E-commerce
- Photoshop
- Dreamweaver
- CSS
- JavaScript and Ajax
- Interface Design
- Usability & Accessibility
- Blogging & Podcasting
- Strategy & Workflow
- Mobility & Designing for Mobile Platforms





## Day One, Monday, May 5th, 2008

### General Sessions

#### Web 2.0—The Power Behind the Hype

Jared Spool, Founding Partner,  
User Interface Engineering

Monday, May 5th, 10:15 a.m.

In one part of the world, a software engineer, in his free time, throws together a “mashup” combining Google Maps with Craigslist’s house-for-sale listings, allowing people to see the houses listed on a map. In another part of the world, a writer for a trade magazine whips together some quick browser code to look up whether books he’s browsing on Amazon are currently available at his public library.

The speed and ease at which these new applications were built is what is getting us very excited about the potential of the Web 2.0 world. Evocative of Dr. Frankenstein building a monster in his attic laboratory using body pieces he found lying around his neighborhood, developers can create new applications using common elements found lying around the Web in almost no time at all. As the skill requirements for building these applications decreases, a whole new world of possibilities opens.

Web 2.0 isn’t a “thing”, but a collection of approaches, which are all converging on the development world at a rapid pace. These approaches, including APIs, RSS, folksonomies, and social networking, suddenly give application developers a new way to approach hard problems with surprisingly effective results.

#### Browser Compatibility in the Brave New World

Joe Marini, Program Director, Microsoft

Monday, May 5th, 11:30 a.m.

How do I make my pages and scripts compatible across browsers? Is it ever okay to detect a particular version of a browser and then use that information in my pages? What about all the new portable devices that are now widely available that have Internet access? In this session, Joe Marini will address these and many other issues related to making your pages work across devices, platforms, and browser versions, and investigate how and when it makes sense to target pages to particular browsers.

### Strategy Meets Technology

#### Talk Amongst Yourself: Transforming Business with Blogs, Wikis, and Social Media

DL Byron, Principal, Textura Design

Monday, May 5th, 2:00 p.m.

Blogging on the public Internet is mainstream. Now comes the next revolution: blogging within an organization. A growing number of corporations and institutions—including Boeing, Intel, and Wellpoint—are using blogs and social media to foster internal collaboration and improved knowledge management. Learn the unique uses of internal blogging, see how standards and blog technologies have made intranet user experiences richer, and discover the potential for RSS workflow. We’ll conclude with a discussion of blogging strategies aimed at helping you to start the blogging conversation at your company or organization.

#### The User is Always Right: How Users Are Changing the Web

Steve Mulder, Senior Consultant, Molecular

Monday, May 5th, 3:15 p.m.

How do we ensure that our Web sites actually give users what they need and deliver results? Personas bring user research to life and make it actionable, ensuring we’re making the right decisions based on the right information. Discover the latest techniques for creating personas, including advice on conducting user interviews, new methods for applying quantitative research such as surveys and log file analysis, approaches for generating persona segmentation, and fun ideas for making your personas real. It’s time to take personas to the next level.

#### Mashing Up the Enterprise: Creating Rich Intranet Experiences

DL Byron, Principal, Textura Design

Monday, May 5th, 4:30 p.m.

A mashed-up discussion of how the enterprise is being hacked by blogs, wikis, Google apps, and anyone with a few bits of Web 2.0 code. Byron will show how you can create a “mellow clutter” of data that shares photos, videos, news, and more from a variety of sources. See how organizations of all sizes are using metadata as an internal conversation tool, and learn how standards and technologies have made intranet user experiences richer. Byron will also demonstrate a blog-oriented approach to intranets, and strategies for distributing cluttered content across the enterprise.





## CSS & Design

### Rich Interface Design: How AJAX Changes Everything

Steve Mulder, Senior Consultant, Molecular

Monday, May 5th, 2:00 p.m.

If technologies such as AJAX and Flash are powerful flames heating up the Web, then we designers are the glassblowers. It's up to us to create intuitive, engaging interfaces on top of the new possibilities that AJAX and Flash bring. But old skills aren't enough in this age of animated transitions, asynchronous interactivity, and application-like behavior.

What does every designer need to know in order to move from static HTML sites to dynamic rich interfaces? Come find out. We'll talk about effective ways to incorporate user feedback into a dynamic interface, and how timing can be the difference between an interface that works and one that doesn't. We'll also discuss how traditional usability ideals such as discoverability and simplicity take on new meaning when we design rich interfaces. The session will include many examples of successful and failed rich interfaces. Come add your experiences into the mix so we can learn from each other.

### Creating Sexy Stylesheets

Dan Rubin, Founder & Principal, Webgraph

Monday, May 5th, 3:15 p.m.

Being a CSS expert is about more than just memorizing selectors. It's also about working to improve the maintainability and efficiency of your style sheets, planning for the future, and mastering your workflow. This session will look at pushing the

limits of CSS to create stunning interfaces using clean, meaningful markup. We'll also look at CSS 3 and at what the future of Web design could look like when CSS 3 finally becomes mainstream.

### Designing User Interfaces: Details Make the Difference

Dan Rubin, Founder & Principal, Webgraph

Monday, May 5th, 4:30 p.m.

So you already know everything there is to know about CSS, JavaScript, information architecture, usability, and accessibility. But you feel like you're missing something: that "flair." You know, that great look and style that will turn heads. Learn to use grids, typography, abstraction, ornamentation, and photography to create aesthetically pleasing, sexy interfaces.

## Day Two, Tuesday, May 6th

### General Sessions

#### Professional Front-End Engineering

Nate Koechley, Senior Engineer, Yahoo!

Tuesday, May 6th, 10:15 a.m.

It used to be that Web developers simply pushed pixels. The Web was pieced together by print designers and back-end engineers—almost no one was deeply focused on the front-end. Today's Web developers are "front-end engineers," creating complex and efficient software and bend reluctant browsers to their will. And they are broadly recognized and respected as practitioners of a first-order engineering specialization.

In this session, Nate Koechley defines the characteristics and important practices of this discipline, and discusses the key challenges we still face — and he'll offer 13 tactical tips from the front lines that you can put into practice today.

### Deconstructing... You!

Panel: Jim Heid, WDW Conference Chair, Lance Loveday, CEO, Closed Loop Marketing, and Steve Mulder, Senior Consultant, Molecular

Tuesday, May 6th, 4:30 p.m.

It's a Web Design World tradition, and always one of our most popular sessions. Top Web designers join Conference Chair Jim Heid in critically evaluating several of our attendees' sites. Bring your pencil! Your site may be among the ones we examine in this wrap-up session.

## Development & Coding

### Effective JavaScript Programming

Joe Marini, Group Product Manager, VSIP, Microsoft

Tuesday, May 6th, 11:30 a.m.

Still not sure how to use Object-Oriented JavaScript? Confused by the modern event model available in the latest browsers? Confounded by modern programming techniques like exception handling? Looking for ways to make your JavaScript code efficient, readable, and extensible? This session will unravel these and other mysteries of the JavaScript language. Come join Joe Marini and learn how to make the most effective use of your coding skills—and to pick up a few new ones along the way.





## Real-World XML Design and Development

Joe Marini, Group Product Manager, VSIP, Microsoft

Tuesday, May 6th, 2:00 p.m.

Now that XML has become a mainstream, widely-used technology, Web designers and developers find themselves confronted with an ever-increasing number of techniques and technologies for working with it. This session covers an end-to-end example of designing an XML vocabulary, working with various ways of validating and displaying the information in a page, and storing the information on the back end.

## Enhancing Your Sites with the Yahoo! Interface Library

Nate Koechley, Senior Engineer, Yahoo!

Tuesday, May 6th, 3:15 p.m.

The Yahoo! User Interface Library (YUI) is chock full of more than 40 utilities, widgets, and tools that make web development and browser-wrangling less painful for small personal sites and heavy-duty, industry-leading applications alike. This all-new session covers what's new in 2008 (lots), what's coming next (some very cool stuff), and some practical tips from the trenches. If you're a seasoned YUI pro, you'll learn about hidden features and optimization tips. If you've never heard of YUI, you'll learn how to get started. And if you use a different library, you'll learn about YUI's library-agnostic tools for things like compression, profiling and unit testing.

## User Experience

### Designing Search-Friendly Sites

Lance Loveday, CEO, Closed Loop Marketing  
Amy Greer, Director of Search, Closed Loop Marketing

Tuesday, May 6th, 11:30 a.m.

Building successful and creative sites should be the goal of any web designer. But all too often, this means lots of Flash, JavaScript and other "immersive" strategies that leave a site virtually invisible to search engines—and potential visitors.

So what's a designer to do? Compromise design quality for search engine optimization (SEO)? Build sites that are just "so-so"? Not a chance. You can balance good design with SEO—and gain a competitive edge in doing so. In this session, we'll go under the hood of live sites that have achieved this balance and show you how they did it. We'll also provide actionable tips and recommendations on how to structure, design and code sites that are successful, creative and search-friendly.

“Great conference—I liked the way a lot of the sessions used so many live examples of what is good/bad online today.”

WDW Boston 2007

## Enhancing Experiences with Ajax, RIAs, and Browser-side Intelligence: Part I & II

Jared Spool, Founder, User Interface Engineering

Tuesday, May 6th, 2:00 p.m.

Browser-side development options are plentiful: JavaScript, AJAX, Flash, and the latest additions, Adobe AIR and Microsoft Silverlight. These options present developers with tremendous power to create more-fluid interactions—moving away from the dreaded page refresh and making sites feel like the desktop applications that people are used to.

Researchers at User Interface Engineering have been studying what works and what doesn't, and they've discovered patterns and principals to help guide designers into this frontier.

In this all-new, two-hour session, Jared Spool talks about the different approaches developers have taken with these new capabilities. Learn what smart clients bring us, including enhanced progressive disclosure, visualization, and efficiency capabilities. See what game design can teach us when it comes to creating immersive experiences, and learn how to avoid the common traps developers fall into when they start employing these technologies.

Jared will show examples from Flickr, Google, Yahoo!, Netflix, Lands End, Gap, and the Los Angeles Times, deconstructing their use to help you understand how to apply these new design and development options to your sites.





## Workshops

### Day Three, Wednesday, May 7th

Drill deeper into design during our May 7th workshop day. Sign-up for a Gold Passport and choose from two intensive full-day workshops.

#### Photoshop CS3's Greatest Hits

Greg Rewis, Worldwide Senior Evangelist for Web Tools, Adobe Systems

Wednesday, May 7th, 9:00 a.m.

Photoshop CS3 brings dramatic imaging enhancements: non-destructive filters, improved retouching and image-adjustment tools, Zoomify Web export, and much more. Get a guided tour of what's new in CS3, and see how to apply it to all of your digital imaging tasks.

#### Rapid Prototyping for the Web

Greg Rewis, Worldwide Senior Evangelist for Web Tools, Adobe Systems

Wednesday, May 7th, 10:15 a.m.

In today's fast-paced work environments, it's essential to be able to quickly prototype Web sites, rich Internet applications, or device interfaces so you can get approval and move into production as soon as possible. Adobe Fireworks CS3 has powerful new prototyping features that enable you to create and simulate multi-page navigation, Flash applications, and more. Learn techniques for prototyping with Fireworks CS3.

#### Adobe CS3 Focus Day

From Photoshop to Dreamweaver to Flash, it's a CS3 world: Adobe has released the most significant updates ever to the most popular tools in the Web design world.

But in a world of constant deadlines, how do you find time to master the new version of a program? We've tailored the Adobe CS3 Focus Day to address exactly that need: in six tightly focused sessions, you'll get the practical, how-to advice you need to integrate the latest CS3 applications into your workflow. You'll hear from the technical product managers and engineers who built the CS3 applications—and who, as designers and developers themselves, are familiar with the challenges you face every day.

The Adobe CS3 Focus Day: it's a must for anyone who uses Photoshop, Fireworks, Dreamweaver, or Flash.

#### CSS-Based Layouts with Dreamweaver CS3

Stephanie Sullivan, Founder/Principal, W3Conversions

Wednesday, May 7th, 11:30 a.m.

The latest version of Dreamweaver offers more help than ever to build Web designs entirely with CSS. New, visual CSS tools enable you to move styles within and between files, as well as see how your changes will affect the design. Accelerate your workflow with new CSS layouts, and test your design with the new Browser Compatibility Check. Learn how to choose from the wide array of CSS layouts that are new in CS3, customize them to fit your needs using the CSS panel, and then make the design work across your site.

#### CSS Problem Solving with Dreamweaver CS3

Stephanie Sullivan, Founder/Principal, W3Conversions

Wednesday, May 7th, 2:00 p.m.

Nothing is more frustrating than building a beautiful design with CSS, only to have it go haywire in the browsers. Armed with a methodical mind, Browser Compatibility Check, and the CSS Rule Tracker, you can track down the source of any inconsistencies, learn how to work around them, and—if you're "lucky" enough to find a new browser bug—even share what you've learned with others. In this session, you'll see how to check for browser bug triggers with Browser Compatibility Check; review the cascade with the CSS Rule Tracker; and use Adobe's CSS Advisor site to exchange bug hunting (and fixing) tips with the community.





## What's New with Flash: Integration and Workflow

Greg Rewis, Worldwide Senior Evangelist for Web Tools, Adobe Systems

Wednesday, May 7th, 3:15 p.m.

Come see Adobe Flash Professional's new interface, learn how it works with Adobe Photoshop and Adobe Illustrator files, and explore its new Drawing Tool features. In this session, you'll learn how to copy and paste motions into the Actions Panel, use nine-slice scaling, and encode video. We'll also take a look at new components, a better debugger, and tools for testing your mobile Adobe Flash applications.

## Encoding and Branding Flash Enabled Video

Greg Rewis, Worldwide Senior Evangelist for Web Tools, Adobe Systems

Wednesday, May 7th, 4:30 p.m.

Learn how to create and deliver interactive content featuring seamlessly integrated video. Create customized players that fit the look and feel of your project. Discover new components, including closed-captioning capabilities. This session will appeal to new Flash users, as well as Flash experts who are newly interested in video.

## iPhone and Mobile Development Workshop

Brian Fling, Director of Strategy, Blue Flavor  
Garrett Murray, Senior Developer, Blue Flavor

Wednesday, May 7th, 9:00 a.m. - 6:00 p.m.

Mobile phones have been getting smarter for some time now, but the introduction of the Apple iPhone brought the mobile Web into the mainstream—not to mention to the front page of many newspapers.

It's true that the iPhone can display most Web pages exactly as they'd appear on a personal computer. But it's also possible to create Web sites and applications that look and work much like the iPhone's built-in applications. Sites that do are the ones that will win the hearts and fingertips of iPhone users.

In this full-day workshop, conducted by the creators of the wildly popular Leaflets portal for iPhone users ([www.getleaflets.com](http://www.getleaflets.com)), you'll learn about the kinds of development options and opportunities that the iPhone provides. See how to create an "iPhone-friendly" version of a site, and learn how to create Web applications that match the iPhone's look and feel. Even if you aren't developing for mobile devices just yet, you won't want to miss this workshop. You'll learn solid development practices—with CSS, XHTML, information architecture, usability, and more—that will improve all your Web design efforts, whether mobile or not. And you'll gain valuable insights into mobile strategy that will prepare you for the next sea change in Web design.

“ This is the first time I've attended a conference hosted by Thunder Lizard and it is by far the best conference I've ever attended (I've been to various Microsoft and Oracle conferences over the years). I love that this conference is more technical about content vs. promos/advertisements. I will definitely encourage my teammates to attend this conference in future years. ”

WDW Seattle 2007





## Conference Speakers

**Our speaker line-up in Chicago boasts some of the most experienced speakers and most highly regarded talents in the industry.**

**Jim Heid:** Conference Chair  
Contributing Editor, MacWorld



Your host at Web Design World, Jim Heid is one of the most experienced technology writers and instructors in the world. His 24-year career began at the dawn of the personal computer revolution, when he quit his job as a typographer to become technical editor of Kilobaud, one of the first computer magazines. He's been online since 1980, when he fired up a 300-baud modem and logged onto The Source, an early online service.

Since 1998, Jim has served as Conference Chair for over a dozen Thunder Lizard conferences, and has spoken to thousands of Web professionals on subjects ranging from typography to streaming media. Jim has been a Contributing Editor and columnist for Macworld magazine since 1984, specializing in digital media topics ranging from Web design to DVD authoring.

**DL Byron**  
Principal, Textura Design



Byron is the Principal of Textura Design, Inc. He first stole Zeldman's code in 1997, then lived dotcoms, dotcom crashes, Clip-n-Seal, and now he is evangelizing Standards-based design, writing a New Riders book about blogging, and speaking at conferences. With more than eleven years of experience, Byron is an expert blogger, web designer and developer.

An entrepreneur and an inventor, he also consults with clients, co-founded the Blog Business Summit, and publishes a network of successful blogs, including one of the first business blogs.

**Amy Greer**  
Director of Search and New Media,  
Closed Loop Marketing



As Director of Search and New Media at Closed Loop Marketing, Amy helps clients like Hewlett-Packard increase their search engine visibility by applying her passion for online marketing and project management to traditional SEO strategies and new media tactics like blog and RSS optimization.

Originally headed for a professorship, Amy spent the early part of her career immersed in academic research, teaching and writing in the fields of anthropology, ethnography and communication. After receiving her Master's degree, however, she was introduced to the field of online marketing.

Now, more than 4 years later, Amy continues to be fascinated with the application of traditional ethnographic and communication principles to the social aspects of the internet. She incorporates academic rigor into every project, producing high-performing results and clear, actionable client deliverables.

Born in Virginia and raised in Michigan, Amy heeded the call of the West in 2006 and moved to Northern California where she spends her free time wine tasting, running, doing yoga and exploring her new home.

**Brian Fling**  
Director of Strategy, Blue Flavor



Brian has worked in the web for over 10 years. He began his web career producing the first animated series distributed through the Internet. Over the years he has worked in every facet of interactive design and development, managing both enterprise web projects as well as small web teams. Brian has also been a leader in the field of mobile experience for over five years. He has worked with several Fortune 500 companies to help design and develop their mobile experiences. Brian is a frequent speaker and author on the issues of mobile design, the mobile web and mobile user experience.

**Joe Marini**  
Group Product Manager for VSIP, Microsoft



Joe Marini has been active in the Web and graphics industry for more than 15 years. He was an original member of the Dreamweaver engineering team at Macromedia, and has also held prominent roles in creating products such as QuarkXPress, mFactory's mTropolis, and Extensis QX-Tools. He is a regularly featured speaker at industry conferences and has authored or co-authored several books on Web development. His book The Document Object Model is widely regarded as the definitive resource for working with the DOM.





## Steve Mulder

Principal Consultant, User Experience, Molecular



Steve Mulder is author of *The User Is Always Right: A Practical Guide to Creating and Using Personas for the Web*, and a regular speaker at web conferences. With over ten years of experience in user

research, information architecture, interaction design, and usability, Steve practices what he preaches by delivering successful user experiences that drive business results. He has brought his expertise to a wide range of companies, including Morgan Stanley, PC Connection, 3M, CVS, Estee Lauder, Talbots, Wired, Terra Lycos, and ZDNet.

## Garrett Murray

Senior Developer, Blue Flavor



Garrett has been designing and developing for the web for nine years. Throughout his career, he has placed an emphasis on building efficient and elegant web applications with a focus on user

experience. A technology addict, Garrett started learning Perl at the tender age of 16. Shortly after, it was Javascript, PHP, then ASP, ColdFusion and everything in between. Recently, Garrett has been focusing on developing with Ruby on Rails.

In 2003, Garrett wrote and released xPad, a Mac OS X application praised for its ease of use.

## Greg Rewis

Group Manager, Web Evangelists, Adobe Systems



With nearly 20 years of computer industry experience, Greg spends up to 200 days of the year on the road, talking with customers, giving product demonstrations at trade shows and seminars,

speaking at industry conferences, and leading

specialized advanced training sessions featuring Adobe's Web Tools product line. He is the co-author of the soon to be released book *Mastering CSS with Dreamweaver CS3*.

## Dan Rubin

Founder & Principal, Webgraph



Dan Rubin is a highly accomplished user interface designer and usability consultant, with over ten years of experience as a leader in the fields of web standards and usability, specifically focusing on the use of (X)HTML and CSS to streamline development and increase flexibility and accessibility.

His passion for all things creative and artistic isn't a solely selfish endeavor either. You'll frequently find him waxing educational about a cappella jazz and barbershop harmony, interface design, usability, web standards, typography, and graphic design in general.

In addition to his contributions to sites including Blogger, the CSS Zen Garden, Yahoo! Small Business, and Microsoft's ASP.net portal; Dan is a contributing author of *Cascading Style Sheets: Separating Content from Presentation* (2nd Edition, friends of ED, 2003), a technical reviewer for *Beginning CSS Web Development* (Apress, 2006) and *The Art & Science of CSS* (SitePoint, 2007), coauthor of *Pro CSS Techniques* (Apress, 2006), and *Web Standards Creativity* (friends of ED, 2007). Dan writes about web standards, design and life in general on his blog, SuperfluousBanter.org, and spends his professional time on a variety of online and offline projects.

## Jared Spool

Founding Partner, User Interface Engineering



If you've ever seen Jared speak about usability, you know that he's one of the most effective, knowledgeable communicators on the subject today. What you probably don't know is that he has

guided the research agenda and built User Interface Engineering into the largest research organization of its kind in the world. He's been working in the field of usability and design since 1978, before the term "usability" was ever associated with computers.

Jared spends his time working with the research teams at the company, helps clients understand how to solve their design problems, explains to reporters and industry analysts what the current state of design is all about, and is a top-rated speaker at more than 20 conferences every year.

## Stephanie Sullivan

Founder/Principal, W3Conversions



Founder and principal of web standards redesign company W3Conversions, Stephanie Sullivan is a Dreamweaver, accessibility, CSS and XHTML expert, whose services are in demand by top

firms across the United States. She's a top gun that companies go to for troubleshooting problems, training their web team, or to work behind-the-scenes transforming their in-house designs into functioning standard-based websites.

She wrote the CSS Layouts included in Dreamweaver CS3, serves as co-lead of the influential Web Standards Project (WaSP) Adobe Task Force and is a partner at Community MX, a site offering over 2,300 tutorials to web developers seeking to increase their skills.





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