

Web Analytics Wednesday med Eric Peterson



Gratis Web Analytics Wednesday i København den 7. Okt. 2009.

Onsdag den 7. oktober bliver der afholdt WAW på Kursuscenter Østerport. Eric Peterson kommer og taler om multivariable tests.

Aftenens program

17.30 Vi slår dørene op

18.10 Velkomst

18.15 Et par ord fra vores sponsor Webtrekk

18.45 Hovedtaler: Eric Peterson og Aurelie Pols. "Ten Testing Tips: The Most Important Things You DON'T Know about Multivariate Testing!"

20.00 Hurtig præsentation af Danish Web Analytics Circle og Web Analytics Association ved. Steen Rasmussen fra IIH Nordic - Internet Intelligence House.

20.05 Networking, socialisering & hygge: Vores sponsor Webtrekk har sponsoret drikkevarer og snacks I de næste par timer.

Kom til WAW den 7. Oktober ved at [tilmelde dig i dag](#). WAW er gratis WAW. Vær dog opmærksom på, at vi ser os nødsaget til at opkræve et gebyr på 350 kr., hvis du udebliver uden afbud inden kl. 12 på dagen. Evt. afbud sendes til waw@iihnordic.com

Eric T. Peterson, Web Analytics Demystified



Eric T. Peterson is the founder of Web Analytics Demystified and has worked in web analytics for over 10 years as a practitioner, consultant, and analyst. He is the author of three best-selling web analytics books, Web Analytics Demystified, Web Site Measurement Hacks, and The Big Book of Key Performance Indicators, and one of the most widely read web analytics writers at

webanalyticsdemystified.com. Mr. Peterson is currently building a strategic web analytics consulting practice to provide guidance to companies working to maximize the return from their investment in web analytics.

More recently, Mr. Peterson has created what can only be called "Google Analytics for Twitter", the Twitalyzer (twitalyzer.com) The growth of Twitalyzer has been nothing short of explosive and the application has been cited on CNN and by social media thought leaders like Guy Kawasaki, Robert Scoble, and Pete Cashmore.

Aurélie Pols, Principal Consultant, Web Analytics Demystified



Aurélie Pols has long been one of the most respected voices in the web analytics community worldwide and Europe's foremost thought-leader on the subject, first as the Head of Analytics for Belgium's OX2 and then as the Director of Analytics for LBi's global web analytics efforts. In the past Mrs. Pols has worked with hundreds of European companies guiding vendor selection, implementation, and analytical projects based on technology from companies like Google, Yahoo, Omniture, WebTrends, and Nedstat. Past clients include NATO, Public Storage (Shurgard Europe), Anheuser-Busch Inbev, ING, Toyota Motor Europe, Shering Plough, Bayer, Nestlé, and Deutsche Bank.

Arrangementet bliver afholdt på Kursuscenter Østerport.

Adresse:

Kursuscenter Østerport
Folke Bernadottes Alle 7
2100 København Ø

Arrangementet er sponsoreret af :



[Tilmeld dig WAW den 7. Oktober i dag.](#)