



NFC Bootcamp™ Announces Schedule for Fall 2013

Two-day near field communication training program scheduled for Chicago, Dallas, Toronto and Dubai

DALLAS, TEXAS, USA, August 19, 2013 /EINPresswire.com/ -- [NFC Bootcamp™](#), the creator of the most comprehensive series of globally delivered NFC education programs, today announced its Fall 2013 training schedule.

The fall schedule includes the following cities and dates:

Chicago - September 24-25, 2013

Dallas - October 23-24, 2013

Toronto - November 5-6, 2013

Dubai - December 3-4, 2013

The NFC Bootcamp training program helps businesses understand how to use near field communication (NFC) technology to drive brand awareness and enhance their customer experience. With the growing availability of NFC-enabled devices — whether smartphones, tablets, or wearable devices like wristbands — consumers demand a simplified, customized and personalized experience. Taught by NFC experts, this class offers best practices for using NFC to engage today's connected consumers.

Attendees will learn how NFC is being used in real-world scenarios — presented by people actually creating and implementing NFC solutions. The NFC Showcase is a highlight of the NFC Bootcamp, with demos of dozens of NFC products and hands-on training to help businesses build an NFC campaign immediately.

"Near field communication will change how we engage with the world around us, and businesses need to understand this – fast. Customers expect constant information, instant interaction and immediate results – all while they are on the go – and NFC can help you meet their expectations. There is no better place to come and understand the impact this technology is having on the way companies do business than an NFC Bootcamp," said Robert Sabella, chief executive officer and founder of the NFC Bootcamp. "We are pleased to expand our program to more locations and excited to bring in a range of industry experts to demonstrate how NFC is already engaging consumers."

Additional NFC Bootcamp dates are being scheduled for cities around the world in 2014, including locations like Cape Town, London, New York, Tel Aviv, Los Angeles, and Sydney. For information or to [register](#) for a class, visit <http://www.nfcbootcamp.com/event-registration>.

Organizations interested in sponsoring or speaking at an NFC Bootcamp or participating in the NFC Showcase should visit <http://www.nfcbootcamp.com/contact/> to request information.

About NFC Bootcamp (www.nfcbootcamp.com) – Based in Dallas, Texas, the NFC Bootcamp™ training series is the first internationally standardized training program of its kind and brings together knowledgeable and respected leaders in the NFC industry to share their expertise and insights. It also features the NFC Showcase™, which highlights real-world, hands-on demos of NFC technology at work from key companies in the NFC ecosystem. Cities that have hosted an NFC Bootcamp include London, New York, San Francisco, Chicago, Seattle, Dallas, Boston, Toronto, and Atlanta, with more cities being added soon. NFC Bootcamp is part of the OTA Ventures affiliate companies. For more information and to register for any of the NFC Bootcamps, see www.nfcbootcamp.com or #nfcbootcamp.

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