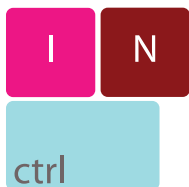


Executive Summary For Busy People Like You



In Control 2010 Orlando > Web Design Workshop Conference > Feb. 22–23, 2010 > Join us in

Orlando to **expand your skill set** and gain modern tools and techniques to refine your Web design craft. Spend two content-rich days with some of the **most forward-thinking Designers and Developers** building today's Web.



Join Kelly Goto, Derek Featherstone, Christopher Schmitt, Stephanie Sullivan, Ethan Marcotte, David McFarland and more of the Web's innovators!

Who is In Control for?

Every designer faces challenges in their everyday workflow. The **In Control Web Design Workshop conference** was created to help designers at various stages of their careers. Beginners will find a solid foundation in the tools and techniques presented in each workshop, and intermediate and advanced designers will have the chance to update their existing skills and find out the latest approaches used by the experts.

The Conference

Our workshop-based sessions enable you to delve deeply into the material and learn more. We limit enrollment to 100 attendees to create an intimate atmosphere with fewer distractions. Breaks and lunches are catered and served on-site, too, helping to create a more cohesive group and more continuity each day.

The Venue and The Hotel

Adjacent to scenic Lake Eola park, Embassy Suites is conveniently situated in the heart of Orlando's Downtown Arts District, home to galleries, shopping, and restaurants. Reserve your room now to take advantage of the discount for **In Control** attendees: (407) 841-1000.

The Savings

Register now to take full advantage of Early Bird pricing. AIGA members get an additional discount! Contact your local board for details. We also offer a limited number of educational discounts and group rates—contact webmaster@orlando.aiga.org for more information.

The Bottom Line

You won't find this combination of talent, hands-on experience, convenience and value anywhere else! Don't miss your chance to get In Control.

AIGA members get an additional discount! Contact your local board for the discount code.

The Schedule

The **In Control Web Design Workshop Conference** is a progression, with each workshop building on the next:

DAY ONE

- > **Keynote Address** by Kelly Goto
Author, *Web ReDesign 2.0: Workflow that Works*
- > **HTML5 Workshop** with Christopher Schmitt
Author, *CSS Cookbook*
- > **CSS Workshop** with Stephanie Sullivan
Co-author, *Mastering CSS with Dreamweaver CS4*
- > Lunch
- > **jQuery Workshop** with David McFarland
Author, *JavaScript: The Missing Manual*
- > **Adv. XHTML +CSS Workshop** with Ethan Marcotte
Co-author, *Designing With Web Standards and Handcrafted CSS*
- > **Wrap-Up Panel**
- > Evening Events

DAY TWO

- > **Keynote Address** by Ted Murphy
CEO, IZEA
- > **Accessibility Workshop** with Derek Featherstone
Co-author, *Fancy Form Design*
- > **Web Workflow Workshop** with Greg Rewis
Author, *Mastering Web Content: Behavior with Ajax*
- > Lunch
- > **Findability & SEO Workshop** with Shari Thurow
Co-Author, *When Search Meets Web Usability*
- > **User Research Workshop** with Jared Spool
Co-author, *Web Anatomy: Interaction Design Frameworks that Work*
- > **Wrap-Up Panel**
- > Farewell Happy Hour

9 REASONS YOU CAN'T AFFORD TO MISS In Control Orlando

Excellent Value

AIGA members get an additional discount! Contact your local board for details. Your registration fee includes catered lunch and breaks, too!

Workshop-Based Sessions

Delve more deeply into the material and learn more in a workshop atmosphere. Hands-on examples give you a chance to practice new skills right away.

Innovative, Intimate, and Inclusive

Limiting enrollment creates more opportunities for interaction with the speakers and other attendees. Serving lunch and snacks on-site allows for fewer distractions and more continuity.

Top-Notch Talent

We bring together some of the Web's most innovative designers and developers for two content-rich days. Learn cutting-edge tools and techniques from some of the rockstars of the Web!

Something For Everyone

Brush up on the basics first—HTML and CSS—then progress through more advanced topics, including user testing and site optimization. No Web designer is left behind.

Wrap-Up Panel

Speakers come together at the end of each day for follow-up questions and cross-pollination of material from multiple sessions.

Affordability

Orlando hotels are more affordable than those in Seattle, Boston, San Francisco and Chicago. Our hotel is also offering a discount for **In Control** attendees.

Practical & Applicable

In Control focuses on practical and applicable skills you can understand and use immediately. Inspiration is great, but new knowledge and skills will improve your work flow!

Design Education

AIGA is a non-profit professional association for design. A portion of your conference fee goes back to the design community to support continuing education, workshops, conferences, and mentoring.

created in cooperation with
 AIGA Orlando
The Professional Association of Design

and with support from
 Jacksonville Tampa Bay

sponsored by

Environments for Humans

Register now at incontrolconference.com