

# Iceweb 2008

## SCHEDULE

### **DAY 1 - THURSDAY THE 13TH OF NOVEMBER 2008**

08:45 Sign In

09:15 Welcome by Thorlaug Agustsdottir, Chairman of SVEF

09:30 Opening Keynote: How to Kick Ass, Kathy Sierra

10:30 People will tell, Hjörtur Smáráson

11:15 Online strategy - establishing a successful online channel, Per Rasmusen

12:15 Lunch

13:30 New media through online channels - The BBC redesign, James Cridland

14:30 Never the twain: nurturing better client and designer relationships, Mark Boulton

15:30 Optimizing business processes using interwebs technology, Finnur Pálmi Magnússon

16:00 Lightning Talks - Contributions from attendees

### **DAY 2 - FRIDAY THE 14TH OF NOVEMBER 2008**

08:45 Sign In

09:15 Learn to build a better Web with Opera Web Standards Curriculum, Chris Mills

10:15 Web Design based on Grid Systems, Mark Boulton

11:30 Front-End Engineering and Web Development -

Everything you ever wanted to know but were afraid to ask, Nate Koechley

12:30 Lunch

13:15 Creating a specilized mobile UI, Brian Suda

14:15 Tapping the Mainline: Designing for Learned and Evolved Responses, Mike Stenhouse

15:45 The Innovation Renaissance, Hjalmar Gíslason

16:30 Conference close, cocktail & lightning talks.

## „Kæru ráðstefnugestir,

„Samtök vefiðnaðarins (SVEF) eru fagsamtök þeirra er starfa að vefmálum á Íslandi. Samtökin hafa það að markmiði að miðla þekkingu og efla fagleg vinnubrögð í greininni, vera samræðuvettvangur félagsmanna og andlit stéttarinnar út á við.“

SVEF eru ung samtök, stofnuð 2005, en á stuttum tíma hefur tekist að byggja upp öflugt og fjölbreytt starf sem stöðugt heldur áfram að eflast.

Félagið býður upp á regluleg umræðukvöld um sérhæfð vefmál og er aðgangur að þeim ókeypis og öllum opin. Umræðukvöldin eru skipulögð fram í tímann en tillögur að efni koma frá félögum sjálfum og mælendaskrá er opin öllu fagfólki í vefiðnaðinum sem vill deila þekkingu sinni með öðrum.

Íslenskt hugvit er stærsta auðlind þjóðarinnar og forsendan fyrir því að við nýtum aðrar auðlindir. Vefiðnaðurinn hefur bæði virði í sjálfum sér en er jafnframt ómissandi stuðningur við aðra atvinnustarfsemi á landinu. Fár atvinnugreinar bjóða upp á jafn mikil tækifæri og vefiðnaðurinn.

Icweb ráðstefnan er nú haldin í annað sinn, en undirbúningur ráðstefnunnar hefur staðið í marga mánuði. Mikill vilji og einhugur kom fram hjá félagsmönnum á aðalfundi SVEF þann 9. Október síðastliðinn að hvika í engu frá Icweb haldinu – oft væri þörf fyrir því að efla vefiðnaðinn en nú væri algjör nauðsyn!

Samtök vefiðnaðarins standa árlega fyrir Vefverðlaununum í samstarfi við ÍMARK.

Vefverðlaunin eru einskonar uppskeruhátíð vefiðnaðarins og í fyrra var tekin upp sú vel heppnaða nýbreytni að halda ókeypis ráðstefnu fyrir verðlaunaafhendinguna.. Tilnefningar til Vefverðlaunanna hafa ávallt verið fjölmargar og umgjörðin einungis styrkst undanfarin ár. Handhafar tilnefninga og verðlauna hafa verið afskaplega vel að þeim komin, og vefirnir notið töluverðrar athygli.

Samkeppnin lýtur sömu lögmálum og aðrar keppnisgreinar; einungis þeir geta unnið til verðlauna sem skrá sig til keppni. Ég vil því hvetja alla þá sem hafa skilað góðu verki á vefnum til að tilnefna vefi sína til Vefverðlaunanna. Opnað verður fyrir tilnefningar nú í Desember en verðlaunaafhendingin sjálf fer fram í lok Janúar.

Það er augljóst að mikil vinna, fjármagn þekking hefur skilað sér í vönduðum íslenskum vefjum. Framvarðarsveit íslensks vefiðnaðar er framvarðarsveit á heimsvísu.

Við viljum þakka öllum þeim sem komu að skipulagningu og styrktu Icweb 2008 og vonum að ráðstefnan verði okkur öllum hvatning til frekari dáða í faginu.

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# Speakers at Iceweb 2008

## CHRIS MILLS

Chris Mills is a developer relationship manager for Opera. He edits and publishes articles on [dev.opera.com](http://dev.opera.com) and [labs.opera.com](http://labs.opera.com), liaises with the community to raise awareness of Opera and collect feedback, and evangelises about Opera software wherever he can.

Outside of work, he is an extremely avid music fan, enjoying playing and listening to a wide variety of music, including metal, funk, jazz, folk, hip hop, prog, and more. His main band at the moment is the mighty Conquest of Steel - [www.conquestofsteel.co.uk](http://www.conquestofsteel.co.uk).

12.11.2008 13:00

**Workshop 4: A jolly jaunt along "the web standards way" Real world web standards.**

14.11.2008 09:15

**Learn to build a better Web with Opera Web Standards Curriculum**

## JAMES CRIDLAND

James is Head of Future Media & Technology for BBC Audio & Music Interactive.

James contributes to the development of pan-BBC non-linear/new media strategy and provides strategic focus for new media technology within BBC Audio & Music. He is also a Trustee of the pan-industry body The Radio Academy, and is Chairman of its Radio At The Edge conference.

James has worked in radio since 1989 as a copywriter, presenter, and internet advisor. After working at the Metro Radio Group and Emap Radio, he left to concentrate on his own dot-com company, Media UK, for a while before joining Virgin Radio in 2001, where he was Digital Media Director. In 2007 he joined BBC Audio & Music Interactive, the division that looks after new media activities across BBC national radio networks, and music output across the BBC.

James is an award-winning copywriter and radio presenter. In 2005, Virgin Radio's website scooped both judged and people's choice awards in the Webby Awards radio category. In September 2006, under James's direction the station redesigned its website to boast an innovative music-based social-networking system, which delivered record traffic levels and improved audience retention.

James lives in North London with a big black cat, and is a committed member of the Campaign for Real Ale. He blogs about the future of radio, and beer, on his own website at [james.cridland.net](http://james.cridland.net).

13.11.2008 13:30

**New media through online channels - The BBC redesign.**

## HJALMAR GISLASON

Hjalmar Gislason is a technology enthusiast and entrepreneur, currently working on his fourth startup - DataMarket. Previously he founded social bookmarking and search technology company Spurl (see [Spurl.net](http://Spurl.net)), a mobile software company called Maskina (now Vyke) and a casual gaming company called Lon&Don. On Hjalmar's blog you'll find vari-

ous musings about my business projects, the web and other technologies and other things as they come to mind.

Hjalmar is currently working on Innovation at [nyskopun.org](http://nyskopun.org)

an also find Hjalmar on his blog at [hjalli.com](http://hjalli.com)

14.11.2008 15:45

**The Innovation Renaissance**

## HÖRTUR SMÁRASON

Hjörtur Smárason is an anthropologist gone practical. Starting as a copy writer and concept developer at an advertising agency in 1997, creating award winning campaigns, Hjörtur soon moved over to the fast developing field of Internet Marketing.

After building up a email marketing company recruiting over 15% of the total population into email clubs, Hjörtur established his own consultancy, Scope Communications. In the last years Hjörtur has been exploring the field of social media marketing and how it's changing the way we do business today.

Hjörtur is a frequent speaker and writes a blog on marketing called Marketing Safari (<http://blog.scope.is>). Hjörtur is one of the founders of [www.IfTheWorldCouldVote.com](http://www.IfTheWorldCouldVote.com), a site that in few weeks spread out to almost every single country in the world, promoted only via social media.

13.11.2008 10:30

**People will tell**

## KATHY SIERRA

Kathy Sierra has been interested in the brain and artificial intelligence since her days as a game developer (Virgin, Amblin', MGM). She is the co-creator of the bestselling Head First series (finalist for a Jolt Software Development award in 2003, and named to the Amazon Top Ten Editors Choice Computer Books for 2003 and 2004). She is also the founder of one of the largest community web sites in the world, [javaranch.com](http://javaranch.com). Kathy's passions are skiing, running, her Icelandic horse, gravity, and her latest favorite thing-- Dance Dance Revolution.

12.11.2008 09:00

**Workshop 1: How to Kick Ass - Kathy Sierra**

13.11.2008 09:30

**Opening Keynote: How to Kick Ass, Kathy Sierra**

## MARK BOULTON

Mark Boulton is a graphic designer based in Cardiff, UK. He runs his own design studio and user experience consultancy Mark Boulton Design and has worked with clients such as the BBC, Coolspotters, Drupal.org and Iceland Express. He specialises in usable, functional and elegant designs for today's webs.

He is one of the authors of Web Standards Creativity: Innovations in Web Design with XHTML, CSS, and DOM Scripting and holds out a blog on <http://www.markboulton.co.uk/>.

13.11.2008 14:30

**Never the twain: nurturing better client and designer relationships**

14.11.2008 10:15

**Web Design based on Grid Systems**

## MIKE STENHOUSE

Head of User Experience

Mike began his career as a web standards and accessibility specialist, building systems for clients including PriceWaterhouse Coopers, Virgin and the BBC. In pursuit of his fascination with how and why people use the web Mike moved into User Experience, conceiving and implementing effective and usable interfaces for web applications.

As Head of User Experience at Trampoline Systems Mike is responsible for producing state of the art interfaces for SONAR, locating expertise within the enterprise, and Metascope, which visualises large ONA data sets.

14.11.2008 14:15

**Tapping the Mainline: Designing for Learned and Evolved Responses, Mike Stenhouse**

## NATE KOECHLEY

One of the first web developers at Yahoo!, Nate Koechley has been instrumental in creating and defining the practice of Web Development and Frontend Engineering. Through evolving roles as developer, manager, and evangelist on both the development and user experience and design sides of the company, Nate has championed modern standards-based web development, a commitment to accessibility, code and pattern library creation, and open-source and blogging initiatives. Through it all, Nate focuses on the intersection and coordination of design and development, helping teams understand "why" in addition to "how".

Nate speaks worldwide about the intersections of Design and Technology, and blogs occasionally at <http://nate.koechley.com/blog/>

12.11.2008 09:00

**Workshop 2: Designing, Building and Skinning with Accessible Progressive Enhancement and the YUI Library**

14.11.2008 11:30

**Front-End Engineering and Web Development -- Everything you ever wanted to know but were afraid to ask**

## PER RASMUSSEN

Per Rasmussen is the CEO & Founder at eCapacity and former Vice President in TDC - heading the internet sales, support and media channel of the largest Danish Telecom.

Mr. Rasmussen is a member at the Danish eBusiness Association (FDIH). The organization provides resources, events, workshops and information for companies who is doing

business on the Web.

We are committed to offering our members the opportunity to further their knowledge of eBusiness and the Web, as well as giving them the chance to meet and interact with other Internet professionals in Denmark.

Over the past 10 years he has especially focused on creating and growing a business based on the internet. He founded eCapacity which is an independent online consulting company in September 2007.

Mr. Rasmussen says on his LinkedIn Profile that:

"Our field is business development of the digital channels within a company. We comprise our competencies under two main headings – Digital strategy and implementation of the strategy.

We develop the online/digital strategies in close cooperation with the customer's organization. We provide competencies and analytical resources within the internet/digital area, base on our long experience in management of internet businesses. We have had the responsibility and leadership of large and successful internet businesses (online sales and service channels as well as internet media) in our previous positions.

A very important part of our services is the implementation of the strategy – we work closely with the customer and their internal and external suppliers to ensure a successful implementation of online marketing tactics, the operational KPI's and tracking systems, optimization of the web site and more. Activities that ensure that the customer meet the goals setup in the strategy."

13.11.2008 11:15

**Online strategy - establishing a successful online channel**

## REMY SHARP

Remy Sharp is a developer running his own business called Left Logic out of Brighton, UK. It's a web development company with strong focus in usability, accessibility, clean design and powerful bespoke applications.

Remy blogs about jQuery, Javascript and other jems over on <http://remysharp.com/>

12.11.2008 13:00

**Workshop 3: jQuery**

## FINNUR PALMI MAGNUSSON

I deployed my first website in '97 and since then I have been involved in all things Internet. During my university years I set up my own company with a couple of guys and developed one of the first eCommerce application in Iceland. Since then I took part in developing a CMS and an email marketing application.

From there I moved on to agency work where I worked on IT projects for some of the largest companies in Iceland including Icelandair, Siminn and RUV.

In 2006 I moved to London and joined VYRE as a consultant and sales engineer. My projects have included the Sony Playstation site for the PS3 launch, Product Information Management portal for Woolworths and Virgin Holidays. During the last couple of years I have been focusing on applying social web applications in the enterprise environment.

13.11.2008 15:30

**Optimizing business processes using interwebs technology**