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FOR IMMEDIATE RELEASE

THINK TANK TRAINING FOR X CHANGE 2010 WEB ANALYTICS CONFERENCE ANNOUNCED
Hands on Training Topics Include Social Media, Omniture and Google Analytics

NOVATO, CA – July 29, 2010 – [Semphonic](#) and [Web Analytics Demystified](#) announced today the Think Tank Training Curriculum for [X Change 2010](#), the [Web analytics](#) industry's premier conference, held this year in Monterey, CA this September 20-22.

"We first paired our [Think Tank training](#) with the conference at X Change 2009," said Semphonic President Gary Angel. "It adds an expansive training offering that attendees find quite valuable."

[Think Tank](#) is comprised of 21 different classes divided into three sessions on September 20th. The classes are taught by world-class practitioners from Semphonic and Web Analytics Demystified and are designed to deeply explore specific Web analytics topics and techniques.

"We've designed the training to appeal to all of the types of X Change attendees; there are tracks for Technology and Implementation, Analysis Practitioners, and Marketing/Measurement Managers," said Angel. "Attendees can also customize their own tracks and mix-and-match classes as they prefer."

Offerings include:

- Mobile Measurement with Greg Dowling of Semphonic
- When and How to Use Omniture Tools with Jesse Gross of Semphonic
- Social Measurement Tools for Twitter, Facebook and More with June Dershewitz of Semphonic
- Survey Analytics: Using VOC Data Integrated with Web Analytics with Gary Angel of Semphonic
- Google Analytics as the 2nd Tool with Allison Hartsoe and Ryan Praskievicz of Semphonic
- Web Analytics: People, Process and Technology with Eric Peterson and John Lovett of Web Analytics Demystified

"These Think Tank topics cover some serious ground when it comes to Web analytics," said Eric Peterson, Senior Partner and Founder of conference co-sponsor Web Analytics Demystified. "Anyone planning on attending X Change would do well to add Think Tank to their itinerary."

Registration for the conference sold out last year and seats are again limited.

For more information and to register for Think Tank and X Change 2010 please visit:
<http://www.semphonic.com/conf>

About Semphonic:

[Semphonic](#) is the world's largest independent [Web analytics](#) consultancy, with headquarters in San Francisco and offices in Boston, New York, Washington, DC and Portland, OR. Founded in 1997, the company has helped leading corporations, government agencies and non-profits achieve measurable improvement in the performance of their web channel. Clients include American Express, Charles Schwab, Genentech, the National Cancer Institute, Sears and Turner Broadcasting. Semphonic is also the driving force behind the premier web analytics conference, X Change. For more information about Semphonic, please visit: <http://semphonic.com>.

About Web Analytics Demystified:

[Web Analytics Demystified](#), founded in 2007, provides objective strategic guidance to companies striving to realize the full potential of their investment in web analytics. By bridging the gap between measurement technology and business strategy, Web Analytics Demystified has provided guidance to hundreds of companies around the world, including many of the best known retailers, financial services institutions, and media properties on the Internet. For more information on Web Analytics Demystified, please visit: www.webanalyticsdemystified.com.

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