



# NFC Bootcamp™ Adds MasterCard Executive As Featured Speaker for New York Event

*Group Executive of Emerging Payment Products to present “NFC for Payments: What’s in Your Wallet” during two-day Near Field Communication training program*

DALLAS, TEXAS, USA, September 10, 2014 /EINPresswire.com/ -- [NFC Bootcamp™](#), the creator of the most comprehensive series of globally delivered [near field communication](#) (NFC) education programs, today announced the addition of Max Chion, Group Executive of Emerging Payment Products at MasterCard (NYSE: MA), to its line-up of speakers for the [New York](#) event, September 18-19, 2014. Mr. Chion, who is responsible for defining and developing MasterCard’s digital products and solutions, will present NFC for Payments: What’s in Your Wallet.

NFC Bootcamp helps businesses understand how to use near field communication technology to drive brand awareness and enhance the 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.

“Mobile marketing and commerce are evolving at breakneck speeds. With more smartphones than ever in the hands of consumers, location-based technologies as well as digital out-of-home experiences, are changing how we engage with the world around us, and businesses need to understand this – fast,” said Robert Sabella, chief executive officer and founder of NFC Bootcamp. “We are excited to welcome Mr. Chion as a featured speaker in New York. ‘NFC For Payments: What’s in Your Wallet?’ is designed to help attendees gain insight into the complex issue of using NFC for payments and managing an NFC wallet. There is no better place to come and understand the impact this technology is having on the way companies do business than at an NFC Bootcamp.”

Speakers and sponsors for the New York event include New York-based Blue Bite, Advanced Card Systems Ltd., Mobile Monday New York, tapGOconnect, TapForMessage, and Tactify, with more being announced daily.

Additional NFC Bootcamp dates are being scheduled for cities around the world. 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 —

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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