



WORDCAMP PHILLY

WordCamp Philly

October 28 – 29, 2017
Saturday Schedule

TIME	DEVELOPER	DESIGNER	BUSINESS/FREELANCE	WORDPRESS 101
8:00 am	Registration			
9:00 am	Opening Remarks			
9:10 am	Keynote: The Risks and Rewards of Community – Marc Coleman			
10:00 am	PRPL Principles, Polymer, and Node Jonathan Belcher	Systems and Processes for Creatives Lauren Pittenger	Having My Website Hacked Was the Best Thing That Could Have Happened to Me Laura Byrne-Cristiano	WordPress Installation and Settings Joe Casabona
10:50 am	Create Your First Shortcode Sal Ferrarello	Learning WordPress with WordPress' Core Tom Carney	Leveling Up Your QA Workflow as a Freelancer or a Small Team Christina Deemer	Creating Content in WordPress Kerch McConlogue
11:40 am	WordPress Translations Carlos Zuniga	The Life Changing Magic of Tidying Up (Your Web Presence) Beth Fritzingler	Systems for Success: Revenue Doesn't Mean Sh*t if You're Not Profitable Lisa Sabin-Wilson	Customizing WordPress (Part 1) Andy Stitt
12:15 pm	Lunch			
1:30 pm	Using Github, Probo. CI, WordPress CFM, and Other Tools to Professionalize Your WordPress Dev Workflows Alex Urevick-Ackelsberg	Get on the Grid! Tracy Rotton	Choosing Hosting for Your WordPress Site Kim White	Customizing WordPress (Part 2) Christina Strommer
	Panel: "The WordPress Economy" (1:30 pm) Tara Claeys (Moderator), Lou Fuiano, Tom Rose, Kim Coleman, Brad Williams			
2:20 pm	Advanced Topics in WordPress Aaron Jorbin	Traversing the Template Hierarchy in Designland Dustin Leer	Intermediate SEO Strategies Pam Ann Aungst	Maintaining WordPress Joe Casabona
2:55 pm	Break			
3:30 pm	Alternative Hacks: WordPress Security From the Outside Looking In Daniel Olson	Enqueueing Scripts and Styles Paul Barthaier	That Time I Blew Up Someone's Site and Other Ways to Avoid Disaster Christopher Lauzon	Troubleshooting WordPress Matt Ryan
4:20 pm	Data Based Sites (Or: How Sara Lance Made Me Cry) Mika Epstein	Getting Started with Advanced Custom Fields Jonathan Ober	Creating Robust Analytics Experiences Diane Varner	
5:10 pm	Closing Remarks			