



NFC Bootcamp™ Announces Preliminary Schedule for 2014

Two-day near field communication training program scheduled for Los Angeles, London, Tel Aviv, Marseille, Orlando, Boston and Toronto

DALLAS, TEXAS, USA, January 7, 2014 /EINPresswire.com/ -- [NFC Bootcamp™](#), the creator of the most comprehensive series of globally delivered [NFC education programs](#), today announced its preliminary 2014 training schedule. The first half of 2014 includes the following cities and dates:

Los Angeles, January 15, 2014 - January 16, 2014

London, January 29, 2014 - January 30, 2014

Tel Aviv, February 5, 2014 - February 6, 2014

Marseille, March 26, 2014 - March 27, 2014

Orlando, April 23, 2014 - April 24, 2014

Boston, May 8, 2014 - May 9, 2014

Toronto, June 19, 2014 - June 20, 2014

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

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.

"Near field communication is changing 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 at an NFC Bootcamp," said Robert Sabella, chief executive officer and founder of the NFC Bootcamp. "We are pleased to expand our program to more locations and excited to bring in a range of industry experts to demonstrate how NFC is already engaging

consumers.”

Additional NFC Bootcamp dates are being scheduled for cities around the world, including locations like Cape Town, New York, Austin, and Sydney. 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 regularly. 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.

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

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