NFC Bootcamp™ Announces Speakers for Toronto Near Field Communication Training Program

Featured speakers from NFC Bootcamp, Sequent, Enstream, and Oberthur Technologies headline the two-day training program

DALLAS, TEXAS, USA, October 15, 2013 /EINPresswire.com/ -- NFC Bootcamp™, the creator of the most comprehensive series of globally delivered near field communication (NFC) education programs, today announced its speaker line-up for the Toronto Bootcamp™ scheduled for November 5-6, 2013.

The NFC Bootcamp training program helps businesses understand how to use near field communication (NFC) technology to drive brand awareness and enhance their 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.

November's program features the following thought leaders in the NFC ecosystem:

Alain DeSouza, Sequent
Paula Berger, NFC Bootcamp
Pawel Chrobok, Enstream
Tarek Luka, Oberthur Technologies

Registration is now open for the Toronto program. 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.

"Our inaugural Toronto NFC Bootcamp in April 2013 was an exciting and successful event. We were excited to see the momentum and interest around near field communication—and how NFC is already engaging consumers in the Canadian market. We're thrilled to return to Toronto with more thought leaders to foster this momentum," said Robert Sabella, chief executive officer and founder of the NFC Bootcamp. "NFC will change 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 they are on the go – and NFC can help you meet their expectations. There is no better place to come and understand the impact this technology is having on the way companies do business than an NFC Bootcamp."

Additional NFC Bootcamp dates are scheduled for cities around the world, including Dubai, London, New York, Tel Aviv, and Los Angeles. 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 NFC Bootcamp (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 soon. 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 or #nfcbootcamp.

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