



Conversion Conference West 2010 Agenda

Pre-conference Workshops	
Monday, May 3	
1:00-5:00	WS1 - Web Design For ROI WS2 - Landing Page Optimization Hands On
Main Conference & Expo	
Tuesday, May 4	
8:00-9:00	Registration & Breakfast
9:00-9:45	K1 - Keynote 1- Tim Ash
9:45-10:30	S1 - Headlines & Copywriting That Work S2 - The Power of Split Testing
10:30-11:00	Exhibits / Break
11:00-11:50	S3 - Graphic Design for Conversion S4 - Getting Started with Google Website Optimizer Sponsored by Website Optimizer
11:50-1:00	Birds of a Feather Lunch
1:00-2:00	S5 - Business-to-Business Landing Pages S6 - Segmentation & Personalization
2:00-3:00	S7 - Spiders Versus People - SEO & Conversion S8 - Web Analytics & Uncovering Problems
3:00-3:30	Exhibits / Break
3:30-4:20	S9 - Tiny Screens - Optimizing for the Mobile Web S10 - Web Usability & Clarity
4:25-5:15	S11 - Ecommerce Catalog Optimization S12 - Rapid Fire - Live Page Critiques
5:20-6:00	S13 - Getting the Payoff from Direct Response Email S14 - Ask The Experts - Open Mic
6:00-7:30	Reception
Wednesday, May 5	
8:00-8:55	Registration & Breakfast
9:00-9:50	K2 - Keynote 2 - Bryan Eisenberg
9:50-10:35	S15 - Lead Generation Secrets - Getting the Form-fill S16 - Rapid Fire - Live Page Critiques
10:35-11:10	Exhibits / Break
11:10-12:00	S17 - Social Media for Engagement & Conversion S18 - Conversion Ninja Toolbox
12:00-1:00	Birds of a Feather Lunch
1:00-1:50	S19 - Content Optimization for Conversion S20 - Pay Per Click Landing Page Continuity
2:00-2:50	S21 - Video & Rich Media - Promises & Pitfalls S22 - Ask The Experts - Open Mic
2:50-3:10	Exhibits / Break
3:10-4:00	S23 - The Science of Persuasion S24 - Multivariate Testing
4:05-4:50	S25 - Cognitive Styles & Personas S26 - Testing Tools Smackdown
4:50-5:50	K3 - Keynote 3 - Jakob Nielsen
6:00-7:30	Web Analytics Wednesday Reception