



NFC Bootcamp™ Announces Schedule for First Half of 2015

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

DALLAS, TEXAS, USA, January 28, 2015 /EINPresswire.com/ -- NFC Bootcamp™, the creator of the most comprehensive series of globally delivered [near field communication education](#) programs, today announced its schedule for the first half of 2015. Currently confirmed classes cover four continents — North America, Asia, Europe and Australia.

NFC Bootcamp offers best practices for engaging today's connected consumers with a curriculum that covers the latest technology trends in mobile marketing and commerce, including beacons and [Apple Pay](#). Attendees will learn how near field communication (NFC) is being used in real-world scenarios including mobile wallets, proximity marketing and how to integrate [beacons and NFC](#) — presented by NFC experts actually creating and implementing NFC solutions. The NFC Showcase™, a highlight of the NFC Bootcamp, demos dozens of NFC products with hands-on training on how to build an NFC campaign. Registration is open for the following dates and locations:

New York: March 19-20, 2015

Dubai: March 24-25, 2015

Chicago: May 7-8, 2015

London: June 4-5, 2015

Sydney: August 27-28, 2015

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

Companies interested in sponsoring, speaking or partnering with NFC Bootcamp can request information at <http://www.nfcbootcamp.com/contact/>. Individuals interested in attending an NFC Bootcamp can register at <http://www.nfcbootcamp.com/event-registration/>.

— 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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