

Usability Professionals' Association International Conference

Atlanta, GA, USA | Hyatt Regency Atlanta Hotel | June 21-24, 2011

<http://www.upa2011.org>

Registration Form

How to Register:

- Register Online at <http://www.upa2011.org>;
- Fax this form to UPA at +1 (630) 351-8490; or
- Register at the conference. (Additional fee)

UPA Member ID: _____

First Name Last Name

Company Name Title

Address

City State/Prov. Zip/Postal Code Country

Phone Number (including area code): _____ Fax Number: _____

Email: _____

I will attend the Opening Reception: yes no

I will attend the Thursday Dinner: yes no

I will bring a guest to the social functions: yes no

Name for guest's badge: _____

I have special dietary needs. I require: kosher vegetarian meals other

(Please specify your needs): _____

In accordance with the Americans with Disabilities Act (ADA), please check this box if you require assistance because of a disability to make this program accessible to you. Someone from the UPA Office will contact you.

Are you presenting at UPA 2011? yes no

Is this your first time at a UPA International Conference? yes no

UPA 2011 Registration

Full Conference registration includes: two and a half days of presentations; access to the electronic proceedings pre & post-conference; Welcome Reception on Tuesday night; breakfast, lunch and snacks Wednesday - Thursday; dinner on Thursday night and breakfast on Friday. Presenters do not have to register/pay to attend unless they choose to attend any session other than their own.

Please note that all options during the 2:40pm - 6:00pm time slot on Wednesday, June 22, 2011 are optional. Attendees may choose to select attending a Workshop or Offsite Opportunity for an added \$30. Attendees that do not select a Workshop or Offsite Opportunity may participate in the UPA Idea Markets at no additional fee.

Special conference sessions, for which you must pre-register, include:

- Tuesday Full-day Tutorials include breakfast, lunch and snacks.
- Tuesday Evening Tutorials include a snack.
- Wednesday Workshops are optional but require both pre-registration & a position paper for acceptance. They are available to full conference or one-day (Wednesday) registrants at a reduced fee of \$30.

Tuesday, June 21, 2011

Tutorial Sessions (9:00am - 5:00pm): (Choose one session)

- T2: Practical Statistics for User Research
- T3: Principled Interface and Interaction Design
- T4: Research in Practice: Recent Findings that Usability Professionals should know about
- T5: A Step-by-Step Guide to Online (Unmoderated) Usability Testing
- T6: Agile UX Toolkit
- T7: MINDSTORMING: collaborating to inspire and effect social change
- T8: An In-Depth Introduction to Fieldwork
- T9: Diagnostic Usability Testing 101
- T10: The Business of Usability

Evening Tutorials (6:00pm - 9:00pm): (Choose one session)

- T11: Designing With the Mind in Mind
- T12: Persona Development for a Complex Set of Products
- T13: Post-its™ and Affinities: low-tech tools for high-impact results
- T14: Moderating Usability Tests
- T15: UX Design in a Semantic Web World
- T16: Science and the Usability Specialist: Recent Research Findings You Might Have Missed
- T17: How to Test for Web Accessibility and Universal Usability
- T18: Plan for Success: Selecting the Right Combination of Research and Design Techniques for Your Projects
- T19: Strategic Alliances

Enter the Session Code
First Choice **Second Choice**
Example: T1 T4

Wednesday, June 22, 2011

Wednesday Workshops are optional but require both pre-registration & a position paper for acceptance. They are available to full conference or one-day (Wednesday) registrants on a first come, first serve basis at a reduced rate of \$30 each. For more information on position papers, please refer to the details section of the Workshop at <http://www.upa2011.org>.

Choose one workshop OR one offsite opportunity

Workshop Sessions (2:40pm - 6:00pm):

- W1: When Stakes are High: Getting stakeholder buy-in for UX research projects
- W2: Creating an Experience-Driven Strategy
- W3: Better Usability Through Visualization
- W4: Card Sort Data Analysis - Best Practices
- W5: User experience design for configurable/customizable applications
- W6: Integrating with Agile: Advanced Techniques
- W7: UPA Global Certification – From Pilot to “Pillars” to Practice
- W8: Toward Usable Usability Research: Building bridges between research and practice

Wednesday Offsite Opportunities are optional but require pre-registration. They are available to full conference or one-day (Wednesday) registrants at a reduced fee of \$30. Please see <http://www.upa2011.org> for a detailed description of each opportunity. Transportation will be provided as needed.

- OS1: Lab Tour at the School of Interactive Computing at Georgia Tech
- OS2: Georgia Aquarium Tour w/Dolphin Show
- OS3: Turner Studios Tour
- OS5: User Insight Facility Tour



Registration Fees

(Deadlines are 11:55 p.m. Eastern Time.)

UPA International members are eligible for the member fee. UPA Chartered Chapter members, who are not UPA International members, register at the non-member rate. All prices in US dollars. Payment must be made in USD. Any exchange rate differences and bank charges must be paid by the attendee. (Amounts in US Dollars. Visit <http://www.oanda.com/currency/converter/> for the current equivalent in your local currency.)

	Early Registration (January - March 17, 2011)	Regular Registration (March 18 - April 28, 2011)	Late Registration (April 29 - June 8, 2011)*
Main Conference (Wed. June 22 - Fri. June 24)			
Member	\$695-USD	\$795-USD	\$1160 USD
Non-Member	\$895-USD	\$995-USD	\$1260 USD
Student	\$250-USD	\$300-USD	\$400 USD
Student Non-Member	\$300-USD	\$350-USD	\$450 USD
Single Day Conference (Wed. June 22 - Fri. June 24)			
Member	\$350-USD	\$400-USD	\$450 USD
Non-member	\$450-USD	\$500-USD	\$550 USD
Full Day Tutorials With Full Conference Registration (Price per tutorial)			
Member/Non-Member	\$560-USD	\$685-USD	\$835 USD
Student	\$250-USD	\$300-USD	\$350 USD
Full Day Tutorials Without Full Conference Registration (Price per tutorial)			
Member	\$690-USD	\$790-USD	\$890 USD
Non-Member	\$790-USD	\$890-USD	\$990 USD
Student	\$250-USD	\$300-USD	\$350 USD
Evening Tutorials With Full Conference Registration (Price per tutorial)			
Member/Non-Member	\$280-USD	\$350-USD	\$425 USD
Student	\$125-USD	\$150-USD	\$175 USD
Evening Tutorials Without Full Conference Registration (Price per tutorial)			
Member	\$345-USD	\$400-USD	\$500 USD
Non-Member	\$445-USD	\$500-USD	\$600 USD
Student	\$125-USD	\$150-USD	\$175 USD
Wednesday Workshops (Price per Workshop)			
Member/Non-Member		\$30 USD	
Student		\$30 USD	
Wednesday Offsite Opportunities (Price per Session)			
Member/Non-Member		\$30 USD	
Student		\$30 USD	

* Registrations made on-site will incur an additional \$150 administrative fee.

Schedule of Events:

Tuesday June 21, 2011	Wednesday June 22, 2011	Thursday June 23, 2011	Friday June 24, 2011
Tutorials	Keynote Speaker	Conference Sessions	Conference Sessions
Welcome Reception with Posters	Conference Sessions	International Student Design Competition	Closing Speakers
Exhibits	Workshop	Poster Sessions	
	Poster Sessions	Cocktail Reception & Dinner	
	Idea Markets	Exhibits	
	Exhibits		

Proceed to Next Page ...

On-Site Registration Worksheet

Carry Over from Page Three:

Single Day Conference - What day? _____
Full Conference _____
Full Day Tutorials _____
Evening Tutorials _____
Workshops _____
Offsite Opportunities _____
Administrative Fee for On-site Registration _____

Enter the Amounts Due Below

_____ \$ _____
_____ \$ _____
_____ \$ _____
_____ \$ _____
_____ \$ _____
_____ \$ _____
_____ \$150 _____

Amount Due for 2011 Registration:

_____ \$ _____

Extras:

Guest Opening Reception Ticket \$45 x _____ = _____
Guest Thursday Dinner Ticket \$80 x _____ = _____

Amount Due for Extras:

_____ \$ _____

UPA International Membership:

New UPA International Professional Membership \$125 _____
Renew my UPA International Professional Membership \$100 _____
New/Renew UPA International Student Membership \$35 _____

Membership Fees Due:

_____ \$ _____

GRAND TOTAL DUE:

PAYMENT:

Check # _____ (payable to Usability Professionals' Association; US funds only) OR MC VISA AMEX

Card Number: _____ Exp. Date: _____ CV Code: _____

Name on card: _____

Signature: _____

Cancellation Policy

It is too late to request refunds. The deadline for submitting refund requests was May 16. All requests for refunds must have been made in writing.