



# NFC Bootcamp™ Returns to Dallas October 23-24

*Training program to be sponsored by ISIS and hosted by The Alliance for Higher Education*

DALLAS, TEXAS, USA, October 8, 2013 /EINPresswire.com/ -- [NFC Bootcamp™](#), the creator of the most comprehensive series of globally delivered NFC education programs, today announced that registration is open for its [Dallas](#) training program October 23-24, 2013, sponsored by [ISIS](#), a joint venture between AT&T Mobility, T-Mobile USA and Verizon Wireless that brings together leading banks, payment networks, merchants and wireless service providers to create an open mobile payment and commerce system. The Dallas NFC Bootcamp will be hosted by The Alliance for Higher Education (AHE).

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.

Registration is now open for the Dallas program. 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.

October's program features the following thought leaders in the NFC ecosystem:

Robert P. Sabella, NFC Bootcamp  
Paula Berger, NFC Bootcamp  
Tony Sabetti, ISIS  
Jesse Money, NFC Industry Expert  
Bart vanHoek, NFC Industry Expert  
David Shalaby, TapTrack

"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 scheduled for cities around the world, including Dubai, London, New York, Tel Aviv, Toronto, and Los Angeles. 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

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](http://www.nfcbootcamp.com) or #nfcbootcamp.

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