WORDCAMP
ATLANTA

KNOW BEFORE YOU GO

LOCATION: The Loudermilk Center is located at **40 Courtland Street NE** in Downtown, Atlanta. The Loudermilk Center is Wheelchair Accessible on both floors as well as the parking lot. Follow our signs for the entrance as it is easy to miss.

PARKING: Parking for all attendees will be provided in the parking garage adjacent to the building. Follow our signs to the parking garage.

FOOD & BEVERAGE: Coffee and water will be available throughout the day. Lunch service included.

WE ARE READY TO HELP: If you have general questions, find someone wearing the "Ask me. I know stuff." badge.

If you have questions about WordPress be sure to bring your laptop to our HAPPINESS BAR. We will have a team of rotating WordPress experts to help you throughout the day.

FRIDAY, MARCH 27, 2015: PRE-CAMP BEGINNER WORKSHOP

TIME	BASIC BEGINNER LEVEL SESSIONS*
8:30 am	Registration
9:00 am	Beginner Workshop—Part 1 *Kathy Drewien, Mickey Mellen*
12:00 pm	Lunch
1:00 pm	Beginner Workshop—Part 2 *Kathy Drewien, Mickey Mellen*
4:00 pm	Beginner Workshop—Closing Remarks

*__Beginner Workshop attendees MUST HAVE A LAPTOP__
- The workshop is hands-on. Bring a laptop computer that can connect to a wireless network.
- You will be provided a test website that you can continue to use after WordCamp.
- You should have 3-5 images saved in a folder on your laptop to use during the day.
- We have plenty of volunteers to help you along the way.

SATURDAY, MARCH 28, 2015: WORDCAMP DAY 1

TIME	ALL USERS MAIN ROOM	DESIGN PAUL DUKE	DEVELOPER MARK C. POPE	BUSINESS ANNE CRAMER
9:00 am	Keynote Nathalie Lussier			
9:50 am	KidCamp :: 10am-4pm			
10:00 am	There's a Plugin for That *Michael Earley*	Awesome Images On Your WordPress Site *Tom Tortorici*	Friendlier, Safer WordPress Admin Areas *Cliff Seal*	Remember to Breathe; Productivity Tips for Freelancers *David Laietta*
11:00 am	Understanding Google Analytics *Ken Granger*	Your Web Form Stinks *James Laws*	TL;DR: The Importance of Following the WordPress Coding Standards *Tom McFarlin*	Get Yoast or You're Toast *Cullie Burris*
12:00 pm	Lunch			
1:00 pm	Spinach in Your Teeth? Rapid Fire Website Critiques *Jenny Munn, David Laietta, John Saddington, Judi Knight*	Best Practices: Building Accessible Websites in WordPress *Nancy Thanki*	The WordPress IDE: PHPStorm *Micah Wood*	Community: Getting Involved *Aaron Campbell*
2:00 pm	SEO for 2015: What's In, What's Out and How to Be In It to Win It (For Good) *Jenny Munn*	Rev Up Your Design Cycle *Melanie Adcock*	Using Composer to Increase Your WordPress Development Powers *Josh Pollock*	Accelerate Your Growth! Stop Trading Time for Money and Losing Profit. *Jason Swenk*
3:00 pm	So You Have a WordPress Blog – Now What? *Renee Dobbs*	Performance Max *Lenny Gale*	Put a Little Backbone in Your WordPress *Adam Silverstein*	How to Implement Value Pricing in Your Agency *Jason Blumer*
4:00 pm	Sustainable Support – Creating happiness for your users without sacrificing your own *Zachary Skaggs*	Power of Design *Scott Fisk*	WordPress JSON API and You! *Jamal Jackson*	I Made My Blog My Business *Brian Krogsgard*

At the end of a full day of information overload we will celebrate with libations and food at **NONI'S**, the hip neighborhood trattoria at **357 Edgewood Avenue, Atlanta, GA 30312**. Feel free to invite significant others.

SUNDAY, MARCH 29, 2015: WORDCAMP DAY 2

TIME	ALL USERS MAIN ROOM	DESIGN PAUL DUKE	DEVELOPER MARK C. POPE	BUSINESS ANNE CRAMER
8:45 am	Opening Remarks			
9:00 am	Websites with Style + Strategy *Melodye Hunter*	UX/Design Panel *Jill Anderson, Ali Green, Tom Tortorici, Cliff Seal*	AJAX/JS *Travis Smith*	The Missing Piece of Your Site-Building Toolbox *Naomi Bush*
10:00 am	Give Your Church, Synagogue or Mosque Site A Divine Makeover With WordPress *Rosemary Jean-Louis*	Video Marketing *Linda Persall*	Plugin Development Panel *Russell Fair, Mike Schinkel, Naomi Bush, Patrick Rauland*	Being an Authority in the WordPress Market Means More Impact and More Income *Gene Hammett*
11:00 am	Planning Your Website from Concept to Launch *Mickey Mellen, Ali Green*	Sass and WordPress—Enhancing Your Front-End Workflow *Aisha Henderson*	Content Access in iThemes Exchange *Lew Ayotte*	5 Plugins for List Building *Heather Solos*
12:00 pm	Lunch			
1:00 pm	What's Your Story? Harnessing the Power of Story to Engage Your Readers *Cindy Reed*	Applying the 7 Principles of Design to WordPress *Jill Anderson*	Battle of the Stacks *Nic Rosental*	Hacking WordPress—Making WP Work for You *Erick Arbe*
2:00 pm	iPad Video Blogging *Mike Stewart*	Using Roots/Sage 8.0.0 – A Modern Developers Starter Theme *Julien Melissas*	HyperDB *Evan Volgas*	Key in on your Value *Steven Slack*
3:00 pm	Top Strategies for Better Photography on Your Website *Melissa Eggleston*	Using Your Platform To Write Your First Book *Stefanie Newell*	Unit Testing WordPress Plugins *Cal Evans*	Before the Shopping Cart—A Primer on eCommerce Business Models *David Cowan*
4:00 pm	Closing Remarks			