



NFC Bootcamp™ Returns to New York January 29-30, 2015, With New Curriculum

Two-day Near Field Communication training program incorporates latest technology including beacons, other innovations

DALLAS, TX, USA, December 18, 2014 /EINPresswire.com/ -- NFC Bootcamp™, the creator of the most comprehensive series of globally delivered near field communication (NFC) education programs, returns to [New York](#), January 29-30, 2015, with curriculum that covers the latest technology including beacons and other innovations and trends within the mobile marketing and commerce industry affecting businesses and consumers.

Apple's roll-out of NFC and [Apple Pay](#) in September was a game changer for mobile commerce. Marketers need to understand how mobile technologies are essential to business and marketing strategy as customers expect constant information, instant interaction and immediate results — all while on the go. Whether using Bluetooth low energy (BLE) running Apple's iBeacons, NFC, quick response codes or geofencing, enhancing customer experience and impacting bottom line results is critical to business success.

[NFC Bootcamp](#) offers best practices for engaging today's connected consumers . Attendees will learn how NFC is being used in real-world scenarios — presented by NFC experts actually creating and implementing NFC solutions. The NFC Showcase™, a highlight of the NFC Bootcamp, demos dozens of NFC products and hands-on training to build an NFC campaign immediately.

The 2015 NFC Bootcamp program includes three great ways to join. Day 1 provides business leaders and marketers with an in-depth look at NFC, how it's used in the marketplace, and its role in a comprehensive mobile marketing strategy alongside beacons and other mobile technologies. Day 2 covers more technical knowledge and hands-on experience in building an NFC solution. Attendees can choose either day, or the full program.

Speakers and sponsors include Blue Bite, Tactify, Mobile Monday, tapGOconnect, Flomio and TapForMessage. The event will be held at the New York Seminar and Conference Center, 71 West 23rd Street, New York.

— ABOUT —

Based in Dallas, Texas, NFC Bootcamp™ is the first internationally standardized training program of its kind bringing 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 hosting an NFC Bootcamp include London, New York, San Francisco, Chicago, Seattle, Dallas, Boston, Toronto, and Atlanta, with more announced regularly. For more information visit www.nfcbootcamp.com.

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