

## RC Lations to Speak at WordCamp Raleigh

RC Lations, WordPress Project Manager at [Hall Internet Marketing](#), has been selected to speak at this year's WordCamp Raleigh. Held at the College of Engineering at North Carolina State University, the conference takes place from Nov. 8–9.

In his presentation "Using Data to Power the User Experience," RC will cover the use of comprehensive data collection and A/B testing to inform online design decisions. "This is something that we talk a lot about here at Hall," said RC. "While most people know about the importance of analytics, I think there is a good deal of confusion about how to incorporate data into design decisions."

This is RC's third time being selected to speak at a WordCamp event. "I see it as a great opportunity to visit another WordPress community and hear what others are doing. I've spoken at other WordCamps in the past, but each time is a new experience, and I always come away from it surprised at the new things I've picked up."

Vice President of Operations at Hall, Jonas Levasseur, sees the opportunity as a testament to his colleague's talent and commitment to professional development. "RC is someone with his finger on the pulse of WordPress development. User experience with emerging technology is changing, and he has made that the focus of our development team, ensuring we're at the forefront of these best practices. It's little wonder that others want to share in his knowledge."

WordCamp Raleigh is a community-organized event for WordPress developers, designers and users to share knowledge and experience around the world's most popular content management system, WordPress. The first WordCamp was organized in San Francisco in 2006. Since then, local communities around the world have organized over 300 WordCamps.

For more information about WordCamp Raleigh and to register for the event, visit: <http://2014.raleigh.wordcamp.org/>

## About Hall Internet Marketing

[Hall Internet Marketing](#) is a 15 year old digital marketing agency based in Portland, Maine. Our team of web marketers, designers and developers work collaboratively to create comprehensive marketing strategies for our clients. Hall helps some of the largest employers in Maine, well known Fortune 100 companies and innovative technology businesses to drive more sales online.

For more information, visit: <http://www.hallme.com/press/>