

Media Alert: CrowdConf 2010 Conference on the Future of Distributed Work to be held in San Francisco on October 4, 2010

SAN FRANCISCO, August 12, 2010:

- CrowdConf (www.crowdconf.com) is the first conference centered around the emerging field of crowdsourcing and the future of distributed work. Researchers, technologists, outsourcing experts, legal scholars, and artists will gather to discuss how crowdsourcing is transforming human computation and the future of work.
- Nearly 500 of the world's leading academics and professionals, intellectual and business leaders, industry executives and CEOs — the most influential people in the field — will come together for a day of learning and conversation.
- Confirmed speakers include:
 - Sharon Chirella, VP Amazon Mechanical Turk
 - Tim Ferriss, Author, *The 4-Hour Work Week*
 - David Alan Grier, Author, *When Computers Were Human*
 - Barney Pell, Partner, Strategist, and Evangelist, Microsoft
 - Maynard Webb, CEO, LiveOps
 - Jonathan Zittrain, Professor of Law and Computer Science, Harvard
- The event will include a series of peer-reviewed presentation tracks, posters, technology demonstrations and keynote addresses from leaders in crowdsourcing research, business, and technology. Topics will include:
 - Past, present, and future of crowdsourcing
 - Quality assurance and metrics
 - Social and economic implications of crowdsourcing
 - Task design/Worker incentives
 - Innovative projects, experiments, and applications

- A call for papers and posters is now open. All submissions are welcome and will be peer-reviewed by members of the program committee. Submissions of general interest will be invited for presentation as talks.
 - Submission deadline: September 1, 2010
 - Acceptance decision (talk/poster): Sept. 15, 2010
 - Submit to Aaron Shaw: papers@crowdflower.com
 - For more information, go to <http://crowdconf.com/papers.html>
- **WHERE:** The St. Regis Hotel, 123 3rd Street, San Francisco, CA
- **WHEN:** Monday, October 4, 2010
 - Registration: 8:30 a.m.
 - Conference: 9:00 a.m.-3:30 p.m.
 - Hosted Reception: 3:30 p.m.-5:00 p.m
- To buy conference tickets, which include lunch and the hosted reception, go to <http://crowdconf.eventbrite.com/>.
 - Early Bird (now through September 13, 2010): \$350
 - Regular (September 14, 2010 through 5:00 p.m. October 3, 2010): \$450
 - Day of tickets: \$550
- **CONTACT:**
- Sponsorships and Registration: Mollie Allick — events@crowdflower.com
- Media/PR: Julie Crabill — julie@innercirclelabs.com