

# User Focus

*A one-day exchange of ideas and experiences that demonstrate the value of usability in successful design*

UPA-DC's ANNUAL USABILITY CONFERENCE



**Friday, September 16, 2011**

**Where:**

Renaissance Washington, DC Hotel  
@ 999 Ninth St NW (Gallery Place Metro)

**When:** 9AM-5:30PM (reception follows)

**Keynote:** Peter Morville

Ubiquitous Information Architecture:  
Strategies for Cross-Channel User Experience Design

**Register soon!**

Previous conferences have sold out.

[userfocus.org](http://userfocus.org)

- 1 LEARN** about important trends, cutting edge methods, and case studies in usability and user-centered design.
- 2 NETWORK** with folks who do what you do, and meet potential employers, employees, and partners.
- 3 LEAVE** motivated to create user experiences that drive results with a toolkit of techniques and best practices.

The conference features over 15 sessions and includes topics for people new to usability and user experience professionals, as well as for seasoned usability practitioners.

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