Welcome to WordCamp 2012!!

### Room 120

**Morning**

- **9:00am - 10:00am**
  - *Keynote-Speaker*  **Mike Vardy, vardy.me**
    - WordPressive: WordPress Delivers the Goods
    - Level: Beginner and Intermediate
    - Target: Bloggers, Entrepreneurs, Community Managers
  - **John Overall, JohnOverall.com**
    - WordPress 101
    - Level: Beginner
    - Target: Bloggers, business owners, content creators
  - **Al Davis, TELUS - telus.com**
    - After the install: Ten Things to do Before your First Post
    - Level: Beginner
    - Target: Bloggers, small business owners, non-profits

- **10:00am - 11:00am**
  - **Beth Campbell Duke, campbellduke.com**
    - Using WordPress to Find Work You LOVE
    - Level: Beginner to Intermediate
    - Target: job hunters, career changers
  - **Cheryl DeWolfe, Those DeWolfes Creative**
    - Multimedia Plugins: Adding Sizzle to the Steak!
    - Level: Beginner to Intermediate
    - Target: Bloggers and Designers

- **11:00am - 12:00pm**
  - **John Overall, JohnOverall.com**
    - WordPress 101
    - Level: Beginner
    - Target: Bloggers, business owners, content creators
  - **Robin Heppell, Heppell Media Corp.**
    - Building Your Virtual Marketing Platform on WordPress
    - Level: Beginner and Intermediate
    - Target: Bloggers, writers, business owners
  - **Adam Ungstad, UNGSTAD Information Architects**
    - 10 Easy Ways to Improve the UX of your WordPress Site
    - Level: Beginner to Intermediate
    - Target: Bloggers, designers, writers

**Afternoon**

- **1:00pm - 2:00pm**
  - *Keynote-Speaker*  **Rebecca Bollwitt, Miss604.com**
    - Time Management with WordPress
    - Level: Beginner to Intermediate
    - Target: Bloggers, Entrepreneurs, Community Managers
  - **Catherine Novak, Netscribe Communications**
    - Wild About Weaver: A (nearly) WYSIWYG CSS Wrangler
    - Level: Intermediate
    - Target: Bloggers, designers, community managers
  - **Lorraine Murphy, Raincoaster.com**
    - WordPress for Activism
    - Level: Beginner
    - Target: Bloggers, Writers, Activists

- **2:00pm - 3:00pm**
  - **Raul Pacheco, Hummingbird604.com**
    - Grow Your Online Community Using WordPress
    - Level: Beginner and Intermediate
    - Target: Self-hosted Bloggers, Social Media Marketers
  - **Robin Heppell, Heppell Media Corp.**
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- **3:00pm - 4:00pm**
  - **Morten Rand-Hendriksen, Pink & Yellow Media**
    - Can WordPress really do that? case study: vierderduer.no
    - Level: Beginner to Advanced
    - Target: Designers, developers, idea crafters
  - **Catherine Novak, Netscribe Communications**
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- **4:00pm - 5:00pm**
  - **Ben Lobaugh, Microsoft - webnotwar.ca**
    - The Proof is in the Pudding – Yep it works with Microsoft
    - Level: Beginner to Intermediate
    - Target: Developers, Designers and Bloggers
  - **Robin Heppell, Heppell Media Corp.**
    - Building Your Virtual Marketing Platform on WordPress
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### Happiness Bar Opens at 8:30am:

Hosted all day by **Jon Valade & Nolan Walker** from IdeaZone, & **Adam McFadyen**. Bring your specific WordPress questions.

Other participants include:

- 10:00am - **Juhli Selby** - Video Help
- 11:00am - **Alex Blackie** - Post Formats & Technical Assistance
- 01:00pm - **Chris Beveridge** - Multisite Help
- 02:00pm - **Mike Williams** - PPC Marketing
- 03:00pm - **Meghan Simpson** - General Questions
- 04:00pm - **Robert Aitken & Mike Lathrop** - Custom Content Types
Welcome to WordCamp 2012!!

<table>
<thead>
<tr>
<th>Room 102</th>
<th>Room 104</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Morning</strong></td>
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<tr>
<td>9:00am - 10:00am</td>
<td>WordPress was first released on May 27, 2003, by Matt Mullenweg</td>
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<td>11:00am - 12:00pm</td>
<td>As of August 2011 WordPress powers 22% of all new websites</td>
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**Room 102**

- **Graham Nott, Star Global - starglobal.ca**
  - Blog Search Using Solr
  - Level: Intermediate
  - Target: Web Developers, programmers
  - N/A

- **Angela Crocker, Beachcomber Communications**
  - Take Your BuddyPress Community from Blah to TA-DAH!
  - Level: Intermediate to Advanced
  - Target: Bloggers, web developers, BuddyPress users
  - N/A

- **Mike DeWolfe, thoseadowolfes.com**
  - Drupal to WordPress
  - Level: Advanced
  - Target: Web Developers, Programmers
  - N/A

**Room 104**

- **Janis La Couveré and Brenda Johima**
  - Disclaimers, disclosures, attribution and copyright
  - Level: Beginner to Advanced
  - Target: Bloggers, community managers, smm users

**Room 102**

- **Beth Cougler Blom, bethcouglerblom.com**
  - Genuine Blogging
  - Level: Beginner or Intermediate
  - Target: Bloggers
  - N/A

- **Stuart Hertzog - stuzog.com**
  - Multisite One Installation Shall Rule Them All!
  - Level: Intermediate
  - Target: Bloggers, Content Managers, Developers
  - N/A

- **Chris Whiteley, chriswhiteley.ca**
  - Blog Comments: Validation of How Awesome You Are
  - Level: Beginner to Intermediate
  - Target: Bloggers, Writers

**Room 104**

- **George Plumley, SeeHowTwo - seehowtwo.com**
  - Embracing, Not Just Understanding WordPress
  - Level: Beginner
  - Target: Bloggers, business owners, content creators

- **Craig Spence, YOUCommunications.ca**
  - WordPress as a Dynamic Creative Writing Environment
  - Level: Beginner to Advanced
  - Target: Creative writers

- **Chris Burdge, bWEST Interactive - bwest.ca**
  - Leveraging Social Media to Generate Blog Community
  - Level: Beginner
  - Target: Bloggers

- **Chris Whiteley, chriswhiteley.ca**
  - Blog Comments: Validation of How Awesome You Are
  - Level: Beginner to Intermediate
  - Target: Bloggers, Writers