

# Friday, 26 September 2008

8:30-19:00 REGISTRATION

**THEATER** ▼ Big Ideas

**CINEMA** ▼ Practical IA

9:00-9:45	COFFEE	
9:45-10:00	<b>Welcome and Logistics</b> <i>Eric Reiss (chair), FatDUX, DK</i>	←
10:00-11:00	<b>Keynote</b> <i>Adam Greenfield, Head of Design Direction, SUID, Nokia Design, FI</i>	←

11:00-11:15 SHORT BREAK

	Marketing and Customer Service ▼	Content and Systems ▼
11:15-12:00	<b>IA Hears DM: Drawing on Digital Marketing</b> <i>Tim Ostler, Tribal DDB, UK</i>	<b>Why Information Architects are Needed in the Kitchen: Better Content Management Through Information Architecture</b> <i>Ruud Ruissaard, Informaat, NL</i>
12:00-12:15	SHORT BREAK	
12:15-13:00	<b>The Seduction of the Interface: Merchandising in Interactive Product Design</b> <i>Christopher Fahey, Behavior Design, US</i>	<b>Integrating Web Analysis in the User Experience Design Process</b> <i>David De Block and Erik Verdeyen, Internet Architects, BE</i>
13:00-14:30	LUNCH	
14:30-15:15	<b>E-service—What We Can Learn from the Customer-Service Gurus</b> <i>Eric Reiss, FatDUX, DK</i>	<b>Content Analysis: The Hows and Whys to Understanding Your Content</b> <i>Chiara Fox, Adaptive Path, US</i>

15:15-15:30 SHORT BREAK

	Social and Semantic Web ▼	User-Centered Design ▼
15:30-16:30	<b>1. UOC Virtual Campus: IA to Support Overall Experience of the User</b> <i>Eva Patricia Gil-Rodríguez, Universitat Oberta de Catalunya, ES</i>  <b>2. Building Social Web Experience</b> <i>Laurent Goffin, Emakina, BE</i>	<b>1. How Do You Re-design a Business Critical Web Application with Billions of Unique Products?</b> <i>Floris Ketel, Mirabeau, NL</i>  <b>2. Getting the Right Ticket before the Train Leaves: The Challenges of User-Centered Design for the Swiss Federal Railways</b> <i>Andrea Rosenbusch and Jacqueline Badran, Zeix AG, CH</i>
16:30-17:15	AFTERNOON COFFEE & TEA BREAK	
17:15-18:00	<b>Change Is Inevitable. What Semantic Web and Web 3.0 Mean for IA</b> <i>Claudia Urschbach, BBC, UK</i>	<b>Commercial Ethnography and Innovating Information Experiences</b> <i>James Kalbach, LexisNexis, DE</i>

18:00-20:00 **Jam Session**

20:00- DINNER - Participants are free to make their own dinner arrangements

# Saturday, 27 September 2008

8:30-13:00 REGISTRATION

**THEATER** ▼ Big Ideas

**CINEMA** ▼ Practical IA

9:30-10:30	<b>PANEL: Establishing a Common Ground for IA Practice and Theory - Mission Impossible?</b> <i>Andrea Resmini, University of Bologna, IT; Dorte Madsen, Copenhagen Business School, DK; Katriina Byström, University College of Borås &amp; Göteborg University, SE; Nil Pharo, Oslo University College, NO; Luca Rosati, University for Foreigners of Perugia, IT; Stanislaw Skorka, Pedagogical University of Krakow, PL</i>	<b>PANEL: Roadmap for a Stronger IA/UX Network in Europe</b> <i>Søren Muus, FatDUX, DK; Wolf Nöding, DE; Filip Borloo, Internet Architects, BE</i>
10:30-11:00	COFFEE BREAK	
11:00-12:00	<b>1. Taking the 'Ooh!' out of Google - Getting Site Search Right for News</b> <i>Martin Belam, currybet.net, UK</i>	<b>1. URL Design for Information Architects</b> <i>Deanna Marbeck and Silver Oliver, BBC, UK</i>
	<p style="text-align: center;">Frameworks and Patterns ▼</p> <b>2. Frameworks are the Future of IA: A Case Study and Example</b> <i>Joe Lamantia, Keane, US</i>	<p style="text-align: center;">Beyond the Web ▼</p> <b>2. Apple, Ikea and Their Integrated Information Architecture</b> <i>Davide Potente, Erika Salvini, University for Foreigners of Perugia, IT</i>
12:00-12:15	SHORT BREAK	
12:15-13:00	<b>Taking Social Networks Global: Design Patterns and Tips</b> <i>Peter van Dijck, BE</i>	<b>Documenting Mobile 2.0 IA</b> <i>Scott Weiss, Human Factors International, UK</i>
13:00-14:30	LUNCH	
14:30-15:15	<b>I'm Not You—Modelling and Conceptualizing Personalization in Information Architecture</b> <i>Bogo Vatovec, Bovacon, DE</i>	<b>Extending the Gaming Experience to Conventional UIs</b> <i>John Ferrara, Vanguard, US</i>
15:15-15:30	SHORT BREAK	
15:30-16:30	<b>Concept Design Tools for Information Architecture</b> <i>Victor Lombardi, Smart Experience, US</i>	←
16:30-17:30	<b>Wrap-up / Five-minute Madness</b> <i>Eric Reiss (chair), FatDUX, DK</i>	←