INTRODUCTION TO
W3C's Mobile Web Best Practices

W3C® | **Mobile Web Initiative**

Learn Mobile Web Design with W3C!

More and more people are accessing the Web via mobile. Every new set of research results shows differences but the trend is all in the same upwards direction, pushed along by the introduction of smart devices like the iPhone and by mobile networks offering more and more flat-rate data packages.
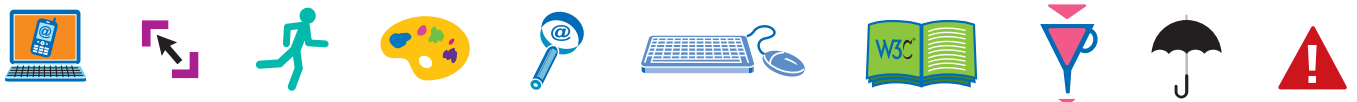
How do you create great content for mobile? What do you do differently compared with the desktop world? How do you make sure that no matter what device someone is using, they will be able to access your content and services while on the move? In short, **how to widen your audience?**

Headed by the Web's inventor, Tim Berners-Lee, the World Wide Web Consortium (W3C) provides the standards and the tools that make **the Web work for everyone**. Our new **Mobile Web Initiative Training Programme** helps you stand out from other Web professionals by showing you how to make those standards work on the mobile channel, with all training delivered directly by **W3C experts**.

The Course

The Introduction to **W3C's Mobile Web Best Practices** course helps Web designers and content producers who are already familiar with the desktop world to become familiar with the Web as delivered on mobile devices. Based entirely on Web standards the course will:

- teach you about the specific **promises and challenges of the mobile platform**;
- give you hands on experience of the techniques to use when **designing mobile-friendly Web content or adapting existing content for mobile**;
- equip you with a **wealth of resources** for mobile Web design.

The course is for you if you already create **Web content with a desktop presentation in mind** and want to add to your skills by making it work well on mobile devices too. You should be familiar with HTML & CSS plus perhaps other languages such as JavaScript, PHP and/or Perl.

This course is not for you if you are an experienced mobile Web developer looking for training in advanced techniques such as AJAX or creating widgets.

Participants who complete the course will receive a **W3C Certificate of Completion**, helping you to differentiate yourself from other Web professionals.

The Event

Set for **Wednesday 14 October**, the event is designed to help you to really get a grip on the mobile world. You'll meet the W3C experts who helped to formulate the **Best Practices**, and enjoy a series of lively lectures and informal **workshop sessions**. You'll be able to **try out different solutions and share ideas** with like minded people and gain practical experience of turning desktop content into mobile content.

Guest speakers will also give their perspective on **mobile Web trends and opportunities**.

The event takes place in the heart of Britain's scientific community at the **Møller Centre** in Cambridge. This state of the art facility provides the ideal space and surroundings for a productive and enjoyable day. All food and drink is provided.

" QUOTES FROM PREVIOUS PARTICIPANTS "

"I enjoyed the course a lot and also learned a lot and I will definitely recommend it to others".

"Thank you very much for a lovely course. I learned a lot and truly enjoyed the set up, lectures and assignments. I will be looking for other web courses to take from you".

"It is nice... to find very useful information on a key aspect of web development given all in one place".

"Thanks for the cool course. I learned a lot".

- VENUE:
  The Møller Centre,
  Cambridge
  www.mollercentre.co.uk

- DATE:
  Wednesday, 14 October 2009

- TIME:
  09.00 - 17.30

Ticket Information

TICKET TYPE	SALES END	PRICE
Early Bird Registration	Sep 11, 2009	£170.00
Standard Registration	Oct 14, 2009	£340.00

REGISTER 3 PARTICIPANTS AND GET A FREE PLACE!

More information

For more information on this event and the full W3C Mobile Web Initiative Training programme, see **http://www.w3.org/Mobile/training**

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