

Schedule at a glance

Friday March 23

Opening reception: 6.30-8.00pm (check at registration desk for location)

Saturday March 24

(R)=research paper

	Laughlin	Reno	Virginia II	Flex track (see page 4)
8:30 am	Opening keynote: The lost art of productively losing control <i>Joshua Prince-Ramus</i> (Location: El Dorado Ballroom)			
10:00 am	Morning tea			
10:30 am	The web that wasn't. <i>Alex Wright</i>	Using search analytics to diagnose what's ailing your IA. <i>Louis Rosenfeld, Rich Wiggins</i>	Everything old is new again: IA and RIA—you know more than you think you do. <i>Adam Polansky</i>	
11:15 am	Break			
11:30 am	Information architecture and ethical design. <i>Olly Wright</i>	Data driven design: Using Web analytics to improve information architectures (R). <i>Andrea Wiggins</i>	The Living Design Document and ION: Documenting RIAs. <i>Kevin Silver, Chris Rivard</i>	
12:15 pm	Lunch (Location: Vista)			
1:45 pm	The brave new world: Usability challenges of Web 2.0. <i>Jared Spool</i>	Blog data mining and analysis. <i>Clai Rice</i>	IA for rich interaction: Tools and techniques from the trenches. <i>Anthony Hempell, Adrian Chong</i>	
2:30 pm	Break			
2:45 pm	2007 IA slam: The workshop with a winner. <i>Lynn Boyden, Chris Chandler, Matthew Fetchko, Eric Reiss</i>	Intelligent inter(RE)action: An argument for a data-driven approach to UI design. <i>Garrick Schmitt, Marisa Gallagher</i>	Best practices for form design. <i>Luke Wroblewski</i>	
3:30 pm		Afternoon tea		
4:00 pm		The conversation gets interesting: Creating the adaptive interface. <i>Stephen Anderson</i>	How does CMS and portal software <i>really</i> work?. <i>Tony Byrne, Theresa Regli</i>	
4:45 pm		Break		
5:00 pm		Core+Paths: A design framework for findability. <i>Are Halland, Mona Halland</i>	Enriching audiences and organizations with clear and useful content. <i>Thom Haller</i>	
5:45 pm	Posters & reception (Location: El Dorado Ballroom)			

Sunday 25 March

(R)=research paper

	Virginia II	Mesquite	Laughlin II	Flex track (see page 4)
9:00 am	WebPatterns: Design patterns in web site architecture and user interaction. <i>John Allsopp</i>	Mobile information architecture: Designing experiences for the mobile web. <i>Christian Crumlish</i>	My grandmother the information architect: The IA of everyday life. <i>Hallie Wilfert</i>	
9:45 am	Morning tea			
10:15 am	How the advertising industry thinks. <i>Eric Reiss</i>	Rich mapping and soft systems: New tools for creating conceptual models. <i>Gene Smith, Matthew Milan</i>	Communicating design: An astonishingly close look at what makes IA documentation work. <i>Dan Brown</i>	
11:00 am	Break			
11:15 am	Where does IA fit in the design process? <i>Peter Boersma, Larisa Warnke, Peter Merholz, Livia Labate, Leisa Reichelt, Josh Seiden</i>	Real information architecture: New mighty deeds. <i>Margaret Hanley, Lisa Chan, Tom Coates, Matt Biddulph</i>	IA in Second Life. <i>Stacy Merrill Surla, Lori Bell, Andrew Hinton, Beth Kanter, Peter Allison, Josh Knauer</i>	
12:15 pm	Lunch (Location: Vista)			
1:45 pm	Search engine optimization and IA: The beginnings of a beautiful friendship. <i>Marianne Sweeny</i>	Maximum value IA: Create a larger impact on the business. <i>Austin Govella</i>	FaceTag: Integrating bottom-up and top-down classification in a social tagging system (R). <i>Emanuele Quintarelli, Andrea Resmini, Luca Rosati</i>	
2:30 pm	Break			
2:45 pm	Tuning up site search. <i>Chris Farnum</i>	Finding innovation in the five hundred pound gorilla. <i>Kevin Cheng, Tom Wailes</i>	Architectures of participation: What Communities of Practice can mean for IA. <i>Andrew Hinton</i>	
3:30 pm	Afternoon tea			
4:00 pm	A Delphi approach to card sorting. <i>Celeste Lyn Paul</i>	Enterprise IA methodologies: Starting two steps earlier. <i>James Robertson</i>	@toread and Cool: Tagging for time, task and emotion (R). <i>Margaret Kipp</i>	
4:45 pm	Break			
5:00 pm	Peer (or team) design reviews: How to give 'em and take 'em. <i>Dorelle Rabinowitz, Lucas Pettinati</i>	Backcasting: Or how I learned to stop predicting and help my clients. <i>Matthew Milan, Sam Ladner</i>	Prediction markets: An introduction. <i>Alex Kirkland</i>	

Monday 26 March

(R)=research paper

	Virginia II	Mesquite	El Dorado Ballroom	Flex track (see page 4)
8:30 am	Eye tracking and the relationship between visual design and visceral reactions in credibility judgments (R). <i>David Robins, Jason Holmes, Heather Bryan</i>	Case study: How cognitive framing analysis impacts organizational strategy. <i>Sarah Rice</i>	Annals of experience: Hacking it alone or the importance of being earnest or being mercenary. <i>Jason Hobbs</i>	
9:15 am	Break			
9:30 am	Online product development in the financial services industry: can it be done? <i>Michelle Watson</i>	A last-minute addition with no title as yet. <i>Christopher Fahey</i>	When a public administration met its citizens: Changing perspective, creating new tools. <i>Cristina Lavazza, Andrea Fiacchi</i>	
10:15 am	Morning tea			
10:45 am	Information architecture meets industrial design: Working collaboratively across disciplines. <i>Michele Tepper</i>	Project touchstones: how to bridge competing viewpoints and build vision, consensus, and innovation. <i>Jess McMullin</i>	Communal computing and shared spaces of usage: a study of Internet Cafes in developing contexts (R). <i>Jason Hobbs</i>	
11:30 am	Break			
11:45 am	Start-up case studies: How five of us started our own businesses. <i>Victor Lombardi, Lane Becker, Frank Ramirez, Lou Rosenfeld, Gene Smith, Christina Wodtke</i>	The grand challenges in information architecture research. Don Turnbull, Karl Fast, Grant Campbell	Lessons from failure: Or how IAs learn to stop worrying and love the bombs. <i>Christian Crumlish, Peter Jones, Lorelei Brown, Joe Lamantia</i>	
12:45 pm	Lunch (Location: Vista)			
2:00 pm	How to manage a user experience team (without losing your mind). <i>Katrina Alcorn</i>	Utilizing ritual in the design of information spaces for the cognitively impaired (R). <i>Grant D. Campbell</i>	Admin interfaces: The unsexy side of information architecture. <i>Margaret Hanley</i>	
2:45 pm	Afternoon tea			
3:00 pm	Closing plenary. <i>Rashmi Sinha</i> Location: El Dorado Ballroom			
4:00 pm	5-minute madness Location: El Dorado Ballroom			