



Deadline for speaker proposals is May 1st.

CONFERENCE ANNOUNCEMENT

UXMAD CONFERENCE

Overture Center for the Arts
201 State Street, Madison, WI

Workshops - July 19, 2012 • Conference - July 20 & 21, 2012

One Track - 21 Sessions

WHAT

A premier User Experience conference without the premier price featuring three days of mind expanding content and top-shelf after parties. UXMad is in its first year, but with seasoned organizers Jim and Jenifer Remsik (BizConf, MadisonRuby, LeanStartupMachine) at the wheel, expect that it will be a unique adventure for all.

WHO SHOULD ATTEND

If you are in a role where your recommendations or decisions ultimately affect the way a person experiences your product or service, this conference is for you.

WHO'S SPEAKING

Andrew Maier, Founder of UXBooth; Jina Bolton, Product Designer at Do; Dale Sande, User Interface Engineer at Getty Images; Jeanne Carpenter, Founder of Wisconsin Cheese Originals; Carl Smith, Chief Keeper Upper at nGen Works & Jessie Shternshus, Founder of The Improv Effect

WHAT IS USER EXPERIENCE (UX)?

A broad topic to be sure, for our purposes, UX is the breadth of topics and technologies that create the overall impression of your product - be it a website, application, gadget or space - on its user's ability to deliver value to that user, and through them, to the business. The responsibility of UX is highly multi-disciplinary. It is rarely one person - so much contributes to the overall experience that it is the responsibility of whole teams, and often the users of the product as well.

PRICING

- \$399 — Conference & Workshop
- \$149 — Workshop Only
- \$299 — Conference Only

Interested in speaking, sponsoring or attending? Contact us!

www.uxmad.com
contact@uxmad.com

Both conferences will also offer attendees a chance to sightsee beautiful Madison - showcasing all it has to offer, including being one of the best, brainiest, and least expensive places in the US to live and work. Madison is home to a number of great, award-winning breweries and the country's largest producer-only farmers' market on the Capitol Square. The venues and layout are set up to take advantage of the walkable downtown area to awash in food, drink and entertainment options.

MADISON RUBY

Overture Center for the Arts
201 State Street, Madison, WI

Workshops - Aug. 23, 2012 • Conference - Aug. 24 & 25, 2012

One Track - 21 Sessions

WHAT

Madison Ruby burst onto the regional conference scene last year drawing speakers and attendees from all over the US as well as Canada, Germany, and The Netherlands. The conference was created as a way to introduce members of the Ruby Community to Madison and showcase the city as a burgeoning hub for technology.

WHO SHOULD ATTEND

While the conference is largely for developers anyone with an interest in technical subjects and web development will feel right at home. The conference has a built-in balance of presentations and socialization to allow discussion of the new ideas or debating existing ideas and issues.

WHO'S SPEAKING

Clyde Stubblefield, Drummer best known for his work with James Brown; Jeff Casimir, runs Jumpstart Lab; Bryan Liles, Thunder Bolt Labs; Jessie Shternshus, Founder & Owner of The Improv Effect; Steve Klabnik, Freelance Consultant; and Robert Pitts, Freelance Consultant.

WHAT IS RUBY?

In case you're unfamiliar with Ruby, it's a dynamic, open source programming language with a focus on simplicity and productivity. It has an elegant syntax that is natural to read and easy to write.

PRICING

- \$299 — Conference & Workshop
- \$99 — Workshop Only
- \$249 — Conference Only

Interested in speaking, sponsoring or attending? Contact us!

www.madisonruby.org
[Contact@madisonruby.org](mailto>Contact@madisonruby.org)