



# NFC Bootcamp Returns to California

*Near field communication thought leaders will demonstrate best practices for using NFC to engage today's connected consumers*

DALLAS, TEXAS, USA, December 17, 2013 /EINPresswire.com/ -- [NFC Bootcamp](#)™, the creator of the most comprehensive series of globally delivered near field communication (NFC) education programs, today announced speakers to be featured at its next training program in [Los Angeles](#), scheduled for January 15-16, 2014.

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.

The Los Angeles NFC Bootcamp, led by Robert P. Sabella and Paula Berger, will feature the following thought leaders in the NFC Ecosystem:

Alex Howard, TX Systems

Matt Kammerait, Mobile Marketing Expert

Rich Stein, Digitize Your Brand

Craig Tadlock, GoToTags

Registration is now open. 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.

"We are seeing huge momentum and interest around near field communication—and how NFC is already engaging consumers in the global market. Los Angeles is the mecca of entertainment, and high-profile NFC-enabled campaigns have been used to promote movies like Skyfall (released in 2012) and the recent release of Thor: The Dark World. We're thrilled to bring our NFC Bootcamp training program and thought leaders to foster this momentum," said Robert Sabella, chief executive officer and founder of the NFC Bootcamp. "NFC 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.”

Sponsoring and supporting organizations of the NFC Bootcamp include ISIS, Cellotape, Identive, DeviceFidelity, and AccelerateNFC, as well as the NFC Forum, Smart Insights, and Mobile Monday Silicon Beach.

Additional NFC Bootcamp dates are scheduled for cities around the world, including London, Tel Aviv, Marseille, Orlando, Boston and Toronto. 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](http://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 regularly. 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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