



App-Camp 2007

HOSTED BY: **videoegg**

TIME	EVENT	ROOM 1	ROOM 2	ROOM 3
10:00 am - 11:00 am	BREAKFAST & REGISTRATION			
11:00 am - 12:00 pm	SESSION 1	ERIC YIEH (ROCK YOU!) Growing Your Apps Through Various Channels	LEE GREG MIKE JOYCE BLAKE Which App Would You Rather Own	MARIA WU (VIDEOEGG) Monetizing Apps Through Advertising
12:00 pm - 12:15 pm	BREAK			
12:15 pm - 1:15 pm	SESSION 2	JOYCE PARK (RENKOO) The Challenges of Quickly Growing Apps	LEE LORENZEN (ALTURA VENTURES) Valuing, Buying and Selling Facebook Apps	MIKE SEGO (FLUFF FRIENDS) Increasing User Activity
1:15 pm - 2:15 pm	LUNCH			
2:15 pm - 3:15 pm	SESSION 3	BLAKE COMMAGERE (ZOMBIES) Understanding User Behavior Patterns	TROY YOUNG (VIDEOEGG) Next Generation Advertising on Apps	OPEN App Showcase
3:15 pm - 3:30 pm	BREAK			
3:30 pm - 4:30 pm	SESSION 4	FREDDY MINI (NETVIBES) Expanding Widget Distribution	GREG THOMSON (MY AQUARIUM) Turning Facebook Users Into Dollars	JOSEPH HSIEH (SOMETRICS) App Optimization With User Metrics
4:30 pm - 4:45 pm	BREAK			
4:45 pm - 5:45 pm	SESSION 5	ANGELA STRANGE (BAY PARTNERS) Getting Funding for Your Apps	MIHN PHAN (MEDIACOM) Brand Marketing With Apps	OREN MICHELS (MASHERY) Opening Your API

- ADVERTISING
- USER BEHAVIOR
- MONETIZATION
- GROWTH

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