



podcamp PHILLY

Welcome to PodCamp Philly!

a FREE BarCamp-style UnConference dedicated to podcasting, blogging, vlogging and anyone interested in New Media. We're excited that you've chosen to participate in this truly unique event. Whether you're an industry veteran or new media "newbie," you'll find that PodCamp offers low cost, high-quality, user-generated content in a welcoming, all-inclusive environment.

This year we are excited to welcome SearchCamp as a partner. Started by a community of online marketers in the Philadelphia region, SearchCamp is designed to educate individuals and businesses about the many facets of online marketing. From SEO, PPC, Social Media and a variety of related topics, SearchCamp is designed for people of all levels of knowledge. So if you're interested in the growing field of internet marketing, you will love this event.

The Spirit of PodCamp

PodCamp is about people willingly coming together to share, teach, learn and grow, becoming better at what we do and sharing it with the world. Whether you're a Fortune 500 executive or a grade school student, we all have unique experiences that others can learn from.

What to Expect

An unconference is a meeting where the content of the sessions is driven and created by the participants. Since the quality of Pod Camp Philly is dependent on you, the participant, we encourage your active contribution. So, regardless of your level of experience, get up, ask questions, share your knowledge and live the spirit of PodCamp.

PodCamp Philly Basics

Ok, let's go over a few basics. PodCamp Philly is being held in The Tuttleman Learning Center on the campus of Temple University. Like any campus should, there are plenty of places to kick back, eat and relax. There's a Starbucks next door in the Temple Tech Center, too!

Next, let's touch on the schedule of events:

Event	Day	Date	Time	Location
Welcome Party	Friday	September 5th	7 - 9pm	North Bowl, 909 N. 2nd St. Philadelphia (2nd Floor)
PodCamp Day # 1	Saturday	September 6th	8:45am - 5pm	Tuttleman Learning Center, Temple University 13th St. & Montgomery Ave. Philadelphia
Social Event	Saturday	September 6th	7:00 - 9pm	Triumph Brewing Company 117 - 121 Chestnut St. (215) 625-0855
PodCamp Day # 2	Sunday	September 7th	8:45am - 4pm	Tuttleman Learning Center, Temple University 13th St. & Montgomery Ave. Philadelphia



PodCamp Philly Basics (Cont.)

Registration

Registration for PodCamp will start at 8:45 am Saturday and 8:45 am Sunday in the Tuttleman Learning Center. Registered attendees will be provided a name tag, UnConference session schedules and any other free stuff we have lying around.

Sponsor donated freebies will be available on a first come, first served basis.

Internet Connectivity

WiFi Internet access is available for conference attendees and Session Leaders. Connection instruction can be obtained here: http://www.temple.edu/cs/wireless/connect_maincampus_hsc.htm

Rules that Govern PodCamp

- 1) Everyone is encouraged to record EVERYTHING** at PodCamp Philly, but all content must be released under a Creative Commons license (See last page). Please tag all posted content with "PodCamp Philly" and "PodCamp Philly 2008." For SearchCamp specific material, we encourage you to tag it as both "PodCamp Philly 2008" and SearchCamp Philly.
- 2) All attendees must be allowed to participate.** (subject to space limitations).
- 3) Please allow other to express their views** and do not monopolize the session.
- 4) The Law of Two Feet.** If you're not learning what you want to learn, you're welcome to leave the session and go to a different one, or none at all. Take charge of your PodCamp experience - it will only be as good as you make it.
- 5) The Law of Null Space.** You'll find that most learning can come in between sessions, at lunch, etc... Be ready to get engaged by asking questions, exchanging business cards or even recording your conversation.
- 6) Make the Most of it - It's Your PodCamp.** Hey, if you don't find a session that covers a particular topic, create one yourself! Meeting rooms are freely available so schedule your session on the board at the Registration Desk; it may be what a lot of other people are looking for too.

Facility Amenities

The facilities at Temple University offer PodCampers a clean, modern, technically advanced facility to get the most out of the PodCamp experience. In particular:

The Tuttleman Learning Center offers more than 30 state-of-the-art multimedia classrooms, most of which include smart classroom technology including media hub podiums equipped with desktop computers, flat screen monitors, patch panels for external devices and a variety of related Audio / Visual equipment that enable Session Leaders the freedom to use whatever resources necessary to conduct productive discussions. Furthermore, the public spaces provide ample room to relax and socialize with other participants. From the large, open-air atrium to the comfortable lounges present on each floor, PodCamp offers attendees a comfortable place to learn.



While the Temple Tech Center is impressive, PodCamp has only limited access to this building. But don't worry, it's access to one of the most important components of the event - fuel. The 24-Hour Starbucks is located in the public spaces of the Temple Tech Center next door to the Tuttleman Learning Center.

Transportation

PodCamp Philly is being held at Philadelphia's Temple University and is easily accessible to any mode of transportation.

- Train - PodCamp is within walking distance of Septa's regional rail station at Temple University - Attendees can take either the R6 Norristown or the R5 Lansdale/Doylestown from three convenient locations in center city Philadelphia to arrive within blocks of the venue. Fares are \$4. Schedules for either train can be found here: <http://www.septa.com/>
- Septa Subway - The Cecil B. Moore Station is located at the intersection of Cecil B. Moore Avenue and Broad Street, which is just blocks away from the venue. Riders can take the Broad Street Line directly from City Hall Station (located beneath Philadelphia City Hall at 15th & Broad Streets. Fares are \$2 - exact change required.
- Septa Bus - Septa's Route "C" Bus operates along Broad Street from South Philadelphia to the Fern Rock Transportation Center in the North. Fares are \$2.
- Taxis are fairly plentiful.
- Parking is available in both pay lots surrounding Temple and on the street. Please see the attached map.
- For computer aided mapping purposes, the address of the Tuttleman Learning Center is 1809 N. 13th St. Philadelphia, PA.

Map on next page.

Lunch Options

There are many food options in and around the Temple Campus. For a dose of local flavor, you may give one of the many lunch trucks a shot. Whether it's Japanese Teppanyaki, Vegetarian, or a good ol' Philly Cheesesteak, the trucks have them all (and the pretty good, too). However, if you're not a gamblin' kind of man/woman, there are a handful of restaurants located at adjacent to the Tuttleman Learning Center at 12th & Berks Streets.

Places to Stay

While PodCamp Philly has arranged for discounted accommodations at the Hilton Garden Inn, reservations must be made two weeks in advance of the event. However, if rooms are available, PodCamp has been informed that the \$129 rate will be honored. Regardless, there are a number of other area hotels, including these:

- | | | |
|---|---|--|
| • Embassy Suites Center City
1776 Benjamin Franklin Parkway
(215) 561-1776 | • Hampton Inn Philadelphia
Center City
1301 Race St.
(215) 665-9100 | • Courtyard Philadelphia
Downtown (Center City)
21 N. Juniper St.
(215) 496-3200 |
|---|---|--|

SUNDAY

Time	Auditorium	401a	401b	402	403a	403b	405a	405b
8:45am	Registration Begins							
9:15am	Welcome & Introduction							
10am	Behind The Scenes Podcasting at Philly's KYW News Radio: <i>Bill Roswell</i>	Intro to Competitive Intelligence and Social Media: <i>Suki Fuller</i>	Free Publicity Tool Box - Useful Tools for Small Business and Social Media: <i>Shashi Bellamkonda</i>	OPEN	Usability 101: <i>Kim Krause Berg</i>	Local Search: <i>Simon Heselbine</i>	SEO vs PPC vs Social Media (Advanced Track): <i>Greg Meyers, Will Reynolds & Li Evans</i>	Website Architecture: <i>Chris Phillips</i>
11am	New Media Marketing: <i>Chris Penn</i>			OPEN	Affiliates 101: <i>Donna McCarthy</i>	Offline and Online Convergence: <i>Li Evans</i>	Great Linkbait Through Content Building: <i>Eric Hebert</i>	Is Email Marketing Dead? <i>Beth Harte</i>
Lunch								
1pm	A Beginner's Guide to Online PR and Marketing: <i>Chris Abraham</i>	Taking Your Podshow on the Road, Really: <i>JC Lamkin</i>	Building Your Audience & Engagement - A Roundtable Discussion: <i>Paul Muller</i>	OPEN	Blogging for Business: <i>Geoff Livingston</i>	Brand and Reputation Management: <i>Beth Harte and Li Evans</i>	Social News, Bookmarking, and Search: <i>Simon Heselbine</i>	Search's Past, Present & Future: <i>Kevin Ryan</i>
2pm	Publicity-Music & Podcasting Panel: <i>Kaiser Cartel, Jim Boggia, Rob Usdin, Jim Testa, and Jersey Todd</i>	Blogging and the First Amendment - Defamation and Shield Laws in Cyberspace: <i>Jennifer Klear</i>		OPEN	Free SEM Tools: <i>Brian Cosgrove</i>	B2C Site Clinic: <i>Michael Abolofia</i>	Twitter & Plurk MicroBlogging to the Extreme: <i>Geoff Livingston</i>	How Do Search Engine Spiders work? (Advanced Track): <i>Giovanni Galluci</i>
3pm	Battledecks: <i>Pechu Kucha</i>	Business Development & Social Media: <i>Warren Zerna</i>		OPEN	eConversion 101: <i>Alex Cohen</i>	Entrepreneur Site Clinic (Intermediate Track): <i>Brian Cosgrove & Simon Heselbine</i>	SEM for Non-profits: <i>Greg Meyers</i>	Blog Clinic: <i>Geoff Livingston & Li Evans</i>
4pm	Conclusion & Prizes			OPEN				



Helpful Tips

- Print out a map and guide in advance
- Plan your time to include social interaction and networking
- Charge all device batteries
- Bring BUSINESS CARDS so people can get in contact with you.
- Wear comfortable shoes & clothing
- Pack light & mobile
- Please secure your valuables

Things to Bring

- Light, portable gear. Items like an Edirol, iRiver or small DV video cam will work well and give your back a break.
- Networking - You'll be able to get internet connectivity through hard-wired access, so bring a CAT5 cable. We may have freebies, but don't count on it
- Power - There are lots of electrical outlets built into the the desks in several of the presentation rooms and in the classrooms in Tuttleman. You are welcome to bring your own power strip, and be neighborly - offer to share if needed!
- Security kits - if you are going to leave gear laying around (not recommended) bring laptop/portable security kits.
- Media. If you are bringing a portable audio recorder or camera, bring LOTS of SD cards, CF cards, and DV tapes. Bring labels for everything, too.

Advice for Session Leaders

A BarCamp-style conference is an ad-hoc gathering born from the desire for people to share and learn in an open environment. It is an intense event with discussions, demos, and interaction from participants. Therefore sessions are not intended to be a monologue, so anticipate and encourage interactivity.

Before you prepare your session, we request that you read this page:

<http://scripting.wordpress.com/2006/03/05/what-is-an-unconference/> to get a feel for what an unconference is and how you can best fit your session into the spirit that drives PodCamp Philly. Otherwise, here are a few tips:

- Rehearse.
- Start and end your session on time. Please respect the time of others.
- Know your stuff. Be ready for off the wall questions.
- Plan for 50% (20 min.) presenting and 50% interactivity, questions, etc...
- Be prepared for Murphy's Law. Have backup materials just in case.
- Be flexible in scheduling; we will try to accommodate requests.
- For serious problems contact Whitney Hoffman (302) 562-6507

Equipment for Session Leaders

Temple's facilities include smart classrooms that offer white boards, projectors, PA systems and the like. You'll find that the Smart Classrooms have a podium with a Win32 box attached to it and a VGA connector for laptops, however Mac users, will need a DVI to VGA converter! Furthermore, we suggest that you bring all of your own equipment to ensure you will have the necessary equipment to film, and record your session.



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uwishunu is an initiative created by the Greater Philadelphia Tourism Marketing Corporation (GPTMC) and funded by the City of Philadelphia to promote the city primarily through the power of new media and Web 2.0. The campaign uses blogs, podcasts, social networking sites, photo- and video-sharing Web sites, RSS feeds and "in-the-know" residents to spread the word about the new Philadelphia. www.uwishunu.com



Temple University is one of the Philadelphia-area's preeminent universities with 8 campuses and an enrollment of 34,000+. Recently recognized as one of the Most Connected Campuses in the Nation by The Princeton Review, Temple has spared no expense to update its facilities to position itself as a technological leader in higher education. www.temple.edu



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