

What's the fastest growing segment of the tech industry right now?

Did you answer mobile? *You should have.*

By 2015, there will be **one mobile phone for every person on earth.**

- Source: Google Internal Data



Did you **Know**



More than half your customers **won't recommend your business** to a friend if you have a bad mobile site?

- Source: Compuware "What Users Want from Mobile" 2011

**70%**

of businesses do not have mobile optimized sites.

- Source: Econsultancy Conversion Rate Optimization Report 2011



# We cover all the pertinent topics:

- ✓ Launching a mobile optimized website or redesigning an existing mobile site
- ✓ Using familiar, open web technologies to build a native app – affordably
- ✓ Supporting a broader range of mobile devices
- ✓ Building mobile web applications and sites more efficiently
- ✓ Expanding your e-commerce into m-commerce
- ✓ Ensuring that your customers are getting a mobile experience that effectively represents you and your brand
- ✓ Educating clients and stakeholders about opportunities in the fastest growing tech market today – mobile web!

The conference presentations and networking opportunities will prepare you and your staff for the mobile now, and mobile future. To keep things simple, conference registration includes breakfast, lunch, coffee and a social party.

## Don't take our word for the value the conference brings.

Learned a lot at #bdconf, can't stop talking about it!

@megnotarte

Did after action review at work on @bdconf. Audience clapped/gave a+boys. Great conf = great AAR

@jensbits

Has had so many interesting conversations with people about #mobile since #BDConf

@dkachman

#bdconf definitely lit a fire over here and inspired the @EasyDesigns team to get it done.

@AaronGustafson

Back down to reality after a fabulous few days in the #bdconf bio-dome in Nashville. Guys it was awesome! Now to make the future happen.

@tyhatch

[C]onferences like #bdconf make you want to spend the evening building what you learned during the day.

@lucidmeetings

For my next talk I hope I'm reviewing a project where we thought big and implemented a lot of the things we learned at #bdconf.

@dmolsen

What a wonderful experience at #bdconf Can't wait to redo our mobile site from scratch! :-)

@hdehaas



When someone searches and finds your mobile site (You have one, right?) 61% of them will call you and 59% will visit you.

- Source: Google "The Mobile Movement: Understanding Smartphone Users" 2011



**70%**

of mobile users have compared prices via mobile web



**65%**

have read product reviews



**50%**

of mobile searches have led to purchases

- Source: Google "The Mobile Movement: Understanding Smartphone Users" 2011



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