UX Brighton 2010

13 Sept, Sallis Benney Theatre, Brighton UK

A conference on designing for behavior

Sponsor pack

The conference
'UX Brighton 2010' is an extension of one of our successful monthly meetings. It is the conference for the design and web technology community. Due to the success of the monthly meetups, we decided to turn the September meetup into a full blown one day event.

The one day event will bring to you many ideas about UX from Brighton, the UK and Europe which have not had wide exposure, but are captivating and provocative. The speakers combine the well known, such as Rory and Eric, with others who are yet to be discovered. It is an opportunity for the User Experience community to hear about and discuss design and behaviour in both theory and practise.

UX Brighton History
UX Brighton is a volunteer community group aiming to disseminate knowledge in all aspects of user experience (including various branches of psychology) across Sussex. It was started 2 years ago by Danny Hope. UxBrighton has been running monthly meetups that have gone from a few people in a room, to occasionally over 150 people attending.

Venue
UX Brighton 2010 will be held at the Sallis Benney Theatre, which can host up to 240 attendees.

Audience
Attendees of the conference will come from a variety of different backgrounds. Some of the job titles we expect to attract include:
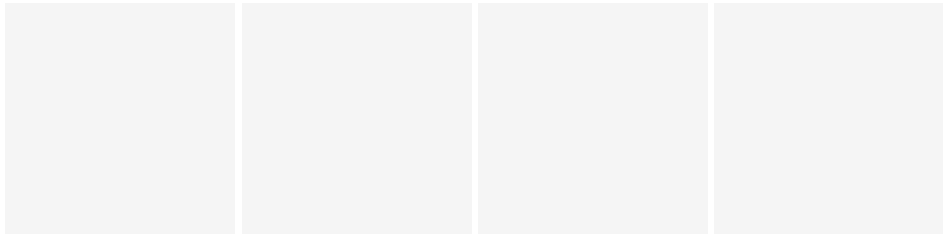
Business Analysts, Chief Experience Officers, Chief Technical Officers, Experience Managers, Head of Online Channels, Information Architects, Interaction Designers, Interface Designers, Marketing Managers, Product Managers, Project Managers, Usability Analysts, Usability Consultants, User Experience Architects, User Experience Designers, User Interface Designers, User Researchers, Visual Designers.

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Speakers

Rory Sutherland
Rory, Vice-Chairman of the ad agency Ogilvy Group UK, was one of the first in the advertising industry to realise the potential of the internet.

Eric Reiss
Eric is one of the most influential figures on the information architecture and user experience scene. He is a partner of FatDUX, a user-experience consultancy, Associate Professor of Usability and Design at the Instituto de Empresa Business School in Madrid and author of 'Practical Information Architecture'.

Claire Rowland
Claire is an accomplished Design Researcher, Claire has spent the last couple of years building up Fjord London's UX research offerings.

Jeroen van Geel
Jerone is an Interaction Designer and founder of the hugely popular Johnny Holland magazine. He works as a senior interaction designer at Fabrique Communication & Design in The Netherlands and has perfected the art of asking 'Why?'

Julian Hirst
Julian heads the UK side of Electronic Ink, the design agency. He has worked with clients such as EDF Energy, Novartis Pharma AG, Reuters UK, Microsoft, E.ON UK, British Petroleum, National Grid, AstraZeneca, IBM, GlaxoSmithKline, SunGard and Barclays PLC. His talk will be on Linguistics, and how what people say, is very different from what they do.

James Page & Sabrina Mach
James and Sabrina are owners of FeraLabs, makers of Webnographer, the remote unmoderated quantitative user research platform, and also co-organizers of this event.

More inspiring speakers will be announced in the coming weeks.

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Next: Contact Danny Hope danny.hope@gmail.com to talk about becoming a sponsor.

http://2010.uxbrighton.org.uk/