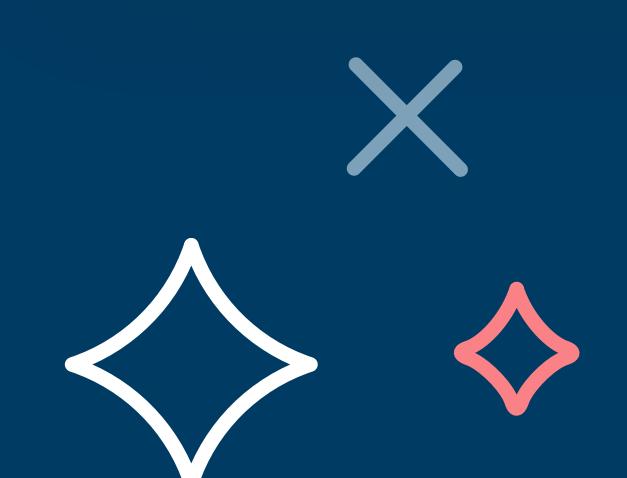
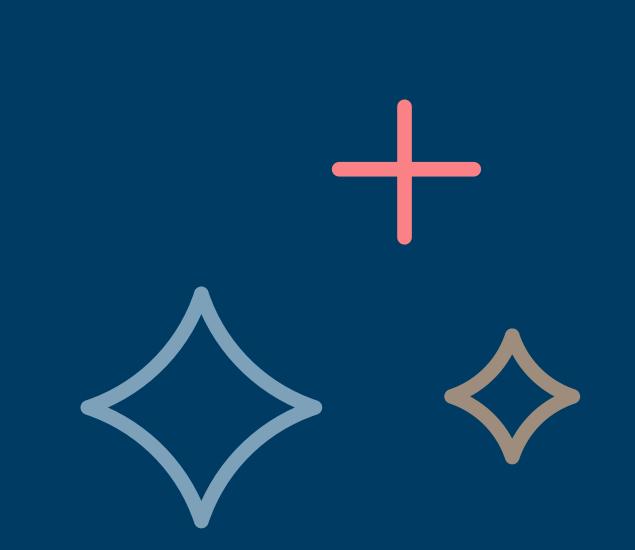
FRIDAY

Time	Regular Sessions (Room 220)
9:00 am	Opening Remarks (in Room 220)
9:15 am	Creating an Environment of Innovation Tina Peterson
10:00 am	Open Source, Open Process, Open Web Helen Hou-Sandi
11:00 am	User Personas as an Inclusive Design and Development Tool Carie Fisher
12:00 pm	Lunch
1:00 pm	A Tour Through the WordPress Database Julie Kuehl
2:00 pm	Technical SEO Checklist: How to Optimize a WordPress Site for Search Engine Crawlers Pam Aungst
2:45 pm	Afternoon Break Sponsored by Cloudways
3:15 pm	The Hacking Mindset: How Beating WordPress Hackers Taught Me to Overcome Obstacles & Innovate Kathy Zant
4:15 pm	Is Something Not Very Usable or Accessible? Change it! Tracy Apps
7:00 pm	WordFest at the City Museum

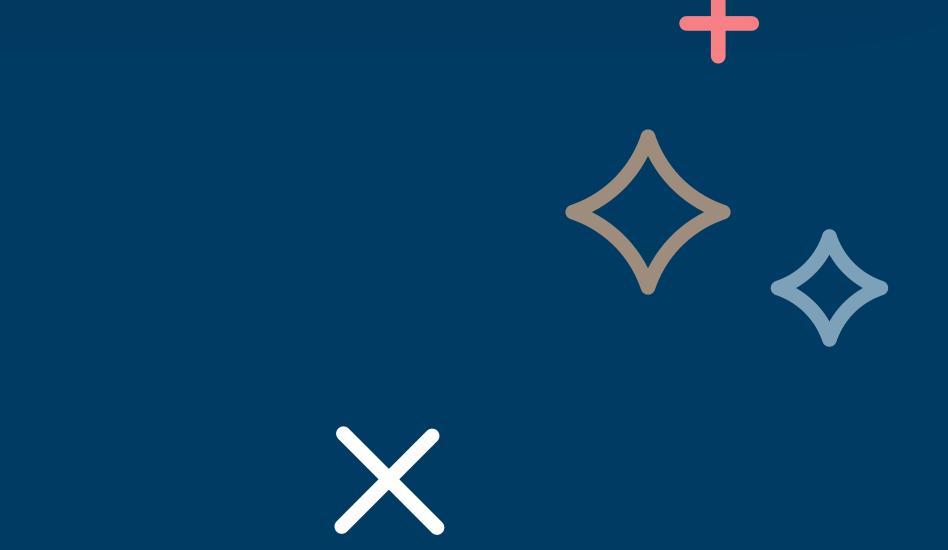




SCHEDULE

♦ ROOM 230 ♦

Time	Regular Sessions (Room 230)
9:00 am	Opening Remarks (in Room 220)
9:15 am	WordPress: An Operating System for the Open Web Jonathan Wold
10:00 am	How to Perform a Quality UX Audit on a Budget Maddy Osman
11:00 am	A Mom, a Lesbian, and an Entrepreneur Walk into a WordCamp Kori Ashton
12:00 pm	Lunch
1:00 pm	How I Built WPBingo: a PWA That Uses Vue.js, Tailwind CSS, and the WP REST API Brian Richards
2:00 pm	Privacy: How to Survive aCCPAcalypse 2020 Rian Kinney
2:45 pm	Afternoon Break Sponsored by Cloudways
3:15 pm	Disrupting the Enterprise Nick Gernert
4:15 pm	How to Leverage Your Online Presence to Get More Clients and Better Job Offers Andrea Zoellner
7:00 pm	WordFest at the City Museum

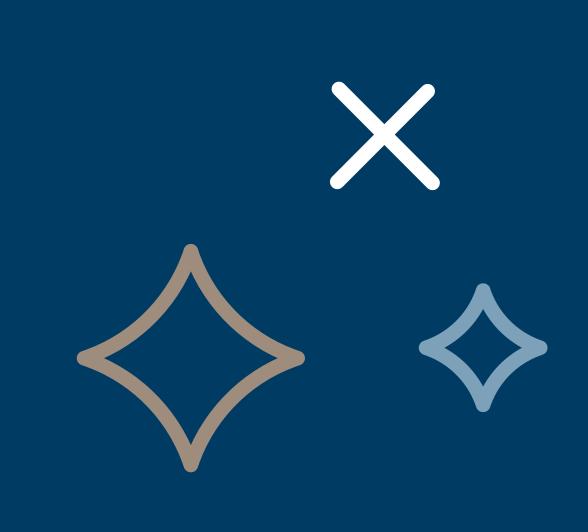


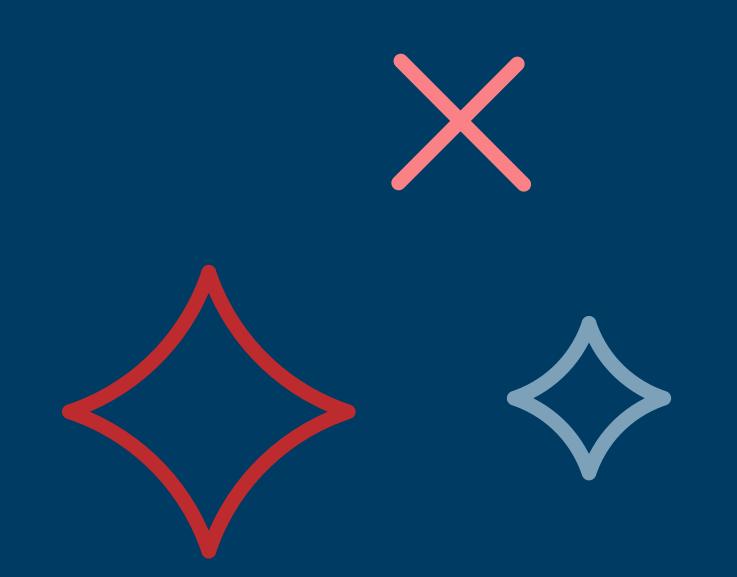
♦ ROOM 240 ♦

Time	Regular Sessions (Room 240)
9:00 am	Opening Remarks (in Room 220)
9:15 am	Behavior-Driven Development in WordPress with Behat Mauricio Dinarte
10:00 am	Contributing to Core, No Coding Necessary Jeffrey Paul
10:15 am	Using WordPress to do_action Tess Coughlan-Allen
10:30 am	The Cost of Contribution Alain Schlesser
10:45 am	Level Up Your Technical Troubleshooting Ben Meredith
11:00 am	The Power of CSS: Cool Things To Do With Styles David Wolfpaw
11:15 am	The Hierarchy of Needs for High-Performing Websites Steve Persch
11:30 am	Practical Project Management Tips Chris Ford
11:45 am	The Content Framework that Powers Stories, Landing Pages & More Chris Lema
12:00 pm	Lunch
1:00 pm	WordPress with Friends: What Board Games Teach Us about Creating for the Web Taylor Morgan
1:15 pm	Code Like a Writer Alex Ball
1:30 pm	Thinking remotely through games Tammie Lister
1:45 pm	
2:00 pm	Wrangling Multisite: Tools and Tricks to Tame Your Network Matthew Rodela
2:15 pm	Contributing to WordPress with a Rock Solid Talk Joe Casabona
2:30 pm	ROI of UX, How to Assign Money Value to Your Designs Olesya Boreyko
2:45 pm	Afternoon Break Sponsored by Cloudways
3:15 pm	The REST API and Authentication Jonny Harris
4:15 pm	Using WordPress With Static Site Generators Jason Bahl, Muhammad Muhsin
7:00 pm	WordFest at the City Museum

♦ ROOM 275 ♦

Time	Workshop (Room 275)
9:00 am	Opening Remarks (in Room 220)
9:15 am	
10:00 am	Align SEO Efforts with Your Target Market and Today's Search: Learn How to Perform Keyword Research and Map Them to Content Rebecca Gill
12:00 pm	Lunch
1:00 pm	Brand Messaging 101: How to Clearly Communicate Your Value and Get Clients to Say Yes Jennifer Bourn
2:45 pm	Afternoon Break Sponsored by Cloudways
3:15 pm	Crafting an Effective Bio for Your Website and Social Profiles Bridget Willard
4:15 pm	
7:00 pm	WordFest at the City Museum
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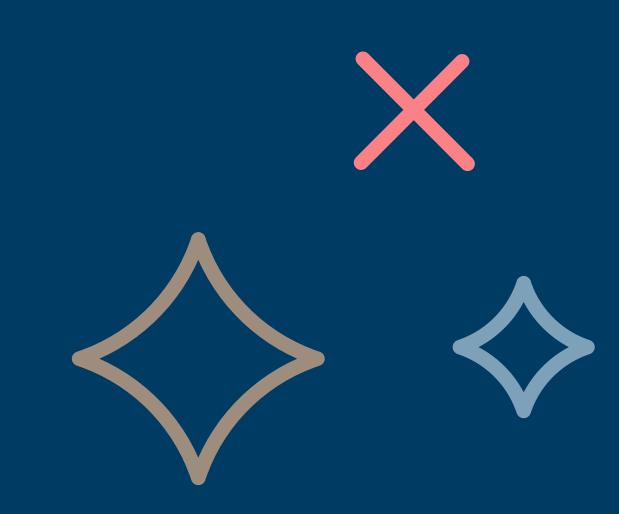


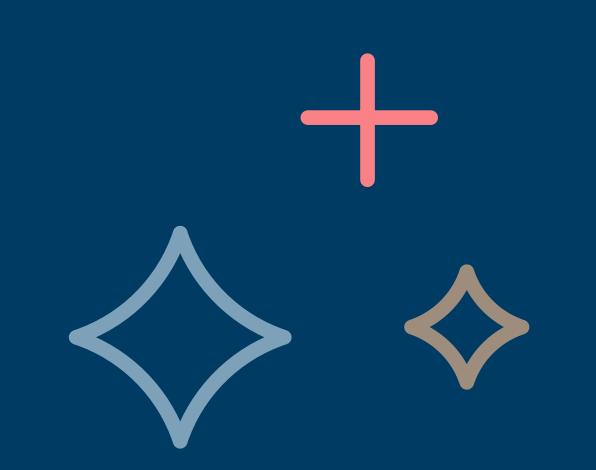


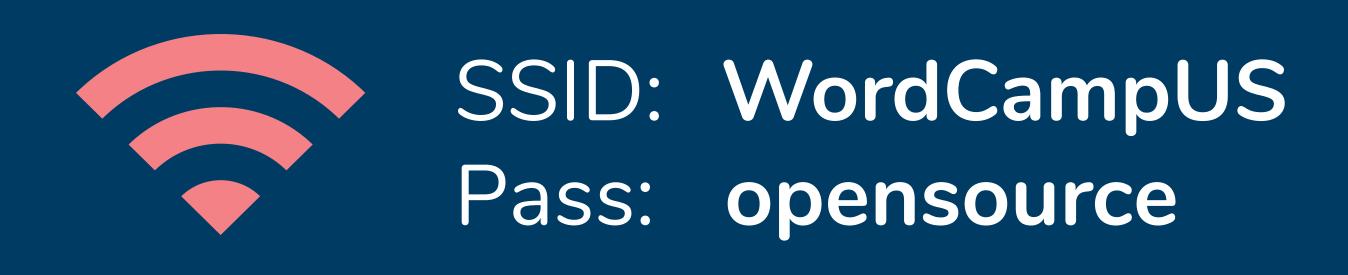


♦ ROOM 276

Time	Workshop (Room 276)
9:00 am	Opening Remarks (in Room 220)
9:15 am	
10:00 am	Automate Your QA with Visual Regression Testing Andrew Taylor
12:00 pm	Lunch
1:00 pm	Making Your Website Work for Everyone: Accessibility and Inclusive Design Natalie MacLees
2:45 pm	Afternoon Break Sponsored by Cloudways
3:15 pm	Everyone Can Help Make WordPress Better – How to Contribute to WordPress
4:15 pm	
7:00 pm	WordFest at the City Museum









♦ R00M 274 ♦

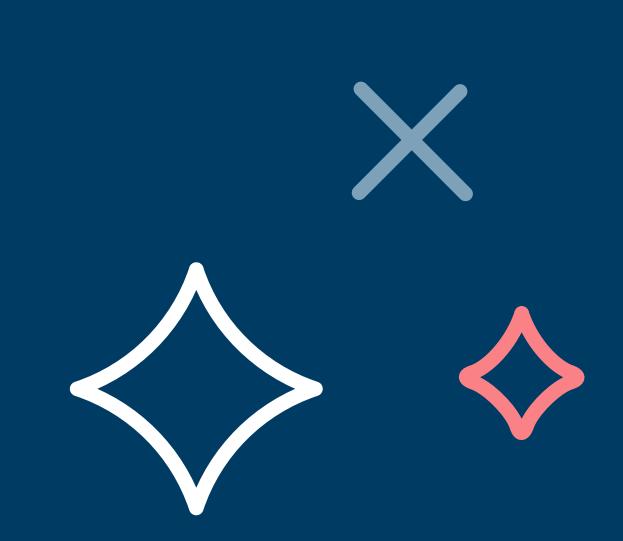
Time	Community (Room 274)
9:00 am	Opening Remarks (in Room 220)
9:15 am	
10:00 am	Grow Your Meetup! April Wier, Victor Ramirez, Meagan Hanes, Andy McIlwain
12:00 pm	Lunch
1:00 pm	Creating a Welcoming and Diverse Space Allie Nimmons, Aurooba Ahmed, Jill Binder, David Wolfpaw
2:45 pm	Afternoon Break Sponsored by Cloudways
3:15 pm	Running a Successful Contributor Day Remkus de Vries, Ptah Dunbar, Milana Cap, Cal Evans
4:15 pm	Accepting and Applying to Speak at WordCamps David Bisset, Tessa Kriesel, Carrie Dils, Aaron Jorbin
7:00 pm	WordFest at the City Museum

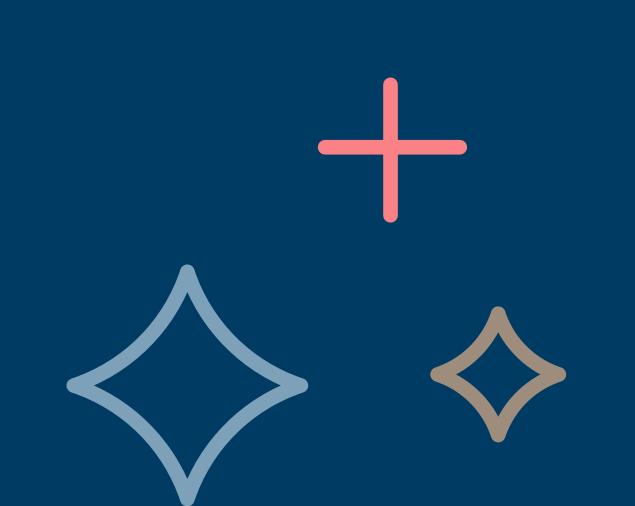


SATURDAY

♦ ROOM 220 ♦

Time	Regular Sessions (Room 220)
9:00 am	Morning Office Yoga - 2nd Floor Atrium Zac Gordon
9:30 am	Working with WordPress and External APIs Naomi Bush
10:30 am	Just Enough React for WordPress Shannon Smith
11:30 am	From Developer to Manager — How to Survive Brian Thompson
12:30 pm	Lunch
1:30 pm	SOTW Setup
2:30 pm	
3:30 pm	Afternoon Break
4:00 pm	State of the Word Matt Mullenweg

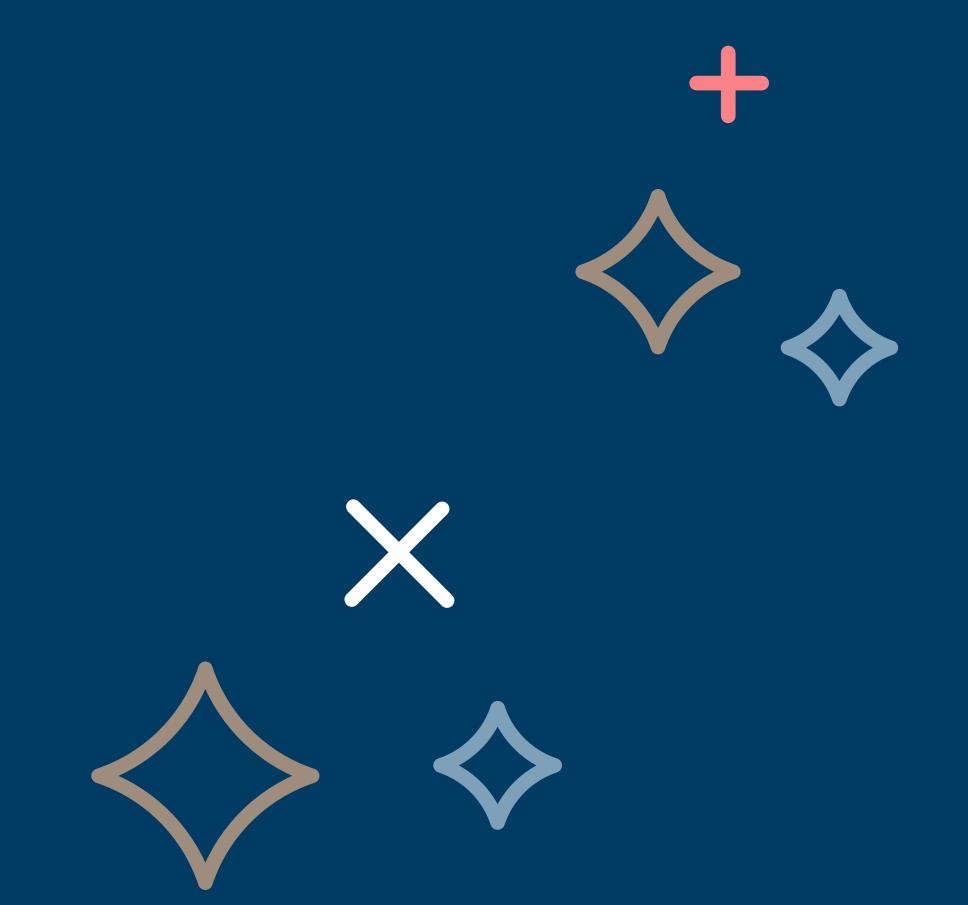




SCHEDULE

♦ ROOM 230 ♦

Time	Regular Sessions (Room 230)
9:00 am	Morning Office Yoga - 2nd Floor Atrium Zac Gordon
9:30 am	Feeling Fried? A WordPresser's Guide to Preventing Burnout Sherry Walling
10:30 am	Unlocking six-figure eCommerce growth with automations Beka Rice
11:30 am	Design Systems: Crafting For Crafters Jon Quach
12:30 pm	Lunch
1:30 pm	How to Disagree on the Internet K Adam White
2:30 pm	How to Beat Technical Writer's Block Carl Alexander
3:30 pm	Afternoon Break
4:00 pm	State of the Word Matt Mullenweg (Room 220)

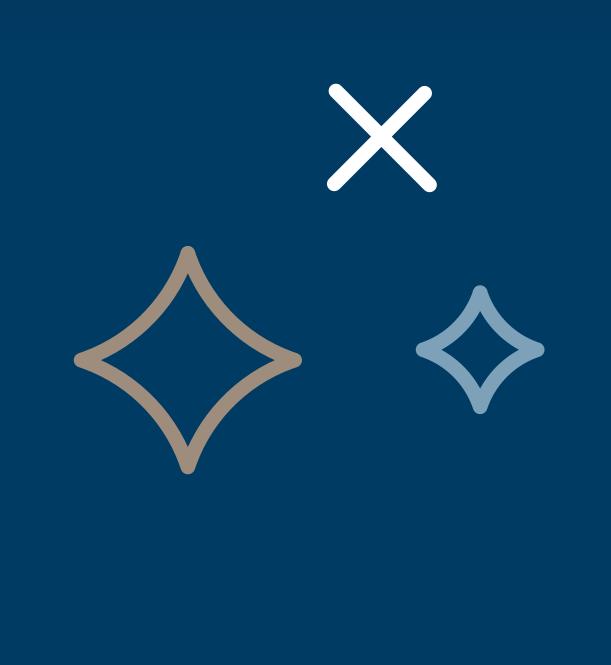


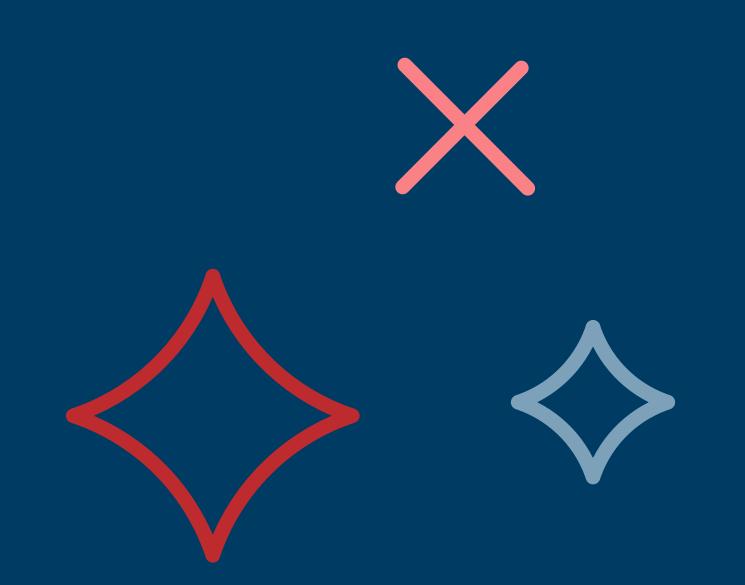
♦ ROOM 240 ♦

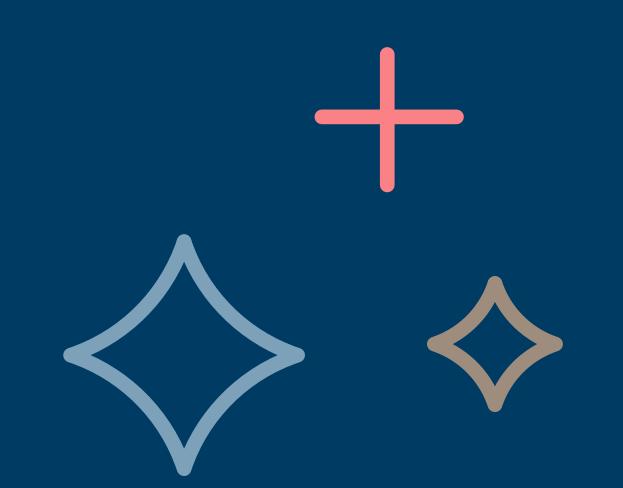
Time	Regular Sessions (Room 240)
9:00 am	Morning Office Yoga - 2nd Floor Atrium Zac Gordon
9:30 am	WordPress Automated Updates: A Panel Discussion Josepha Haden, Andrew Nacin, Jake Spurlock, Mika Epstein
10:30 am	Responsible Tracking: Learning from Your Users Without Being Creepy Katherine White
11:30 am	Defining Fast: The Hardest Problem in Performance Engineering Zack Tollman
12:30 pm	Lunch
1:30 pm	Confidently Testing WordPress Steve Grunwell
2:30 pm	Take Back Your Web Tantek Çelik
3:30 pm	Afternoon Break
4:00 pm	State of the Word Matt Mullenweg (Room 220)

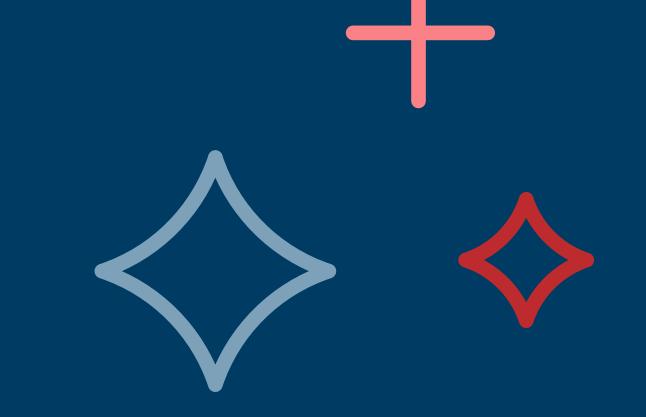
♦ ROOM 275 ♦

Time	Workshop
	(Room 275)
9:00 am	Morning Office Yoga - 2nd Floor Atrium Zac Gordon
9:30 am	How to Create Your First Business
	Plan Francesca Marano
10:30 am	
11:30 am	WebWeWant Rich Tabor, Helen Hou-Sandi, Carie Fisher, Alain Schlesser
12:30 pm	Lunch
1:30 pm	Structuring Modern WordPress Sites for Scale Chance Strickland
2:30 pm	
3:30 pm	Afternoon Break
4:00 pm	State of the Word Matt Mullenweg (Room 220)



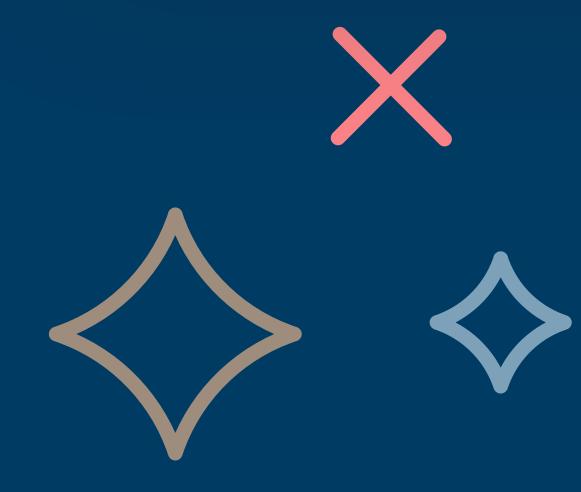


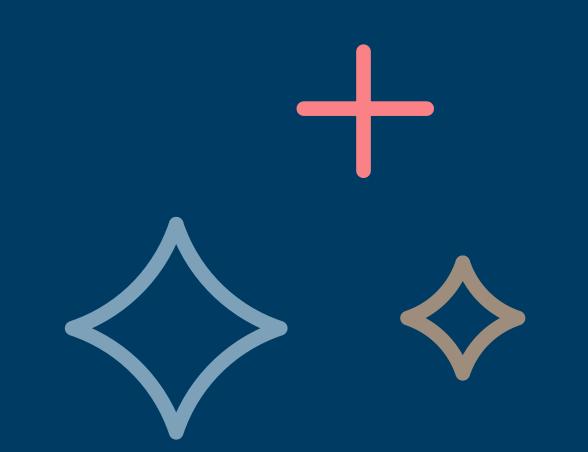




♦ ROOM 276

Time	Workshop (Room 276)
9:00 am	Everyone Can Help Make WordPress Better – How to Contribute to WordPress
9:30 am	
10:30 am	Templates & Plugins & Blocks, Oh My! Designing the Theme that Thinks of Everything Michelle Schulp
11:30 am	
12:30 pm	Lunch
1:30 pm	The Building Blocks of Building Blocks Rich Tabor
2:30 pm	
3:30 pm	Afternoon Break
4:00 pm	State of the Word Matt Mullenweg (Room 220)









♦ R00M 274 ♦

Time	Community (Room 274)
9:00 am	The Gameshow!
9:30 am	How the WordPress Community Can Embrace the Next Generation (Talk + Panel) Dina Butcher, Ema DeRosia, Emily Lema, Sophie DeRosia, Olivia Bisset, Natalie Bourn, Nathan Ingram
10:30 am	How to Organize Events for Youths (Discussion) Michele Butcher-Jones, Shawn Hooper, Sandy Edwards, Nathan Ingram
11:30 am	Unconference! David Bisset
12:30 pm	Lunch
1:30 pm	Organizing a WordCamp While Staying Sane
2:30 pm	Winstina Hughes, Jenny Wong, Brad Morrison
3:30 pm	Afternoon Break
4:00 pm	State of the Word Matt Mullenweg (Room 220)

