<u>Press release</u>

<u>20 February 2006</u>

<u>Young entrepreneur launches local developer community</u>

Matt Goddard, founder of <u>UX Consultancy</u>, will be launching a series of novel seminars at Business South 2006 on 1 & 2 March at St Mary's Stadium in the New Business Zone on stand 9. These new seminars will help developers in the region's small and medium-sized businesses to share their skills, knowledge and experience, and learn from the best in the business.

Matt is keen to build a local developer community that will enable high-tech professionals in the region to stay at the top of their game.

Matt Comments, "Tech Events will promote Hampshire and Dorset as two of the country's leading regions for high-tech jobs. We're hoping to create a community of developers from all kinds of organisations in the South, all aiming to raise the overall standard of software development in the region. We've been lucky enough to entice some really well-known faces in the field of usability for our first seminar."

For further information contact: Matthew Goddard; tel +44 (0)20 8123 5243, mobile: +44 (0)79 7079 9231; email: <u>matthew.goddard@uxconsultancy.com</u>; website: <u>www.uxconsultancy.co.uk</u>

Seminar programme :

Understanding your users (28th March 2006, <u>Intec - Winchester</u>):

- Andy Clarke
  Andy Clarke is an internationally sought-after speaker, designer and consultant. He is creative director of <u>Stuff and Nonsense</u>, and is passionate about using design and Web Standards to bridge the gap between design and code. For further information, visit <u>And All That Malarkey</u>.

- Léonie Watson
  Léonie leads the Accessibility Research Programme at <u>Nomensa</u>, pioneering accessible design technology for the Internet.

  Léonie is a board member of the British Computer Association of the Blind, and is Chair for the Accessibility Professional Association.

- Andrew Swartz
  Andrew manages commercial research and development at <u>Serco Usability Services</u> as well being a key instructor for usability and design courses.

  Andrew previously worked on instructional design and usability at Apple and has particular interest in the effects of high technology on society and democracy.

To book your place call +44 (0)20 8123 5243 or email <u>matthew.Goddard@uxconsultancy.com</u>.