

User Experience Lisbon 2010
12 to 14 May 2010

Media Pack



Presenting UX Lx

UX Lx is a unique three-day User Experience event set in sunny Lisbon, Portugal on May 12-14 2010. A premier event for User Experience Professionals, Designers, Information Architects and Usability Practitioners, UX Lx will bring together more than 300 professionals. Coupled with a set of world renowned speakers, all of them published authors and leading experts in their fields, UX Lx will be one of the largest events of its kind in Europe.



With 12 thought-provoking talks, 16 hands-on workshops and 16 open sessions, UX Lx will present the latest knowledge in the field, giving attendees the information and techniques they will need to push their work forward. Workshops will be split in three levels: Beginner, Intermediate and Advanced, enabling newcomers and seasoned professionals alike to hone up their skills and techniques. Talks will present all the latest topics in a thought-provoking fashion and are set to be starting points for discussion and further investigation. Open sessions will allow free submissions and will be curated by the organising committee, enabling up and coming professionals to show their knowledge and gain recognition. A range of networking events and side activities is also being laid out so that everyone can have a great time at UX Lx.

This year's speakers will include **Steve Krug, Jared Spool, Peter Merholz, Luke Wroblewski, Dan Saffer, Donna Spencer, Dana Chisnell, Brian Fling** and **Bill Scott**. Such an outstanding set of industry leading speakers are not usually found in European Conferences, forcing most people to fly over to the United States, with all of the added expenses in travel and accommodation.

UX Lx is aimed at an European audience, so tickets will be competitively priced. A UX Lx ticket, with all the travel and accommodation costs included will be even cheaper than the typical price of a single ticket in a similar US event. The organization already signed exclusive airline and hotel deals that the attendees will be able to take advantage of, further lowering the cost of attending.

UX Lx is presented by:





Our Speakers

We signed up a fantastic range of industry leading speakers, all of them published authors. Their fields of expertise span across the entire range of disciplines under the User Experience umbrella.



Speakers who already confirmed their presence at UX Lx 2010 include:

Steve Krug: Founder of “Advanced Common Sense” and author of “Don’t Make me Think”

Peter Merholz: President of Adaptive Path and author of “Subject to Change”

Jared Spool: Founder of User Interface Engineering and author of “Web Anatomy” and “Web Site Usability”

Luke Wroblewski: Director of Product Ideation at Yahoo and author of “Site-Seeing” and “Web Form Design”

Dan Saffer: Founder and Principal of Kicker Studio and author of “Designing for Interactions” and “Designing Gestural Interfaces”

Bill Scott: Director of UI Engineering at Netflix and author of “Designing Web Interfaces”

Susan Weinschenk: Director at Human Factors, author of “Neuro Web Design”

Eric Reiss: Partner of FatDUX and author of “Practical Information Architecture”

Donna Spencer: Director at MaadMob and author of “Card Sorting”

Brian Fling: President of Pinch/Zoom and author of “Mobile Design and Development”

Dana Chisnell: Founder of UsabilityWorks and author of “Handbook of Usability Testing”

Caroline Jarrett: Founder of Effortmark and author of “Forms that Work”

Manuel Lima: User Experience Designer at Nokia and author of “VisualComplexity.com”



UX Lx is directed at the European User Experience market, both to individual practitioners but mainly to employees of large agencies and consultancies. We expect professionals from all sorts of User Experience related disciplines as well as professionals from related activities willing to evolve their skills into the User Experience field.

We expect a fairly eclectic mix of European nationalities to attend the event (but primarily from western, southern and northern European Countries) attracted by our top line of speakers and the favourable weather that creates a good opportunity to tour the city of Lisbon before and after the conference. Our planned range of side-activities encourages this. We already made arrangements with local industry associations in a wide range of European countries to promote the event locally.

Some of the job titles we expect to attract include:

- Business Analyst
- Chief Experience Officer
- Chief Technical Officer
- Experience Manager
- Head of Online Channels
- Information Architect
- Interaction Designer
- Interface Designer
- Marketing Manager
- Product Manager
- Project Manager
- Usability Analyst
- Usability Consultant
- User Experience Architect
- User Experience Designer
- User Interface Designer
- User Researcher
- Visual Designer

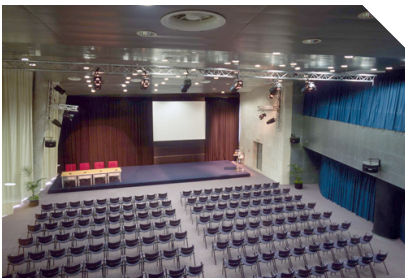


We signed up a fabulous venue for the event in the heart of the new Lisbon Business District and facing the magnificent river Tagus (one of the largest in Europe): the FIL Meeting Centre.



The Venue can accommodate **up to 500 people** and is set with world class facilities and fully accessible to attendees with conditioned mobility. Participants will be provided with fully catered lunches, showcasing a range of dishes from the rich and varied Portuguese cuisine. International alternatives, as well as vegetarian and vegan options will also be provided.

Coffee breaks showcasing Portuguese pastries will be served in every intermission. Free wi-fi and large tables with power sockets will be provided to all attendees.



The conference will take place in a large auditorium filled with natural light and presentations will be displayed on a 130 square feet (12m²) screen. Workshops will take place in four different rooms, all of them holding at least 50 people comfortably.

A small User Experience book fair will take place in the venue hall. We already signed up all the top UX publishers to be present.



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