

The Highland Fling 2008 – Web Standards in Scotland

About the Conference

[The Highland Fling - Web Standards in Scotland](#) is a conference run by [Alan White Web Development](#) and aimed at strengthening the visibility of web development in Scotland as well as providing a platform for discussion about current topics and the future of the web. The Highland Fling is the only of its kind in Scotland and is now in it's second year with over 100 in attendance at the first event. It provides not only a unique opportunity for delegates to learn from the leaders and thinkers of the web development community, but it also acts as a networking platform for anyone involved in the industry to meet and chat.

The Highland Fling 2007 Backnetwork - <http://highlandfling.backnetwork.com/>

The Highland Fling 2007 on Flickr - <http://www.flickr.com/photos/tags/highlandfling07>

2008 Conference Theme - The Browser and Beyond

In the world of modern web development we can no longer consider the browser as the end point of our product, which is our content. More and more devices and applications are being released each year that can access our information, and more importantly, do not even require a browser to do so.

For The Highland Fling 2008, I want to bring into focus how this landscape is changing. API's, desktop apps, ambient devices, mobile and much more are helping us break out of the browser window and potentially reach an entire new audience as a result.

How do we embrace this new paradigm? How do we take our existing skill set and transpose it into new mediums? How do we expand our skill set? What is our skill set going to be? Where is it all going?

The Highland Fling 2007 focused on the topic of progressive enhancement which is not only at the very essence of best practice web development but also at the heart of bleeding edge web development. This year, I want to focus on where we are going and what the future holds for us all and the information we care so much about.

Speakers & Sessions

- Paul Boag – Conference Host / Interviewer
- Mark Norman Francis – The browser and before
- Chris Heilmann - Portable Badges
- Simon Willison – TBC
- Chris Mills - The Mobile Perspective
- Aral Balkan - Bare-naked Flash: Dispelling myths and building bridges
- Gareth Rushgrove – A first class web citizen

Ticket Prices

Part of the aim of the conference is to allow a low level of entry for people to attend and this is reflected in the pricing.

- £99 Early Bird
- £125 Full Price

The Venue

The event is once again going to be held at the Symposium Hall in Edinburgh which is part of the Surgeons Hall Complex in the heart of Edinburgh. The venue has recently been renovated and can hold a total of 158 people including speakers and delegates.

<http://www.surgeonshallcomplex.com/thecomplex.aspx>

Sponsorship Opportunities

Gold Package - £2000 (1 Available)

- 4 sponsor invites to event
- Invite to speaker dinner
- Top logo placement on The Highland Fling web site + link to own site
- 2 page spread advert in schedule
- Own brochure ware in attendee conference bags
- Top logo placement on 52" plasma in reception & conference screen
- Top placement in acknowledgements on website and schedule

Silver Package - £1000 (2 Available)

- 2 sponsor invites to event
- Logo placement on The Highland Fling web site + link to own site
- 1 page advert in schedule
- Own brochure ware in attendee conference bags
- Logo placement on 52" plasma in reception
- Acknowledgements on website and schedule

Bronze Package - £500 (10 Available)

- 1 sponsor invites to event
- Logo placement on The Highland Fling web site + link to own site
- Logo placement on 52" plasma in reception
- Acknowledgements on website and schedule

Interested?

If you are interested in any of the above packages please contact Alan using details below:

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