

Miami, March 14, 2009

Schedule

7:30 - 9:00 a.m.	Registration & Networking Breakfast
9:00 - 9:45 a.m.	Intro to Step-by-Step Sequence for Landing Page Optimization (Five Key Elements)
9:45 - 10:45 a.m.	Identifying and Expressing an Effective Value Proposition (2 Key Skills + a Simple 3-Part Formula)
10:45 - 11:00 a.m.	Break
11:00 - 11:45 a.m.	Defining the Motivating Factors of Your Users and Constructing Channel Maps (6 Step Process + a Spreadsheet Tool)
11:45 - 12:45 p.m.	Uncovering the Hidden (Psychological) Friction in Your Landing Page Design (9 Key Principles)
12:45 - 2:00 p.m.	Networking Lunch - Q&A with Optimization Experts
2:00 - 3:00 p.m.	Discovering the Ideal Incentive - The Easiest Way to Double Conversion (7 Rules + 2 Essential Tools)
3:00 - 4:00 p.m.	Learning How to Overcome Web Path Anxiety - The Critical Obstacle to Path Completion (16 Ways to Eliminate it)
4:00 - 4:15 p.m.	Break
4:15 - 5:00 p.m.	Review of the Landing Page Optimization Process - Putting it to Work for Your Company
5:00 - 5:45 p.m.	Final Certification Exam