

A photograph of a dirt path winding through a dense forest of tall, thin trees. The sun is low on the horizon, creating a bright, golden glow and long, dramatic shadows. The light filters through the trees, creating a warm, atmospheric scene. The word "PLANK" is overlaid in the center in a bold, white, sans-serif font.

PLANK

A creative agency for meaningful digital projects

Who am I?





Steve Bissonnette

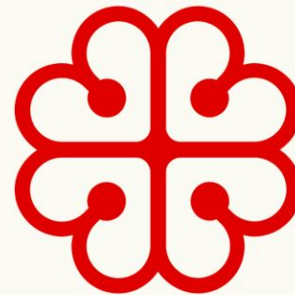
Managing Partner, Plank

Twitter: @stevey

Linkedin: /stevey

Email: steve@plankdesign.com

Things about me



What is Plank?



We aren't

An ad agency / marketing company / digital marketing company / start-up / ecommerce company / print designer / freelancer / theme builder / application developer / augmented reality / virtual reality specialists / artificial intelligence / data scientists / videographer

We are

Montréal based

15 people

20 years old

Digital design company

Web builders

Focused on creative industries

Why am I here?



To discuss the internet



Why?



4 billion internet users

1.8 billion websites

The internet matters

If you are going to do legal things with the internet, you should understand how it works.

If you are going to be a lawyer, you will use the internet.

The internet is littered with complex legal issues.

**WordPress powers
28% of the web**

**1/2 of all internet traffic is
from mobile devices**

Building Websites

How does a website / app get built?

Do you use your own code?

Do you buy / rent / steal code from other people?

What is code exactly?

What kind of code is there?

132 million .com names
(75% aren't being used)

**1.7 billion people made
ecommerce purchases**

Networking & Servers

How does the code get from the server to my screen?

Where does this code sit?

What is a server?

How is a server protected from people stealing stuff from it?

How does the domain system work?

What is an IP address?

**Worldwide cybersecurity
spending will reach \$96
billion in 2018**

Security

When I enter / upload information — on a website or through an app — where does it go?

How does it get there?

Can it get stolen along the way?

Is there technology that exists to prevent that from happening?

Can I have something removed from the internet?

I Like Questions



Otherwise, I ask Questions



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Thank you