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CrowdFlower Announces World's Largest Crowdsourcing Conference to Address the Optimization of the Global Workforce

2nd Annual CrowdConf2011 to be held November 1-2, 2011

SAN FRANCISCO, July 19, 2011 — [CrowdFlower](#), the leading provider of crowdsourcing solutions, today announced CrowdConf2011, the world's largest crowdsourcing conference, will be held from November 1-2, 2011 at the Mission Bay Conference Center in San Francisco. In its second year, CrowdConf2011 will feature world-class thought leadership, including visionary keynotes, insightful panel discussions and workshops that cover the transformation of human computation through crowdsourcing, and the future of globally-distributed work.

"Crowdsourcing is a rapidly evolving market, providing businesses a cost effective way to increase productivity and utilize resources," said Lukas Biewald, chairman and co-founder of CrowdFlower. "CrowdConf2011 is an event where the crowdsourcing community can collaborate on the most effective ways to bring the global workforce to businesses for a better, faster and more accurate way to complete time-consuming, but essential, projects."

This year's conference will bring together more than 600 attendees, including business leaders, industry executives, CEOs, academics and professionals for a unique networking opportunity to discuss innovations in crowdsourcing technology and trends supporting the growth of the industry. Discussions will include the latest research findings and real-world applications of crowdsourcing, from policy and government to the arts, crisis relief, task design and worker incentives.

The conference will begin with workshops led by crowdsourcing luminaries, David Alan Grier, featured columnist at *IEEE Computer*, Matt Lease, assistant professor at The University of Texas, and Omar Alonso, Technical Lead in the Bing team at Microsoft. The workshops will offer academic and industry followers an introduction to crowdsourcing trends.

The second day of the event will focus on a series of presentations, panels, demonstrations, and keynote addresses from crowdsourcing leaders. Topics will touch upon:

- Human computing
- Distributed labor
- Quality assurance and metrics
- Task design
- Worker motivation and incentives
- Labor and the law
- Computer vision
- Social and economic implications of crowdsourcing
- Work distribution systems
- History of crowdsourcing

- Applications and innovative projects
- Limitations of crowdsourcing

Companies and individuals interested in showcasing new research and findings are encouraged to apply. Visit CrowdConf.com/posters.html for more details.

To purchase tickets to CrowdConf2011, please visit CrowdConf2011.eventbrite.com.

For more information about the conference, please visit www.CrowdConf.com.

Event Details:

Dates: November 1-2, 2011

Location: Mission Bay Conference Center

1675 Owens Street, San Francisco, CA

Website: www.CrowdConf.com

Tickets: CrowdConf2011.eventbrite.com

For speaker or sponsorship inquiries, contact Mollie Allick at Mollie@CrowdFlower.com

About CrowdFlower

CrowdFlower is the industry leader within a specific segment of crowdsourcing, often referred to as Labor-on-Demand. Labor-on-Demand is especially useful for large-scale tasks that computers have difficulty handling, but people do well. <http://crowdflower.com/>

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