

CLASS SCHEDULE

Friday, February 29

Session	Start	End	Room	Class
General	9:00 am	10:30 am	Captain	Miva Merchant past, present and future
General	10:45 am	11:30 am		State of the Merchant Processing "Union"
General	11:45 am	1:00 pm		Landing page optimization and analytics
Breakout	2:00 pm	3:15 pm	Anchor	Simply and effectively increase conversion by bringing trust to ecommerce
			Coral	PCI compliance for web apps—How to get started and what you need to know
			C8	Current trends in merchant processing
			D8	Using CSS with Miva Merchant 5.5
Breakout	3:30 pm	4:45 pm	Anchor	Ten steps to improve your Google PPC campaign while reducing spending
			Coral	Getting the most out of Google Analytics
			C8	Building a successful e-company
			D8	Miva Merchant 5.5 with Dreamweaver and skins

Saturday, March 1

Session	Start	End	Room	Class
Breakout	9:00 am	10:15 am	Anchor	Best of the best SEO/SEM Panel part 1
			Coral	Optimizing Miva Merchant 5 (and 5.5)
			C8	David Hubbard's Best of Miva Merchant
			D8	Module development Q&A part 1
Breakout	10:45 am	12:00 pm	Anchor	Best of the best SEO/SEM Panel part 2
			Coral	Insider's guide to customizing your MM5 store: Store Morph simplified
			C8	Not all hosting reseller programs are created equal: Selecting a hosting partner
			D8	Module development Q&A part 2
General	2:00 pm	5:00 pm	Captain	The future of Miva Merchant - Q&A with the new owners