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Sydney October 30-31st 2014  
[webdirections.org/wds14](http://webdirections.org/wds14)

Web Directions is a two day conference that will get the entire team, from product to engineering, excited about working on the web and in digital.

Sending your team along will bring a bunch of benefits to the organisation. For around 1% of your annual investment in an employee and less than 1% of their working time this year, they'll come back to you more excited, engaged, and full of ideas ready to implement on Monday morning.

We've taken the world's leading digital creatives, like long time Creative Director at Twitter Douglas Bowman, and the Design Director of the Obama for America Campaign, Scott Thomas. Plus industry redefining engineering talent, like Bill Scott, Senior Director for Business Engineering at PayPal worldwide.

And then there are still another twenty-one speakers, every one of whom has made a contribution to our industry, or will be a name to watch.

Each of the 24 presentations will be full of ideas and approaches, tips and techniques showing what others

are doing both here in Australia, and around the world. Your team will spend 2 days seeing the very latest while rubbing shoulders with 700 others from the industry. Web Directions is designed for networking: your team will gain so much more than what can be read online.

Everyone will come back to the office with reinvigorated with fresh approaches, the resources to share this knowledge with the rest of the team, and the inspiration and enthusiasm to set it all in motion.

Sounds great, what's it going to cost? Well, it depends what sort of experience you want to go for.

## Platinum Experience

\$2099 (Until Oct 3)  
\$2499 (After Oct 3)

### *In Person*

- » Healthy, scrumptious lunch and breaks
- » Opening night "Happy Hour"
- » Closing night party
- » Priority registration
- » Priority coffee and catering pickup

### *Platinum Exclusives*

- » On the couch with Matt Webb
- » Intimate speaker breakfast
- » Personal introduction to a speaker of your choice
- » Free undercover parking metres away

### *Take Away*

- » Exquisite hand stitched, Australian made leather tablet satchel
- » 12 months of Offscreen magazine
- » Awesome 12 months coffee supply
- » Complete Five Simple Steps paperback library
- » A Book Apart Complete paperback library
- » Conference Videos
- » All past conference videos on hard disk
- » All past conference videos (company license)
- » 2014 conference videos (company license)

## Gold Experience

\$1599 (Until Oct 3)  
\$1699 (After Oct 3)

### *In Person*

- » Sensational catering
- » Opening night "Happy Hour"
- » Closing night party
- » Priority registration
- » Priority catering pickup

### *Gold Exclusives*

On the couch with Matt Webb

### *To Take Away*

- » Beautiful hand stitched, wax coated tablet satchel
- » 6 months of Offscreen
- » 6 months of awesome coffee
- » All Five Simple Steps eBooks
- » A Book Apart eBook Library
- » Conference Videos
- » All past videos on USB Stick
- » All past videos (team license)
- » 2014 Conference (team license)

## Silver Experience

\$1399 (Until Oct 3)  
\$1499 (After Oct 3)

### *In Person*

- » Sensational catering
- » Opening night "Happy Hour"
- » Closing night party

### *To Take Away*

- » Stylish, Australian made, recycled vinyl tablet satchel
- » Select A Book Apart paperback
- » Conference Videos
- » All past videos (personal license)

## Classic Experience

\$1099 (Until Oct 3)  
\$1199 (After Oct 3)

### *In Person*

- » Sensational catering
- » Opening night "Happy Hour"
- » Closing night party
- » Conference Videos
- » 2014 conference videos (personal license)

## Extras



### *Hotel*

You're probably going to pay about \$200 a night for a hotel in Sydney. We've got a range of options including some no frills places that will come in closer to \$150 in the Venue section of our site, [webdirections.org/wds14/#venue](http://webdirections.org/wds14/#venue)



### *Flights*

Melbourne: \$150 (Jetstar)    Canberra: \$200 (Virgin)  
Brisbane: \$150 (Jetstar)    Adelaide: \$200 (Virgin)  
Perth: \$380 (Jetstar)    Darwin: \$390 (Jetstar)  
Hobart: \$200 (Jetstar)



### *Transport to and from the airport*

Taking the airport train will come in at about \$35 return. If there's more than one person, we'd always recommend grabbing a cab.



### *Meals*

Web Directions is fully catered for morning and afternoon tea as well as lunch on both days, so you just need to cover breakfast and dinner.

## Coming from out of town makes it a stretch, how can I save some money?

### *Save on the conference ticket*

The first way to save some money is to get that registration in before October 3!

### *Save on the flight*

Next, get onto booking that flight early while there are still some bargains around.

### *Spend just one night in Sydney*

Web Directions doesn't kick off until 9am, so you can definitely fly in on the morning of the event. And while it's nice to relax over a few drinks at our closing party on Friday night, you can also grab an evening flight home that night and only have to pay for one night at the hotel.

### *Save on accommodation*

Book the hotel early as well, and do check out the cheap and cheerful on the map linked from the venue section of our site. Also consider AirBNB - there are plenty of places close to the venue and the money you save can go toward a second night in Sydney on the Friday.

### *Sharing is caring*

Consider sharing a hotel room - many hotels have twin rooms available at the same price as a double.