

PodCamp Philly 2011		Front Desk	105	400 A/B	401A/B	403 A/B	407 A/B	402
Date	Time							On The Fly Sessions
Oct 1, 2011	8:45 AM	Registration	---	---	---	---	---	---
Oct 1, 2011	9:15 AM	---	Welcome & Intro.	---	---	---	---	---
Oct 1, 2011	10:00 AM	---	---	Andy Goldenberg : Brand Strategy: The Rising Tide That Lifts All Ships	Jessica Kupferman : The Social Web - Making Your Site Work For You	Christopher Stemborowski : The Overlooked Overlaps: lessons shared between bloggers and marketers	Shadeed Eleazer : The Impact of KLOUT on Businesses and Brands	OPEN
Oct 1, 2011	11:00 AM	---	---	Dasanj Aberdeen : Bootstrapping 101 - Using Social Media To Innovatively Optimize Your Bottom Line	Paul Muller : Design is Brutal: Graphic Basics	David Dylan Thomas: Links as Language - How to Write in Three Dimensions	Rob Usdin : The State of Music in the Social Internet	OPEN
Oct 1, 2011	12:00 PM	---						
Oct 1, 2011	1:00 PM	---	---	John S. James : A new way to use money online?	Reed Gustow : WordPress: Downloading, Installing, and Getting Started	Don Lafferty : Social Media for Authors and Publishers	Ben Grossman : Digital Media & Multicultural Marketing: 10 Lessons in a Diverse, Digital World	OPEN
Oct 1, 2011	2:00 PM	---	---	Justin Freid : The Ultimate Guide To Local Paid Search	Reed Gustow : WordPress: Introduction to Features and Options	Donna Serdula : LinkedIn Profile Optimization	Mayra Ruiz-McPherson : The Social Media Career Track: Getting Hired as a Social Media Professional	OPEN
Oct 1, 2011	3:00 PM	---	---	Marc Beneteau : Building a \$10k/month business with WordPress	Reed Gustow : WordPress: Customizing your menus and navigation	Donna Serdula : Getting in the LinkedIn Loop: Leveraging LinkedIn for the Masses	Mayra Ruiz-McPherson : Content Strategies for Twitter and Facebook	OPEN
Oct 1, 2011	4:00 PM	---	Closing Remarks	---	---	---	---	---
<i>(schedule v2)</i>		Saturday October 1st :: 7 pm - 9 pm :: Buffalo Billiards PodCamp Night - fun & drinks!						
Oct 2, 2011	8:45 AM	Registration	---	---	---	---	---	---
Oct 2, 2011	9:15 AM	Open Networking	---	---	---	---	---	OPEN
Oct 2, 2011	10:00 AM	---	<i>Battledecks</i>	Lynette Young : Google+ For People & Professionals	Cathy Larkin : Twitter 101 Tips, Tricks & the Basics	Cecily Kellogg : Using Social For SEO Linkbuilding (With Abbot Shea of Seer Interactive)	---	OPEN
Oct 2, 2011	11:00 AM	---	Alan Chaess : Understanding and Using Audacity	Lynette Young : Google+ Live Hangout	Cathy Larkin : A Live Twitter Chat & How Chats Can Help Your Biz	Annie Heckenberger : Social Media Imagination	---	OPEN
Oct 2, 2011	12:00 PM	---						
Oct 2, 2011	1:00 PM	---	Alan Chaess : Understanding and Using Audacity	Ron Sansone : Working with Wikipedia: How to Edit & Engage within the Encyclopedia Community	Whitney Hoffman : Business 101 for Entrepreneurs	Cecily Kellogg : Media Kits and Other Marketing Strategies For Bloggers (With Dresden Schumaker)	---	OPEN
Oct 2, 2011	2:00 PM	---		Steve Lubetkin : Cool tricks and tips for video podcasts	Whitney Hoffman : Podcasting - Then and Now	Fajr Muhammad : Art of Blogging: Developing a Unique Voice	---	OPEN
Oct 2, 2011	3:00 PM	---	Closing Remarks	---	---	---	---	---