



APRIL 6TH 2009

SCHEDULE

TIME	ACTIVITY		
8:00 AM	Breakfast & Checkin/Welcome (Lower Concourse)		
	DESIGN	DEVELOPMENT	MANAGEMENT
9:00 AM	Value Judgements in Interface Design Ryan Singer, 37signals	Event-Driven Architectures Ilya Grigorik, AideRSS	Finding and Keeping Great Start-Up People Daniel Debow, Rypple
10:15 AM	Break (Lower Concourse)		
10:35 AM	Ten Keys to a Branded User Experience Bruce Philp, GWP Brand Engineering	Building Scalable/Decoupled Web Architecture Ezra Zygmuntowicz, Engine Yard	Experiments on selling agile development projects. Are Estimates the new 'Spec'? Dominic Bortolussi, The Working Group
11:50 AM	Lunch (Lower Concourse)		
1:00 PM	Design for Virality Joshua Porter, Bokardo	Break it to make it: writing (more) secure software Leigh Honeywell, Hacklab.TO	Lessons learned: How I founded, bootstrapped, grew and sold my web startup Carl Mercier, Defensio
2:15 PM	Break (Lower Concourse)		
2:35 PM	On Responsiveness: the Perception of Speed in Web Applications Luke Andrews, Dabble DB	Is that an iPhone in your pocket, or are you just happy to see me? Pete Forde, Unspace	Boiling the frog: how to get everyone else as excited about your idea as you are Jason Oke, Juniper Park
3:50 PM	Break (Lower Concourse)		
4:10 PM	Practicing Evidence-Based Information Architecture and Design David Gillis, Teehan+Lax	Building a Business with Open Source Chris Wanstrath, GitHub	Segmentation, Positioning and Storytelling: How a Smart Market Strategy Can Drive Growth April Dunford, Rocket Launch Marketing
5:25 PM	Sessions End		