How Will You Use the Power of the Web?

“Well, it’s about <expletive deleted> time.”

Anil Dash, Blogger, Evangelist, Web 2.0 Expo Advisory Board member, and proud New Yorker, on the idea of a Web 2.0 Expo in New York

We agree. Web 2.0 Expo was launched to connect the builders of the Web with the brightest minds, hottest ideas, most valuable tools—and with each other. Building on the extraordinary momentum of the San Francisco gathering last April, Web 2.0 Expo New York will celebrate the size, power, and creativity of the East Coast web communities.

Whether you’re a designer, developer, marketer, entrepreneur, business strategist, technologist, geek, or suit who “gets it,” if you’re looking to understand and harness the changes afoot now, this is your conference. Come together with other builders of the next-generation Web for insights both inspirational and practical.

What will you do with the power of Web 2.0?
web2expo.com/ny

Receive $100 off any conference package or get a free Expo pass when you use discount code webny08mc3 (discount good until 9/15/08)

Register now at: www.web2expo.com/ny/register
**Landscape & Strategy**

This track covers the fundamentals of Web 2.0 and explores how they drive strategy, business models, and revenue. Sessions include:

- Disruption in the Music Industry
- 10 Things We’ve Learned at 37signals
- Web 2.0 Business Plans: Business Models, Economics, and Valuation Explained
- Starting up in Silicon Alley
- And 9 others, including a VHI case study on extending a cable brand online, a VC’s investment forecast, strategic use of personal data, opportunities in Europe, and more.

**Design & UX**

This track looks at the technical concepts, process innovations, design patterns, and frameworks that inform today’s web applications, from the perspective of user experience and interaction design. Sessions include:

- 10 Tips for Managing a Creative Environment
- Tap Is the New Click: Designing Gestural Interfaces
- The Seduction of the Interface: Merchandising in Interactive Product Design
- Good to Great: Achieving Product Excellence in Web 2.0
- And 9 others including designing for community, agile design, accessibility, prototyping, copy as interface, new visions of online merchandising, and more.

**Media & Marketing**

Marketing and advertising are in a process of profound evolutionary change, and the agencies, brands, and individuals who can harness the power of 2.0 media and marketing will emerge as the leaders. We’ll look at best practices, fundamentals of social media and marketing will emerge as the leaders. We’ll look at best practices, real world examples, and horror stories across several topics from social media and marketing will emerge as the leaders. We’ll look at best practices, real world examples, and horror stories across several topics from social media and marketing will emerge as the leaders. We’ll look at best practices, real world examples, and horror stories across several topics from social media and marketing will emerge as the leaders. We’ll look at best practices, real world examples, and horror stories across several topics from social media and marketing will emerge as the leaders. 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