

**Schedule** Friday, April 1, 2011

7:30	Registration		
8:30	SnitkerGroup - Opening		
8:35	Featured Speaker : <b>Redesigning HP.com: Balancing Design, Innovation &amp; Usability</b> by Klaus Kaasgaard, USA		
9:15	Featured Speaker : <b>Designing the Sky Couch for Air New Zealand</b> by Shailesh Manga, Optimal Usability, NZ		
9:55	3 Minute Madness		
10:00	Coffee Break		
	<b>TRACK A</b> <b>Designing Great UX</b>	<b>TRACK B</b> <b>Mobile UX</b>	<b>TRACK C</b> <b>Masters of UX</b>
10:30 to 11:10	<b>User Experience and Agile Design</b> by Jean-Phillipe Bourdarie Axance, France	<b>Mobile for Africa</b> by Helga Letowt-Vorbek Mantaray-IT, South Africa	<b>Danish Masters</b> by Morten Kamper FDIM, Denmark
11:10 to 11:50	<b>Designing 3D to Increase User Satisfaction</b> by Soojin Park ThinkUser, South Korea	<b>Hearing Aid Development: Listening To The User</b> by Brent Kirkwood Widex, Denmark	<b>Child's Play? User Research with Children</b> by Simon Herd ExperienceLab, United Kingdom
11:50 to 12:30	<b>Social Design</b> by Thomas Madsen-Mygdal 23, Podio, SocialSquare, Denmark	<b>Mobile Masters</b> by Daniel Dasic, Moblos, Denmark Mads Transel, Hi3G Denmark ApS	<b>Crossing the Red Light: A Service Journey Along the Winding Road of Buying a License Plate</b> by Majken Praestro, Danish Tax Authorities, Denmark
12:30	Lunch		
	<b>TRACK A</b> <b>Great UX (cont.)</b>	<b>TRACK B</b> <b>Mobile UX (cont.)</b>	<b>TRACK C</b> <b>Masters of UX (cont.)</b>
13:30 to 14:00	<b>The Future of Design</b> by Gitte Just Danish Design Assoc., Denmark	<b>A Global Study of Twitter: Around the World In 140 Characters</b> by Florian Egger, Telono, Switzerland Mercedes Sanchez, Mercedes Sanchez Usabilidade, Brazil Alessandra Millar, ExperienceLab, United Kingdom	<b>Managing the UX of Nordea</b> by Lisbeth Olsson, Nordea, Denmark Daniel Dasic, Moblos, Denmark
14:00 to 15:00	<b>Saying No to Native Apps</b> by Brian Donohue, iQ Content, Ireland  <b>iPad UX Design</b> by Ilana Kaplan, Optimal Experience, Australia	<b>Creating Rapid Prototypes for iPhone Apps</b> by Marcio Leibovitch, Yu Centrik, Canada	<b>Strategy- Driven Design</b> by Jason Ralls, Fraser Lovatt, Daniel Mathiasen LEGO, Denmark
15:00	Coffee Break		
15:30 to 16:00	Featured Speaker : <b>Moscow, Mumbai, Melbourne and Miami in One Week: Emerging Methods in Global User Research</b> by Robert Schumacher, User Centric, United States		
16:00 to 16:55	<b>UX Panel : Engaging UX Around the World</b> Experiences that engage audiences of Japan, New Zealand, Australia, Russia, China, South Africa and Korea		
16:55	SnitkerGroup - Closing		