



NFC Bootcamp Announces Two New Speakers for Dubai Event

Near field communication thought leaders will speak on latest technology, trends and innovations using NFC in today's connected world

DALLAS, TEXAS, USA, February 19, 2015 /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 two speakers for the NFC Bootcamp on March 24–25 in Dubai, United Arab Emirates.

Tarek Luka, a mobile wallet expert, will be speak on the complex issue of using NFC for payments and managing an NFC wallet, including deployment and the challenges associated with keeping your card at the “top of the wallet.” He will also cover host card emulation (HCE), secure elements, cloud-based processing, and EMV chip technology and their impact on contactless payments, as well as secure storage alternatives for mobile phones. Luka has worked exclusively in the payments field for the past 17 years, including leading the Payments business unit for Oberthur Technologies in Canada. Previously, he helped shape and bring to market Salt Technology's mobile NFC wallet. Other previous work includes work with IBM, E-funds Canada and Oasis Technology Ltd., where he ran their client services division for the EMEA region. Luka brings extensive knowledge in Payments, Mobile/NFC, Credit/Debit Cards, Retail Banking issues and current trends in the industry. He managed the Chip & Pin acceptance for tier 1 merchants at Global Payments.

Gavin Payne, recognized as a leader in brand engagement, will cover NFC uses beyond mobile wallet and the creative ideas and applications that leverage the functionality of NFC, including mobile marketing opportunities like loyalty, couponing and social media, as well as the impact on NFC on mobile marketing campaigns and proximity marketing, separating fact from fiction. Payne has spent his career building and leading cutting-edge digital and technology efforts in the marketing and advertising industries. An accomplished entrepreneur, he has been involved in a number of technology startups and was awarded the Shell Livewire “Irish Young Entrepreneur of the Year” in 2009. Payne is Regional Head of Technology for J. Walter Thompson (MENA). As a digital evangelist and expert in identifying and forecasting digital trends his responsibilities include managing the networks innovation strategy and aligning technology with the agency creative process.

NFC Bootcamp offers best practices for engaging today's connected consumers with curriculum

covering the latest technology trends in mobile marketing and commerce, host card emulation and tokenization, EMV and [Apple Pay](#), as well as [beacons](#), tags and applications. Learn how NFC is used in real-world scenarios including mobile wallets, proximity marketing and integrating beacons and nfc — presented by experts creating and implementing NFC Solutions. The NFC Showcase™, a highlight of NFC Bootcamp, demos dozens of NFC products with hands-on training on building an NFC campaign.

Luka and Payne join Robert Sabella, CEO and founder of NFC Bootcamp and prolific thought leader in the NFC industry, and Richard Grundy, NFC and RFID expert and founder of Flomio, at this two-day event. According to Sabella, "NFC changes 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 on the go – and NFC can help you meet their expectations. There's no better place to come and understand the impact this technology has on the way companies do business than NFC Bootcamp."

Additional NFC Bootcamp dates are scheduled for cities around the world, including New York, Chicago, London and Sydney. For more information visit <http://www.nfcbootcamp.com/event-registration>.

Organizations interested in sponsoring, speaking or participating should visit <http://www.nfcbootcamp.com/contact/> to request information.

— ABOUT —

NFC Bootcamp™ is the first internationally standardized training program of its kind bringing together knowledgeable, respected leaders in the NFC industry to share expertise and insights. It features the NFC Showcase™, which highlights real-world, hands-on demos of NFC technology from key companies in the NFC ecosystem. Cities hosting an NFC Bootcamp include London, New York, Chicago, Seattle, Dallas, Boston, Toronto, and Atlanta, with more announced regularly. For information visit www.nfcbootcamp.com.

Press release courtesy of Online PR Media: <http://bit.ly/1LhTNWR>

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