



## Technology Primer

- Date: December 19, 2013
- Time: Noon-1PM ET
- Where: Webinar
- Cost: SIIA/ SIPA/ ABM Members – FREE, Non-Member – \$ 125 – Advance Registration Required for All



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The days of the digital edition are over. Creating a successful mobile product requires understanding the full spectrum of tools that are available to support content, design, subscriptions, data and advertising, not just flowing existing content into a mobile environment. Join us for an easy-to-understand primer on the technologies that unlock the full potential of the mobile platform, from the basics of getting started to tools that streamline the content flow while still capitalizing on the native capabilities of apps; audience and performance analytics; design tools that not only optimize user experience but also preserve advertising impressions; and social media monitoring and community tools that take the user experience beyond just smartphones and tablets. Bonus: If 2013 was the year of responsive design, what's around the corner for 2014?



**Speakers** [Now](#)



**Register Now** to attend the **Mobile Essentials Webinar Series** on **July 25th**. **Click here to see the calendar for the full series.**