

Usability Fundamentals: Your Passport to Success!

The Usability Professionals' Association (UPA) is proud to announce the launch of the Usability Fundamentals education program at the 2009 conference. This pilot program is for individuals and employers to gain immediately applicable skills as practitioners. Targeted to new practitioners, it will cover foundational knowledge of the field, its applications, and practices, as well as exposure to cutting edge techniques.

You may complete one of 3 program sets:

- Conference level = 12 hours of main conference sessions (sessions are 30, 40, and 90 minutes)
- Director level = 12 hours of main conference sessions, plus 1 full day of tutorials (or 2 evening tutorials)
- Executive level = 12 hours of main conference sessions, and 2 full days of tutorials (or 1 day, 2 evening)

To participate:

1. Register for the conference, if you have not already
2. For Director and Executive levels, register for one or more tutorials
3. See the advance program and identifying sessions marked "individuals new to usability" (Go to upa2009.org; select "Schedule," "By Track")
4. Onsite, complete the provided "Fundamentals Passport" toward your Conference, Director, or Executive level
5. Earn a recognition letter! Following the conference, you will be mailed a recognition letter documenting the level and hours you completed.

Features of the session and tutorial program:

- 12 sessions with special attraction for those starting in usability, or launching user experience programs in their organizations; organizational 'buy in' and teaming, evaluations, testing, and special topics
- Special opening session! Featuring four experts in the field. Methods, the Usability Body of Knowledge, career paths and preparation, and best practices and techniques
- Day and evening tutorials—featuring intensive preparation and hands-on learning of particular techniques and approaches
- Experts in the field with whom you can interact during the conference as mentors.

Attend, get mentorship, get recognition, and grow.
We look forward to seeing you in Portland!

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"Bringing Usability to Life"



USABILITY PROFESSIONALS' ASSOCIATION

International Conference 2009
www.upa2009.org

The international Usability Professionals' Association supports usability specialists, people from all aspects of human-centered design, and the broad family of disciplines that create the user experience in promoting the design and development of usable products.