



**podcamp**  
BOSTON

**The Official Guide to PodCamp Boston 5**

# PodCamp Boston 5: Founders' Welcome

Welcome to PodCamp Boston 5. For some of you, PodCamp will be reuniting with old friends, and for some of you, it will be a great opportunity to meet new friends and join the new media community. No matter what, we welcome you. This year's theme is especially exciting: **Preparing for the Future**. We've had some uncertain times recently, so we thought PodCamp would be a great place to share what everyone is doing to prepare for the future, to get the rocket ready on the launchpad, to help each other learn, share, and grow our new media skills.

A few important points:

First, **PodCamp is YOUR conference**. There's plenty of open space and plenty of open times on the schedule. The best experience you have might be in a casual hallway conversation. Take charge of your PodCamp experience by deciding what you want to get out of the event, and get it. If you want to grab some old or new friends and have an impromptu session, go for it. More importantly, help out your community. If someone needs help with their laptop, volunteer. If someone can't find the restroom, show them. See some trash on the ground? Pick it up. Need help? Ask, ask loudly, ask often.

Second, **PodCamp obeys the Law of Two Feet**: you don't need to attend anything you don't want to. That may be a session, a conversation, a party, or whatever. No one will fault you for getting up in the middle of a session to go to a different one, or just head out into the hall to see what conversations are happening.

Third, **PodCamp is about community first**. If you have a product or service, please do attend to learn how to use new media to promote it, but make your focus on building personal friendships at PodCamp, instead of "pitching" to participants at the event. Business cards are mental bookmarks to continue conversations, not a greeting.

Finally, **have fun at PodCamp**. New media is an exciting space to work or play in, and PodCamps are a great way to connect with new friends and build new relationships.

Best regards,

Christopher S. Penn and Chris Brogan  
and the PodCamp Boston Organizer Team



Photo Credit: CC Chapman

# PodCamp Boston 5: An Introduction

It's summer of 2006. MySpace is the hottest thing since sliced bread. Some goofy network called FaceBook is out there, but only college students really use it. Italy just won the World Cup, a new video sharing site called YouTube is just getting rolling, and a couple of folks at podcasting company Odeo get ready to roll out an internal communications system called Twitter. None of that is the hot buzz, however. What's really hot is a media delivery technology called podcasting.

The previous summer, Apple Computer Inc. had rolled out iTunes 4.9 which incorporated support for podcasts, and suddenly everyone with an iPod could tune into this new form of portable media broadcasting. Podcasting conferences cropped up all over the West Coast, from Podcast Academy to Podcast Hotel to Podcast & Portable Media Expo. Everyone was trying to get into podcasting in one way or another, from hobbyists seeking new channels to independent media folks looking to distribute outside of the mainstream broadcast methods to entrepreneurs looking to quit their day jobs.

Podcasting seemed to have really cool conferences... on the West Coast. Two guys named Chris Brogan and Christopher Penn decided that they weren't willing to invest thousands of dollars traveling across the country for what was effectively a hobby at the time, so they got together Steve Garfield, Adam Weiss, Bryan Person, and Susan Kaup to create a podcasting conference on the East Coast. Only... they had no idea what they were doing. "Wing it" and "make stuff up that sounds good" were standard operating procedures. They copied the model of conference used at BarCamp Boston (open space, community-run, anyone can participate), modified it to fit new media instead of software development, managed to rent some space at Bunker Hill Community College, and thus was born PodCamp.

No one was even sure if people would show up. The organizing team guessed that maybe 50 would, and that'd be a good showing. Instead, 300 people showed up and PodCamp suddenly went from a small gathering to a large movement overnight. Within days of the conference, other cities including Pittsburgh, San Francisco, Copenhagen, Berlin, and many more would launch their own PodCamps.

Five years after the first PodCamp, nearly 100 have happened all around the world, from Stockholm to Capetown. In that time, new media channels have exploded from just podcasting to social networking, live video on the Web, and more ways to communicate than ever before. PodCamp has changed with the times as well, but retains its core mission and values: to help you learn, share, and grow your new media skills.

We're pleased to have you here in Boston for the 5th anniversary of PodCamp and hope you'll find PodCamp Boston 5 as illuminating as the very first PodCamp was.

# PodCamp Boston 5: Thanks to our Sponsors

## You

Coffee and Lunch provided by:



**Microsoft**  
New England Research  
& Development Center



# **PodCamp Boston 5: Event On-Site Details**

**Want to follow PodCamp Boston participants?  
Visit: <http://tweepml.org/PodCamp-Boston-5/>**

**WiFi Network: Cambridge  
WiFi Network Password: pb925**

# PodCamp Boston 5: Local Area Map

**If you can humanly avoid it, do not bring a car into the City of Boston.**



Venue: Microsoft NERD Center  
One Memorial Drive, Suite 100  
Cambridge, MA 02142

Nearest Exit: Exit 18, I-90 or Exit 26, I-93  
Nearest Train: Amtrak, South Station  
Nearest Subway: Red Line, Kendall/MIT  
Nearest Airport: Logan Int'l (BOS)



# PodCamp Boston 5: Taxi Directory

- Ambassador Brattle Taxi and Yellow Cab [www.brattlecourier.com](http://www.brattlecourier.com) - (617) 492-1100
- Cambridge Taxi Cab [www.cambridgecab.com](http://www.cambridgecab.com) - (617) 583-5555
- Cambridge Checker Cab - (617) 497-9000
- Cambridge Star Taxi [www.cambridgestartaxi.com](http://www.cambridgestartaxi.com) - (617) 876-1700
- Cambridge Union Taxi - (617) 661-2500
- Cambridge Cab Co. - (617) 498-0006

# PodCamp Boston 5: Saturday Schedule

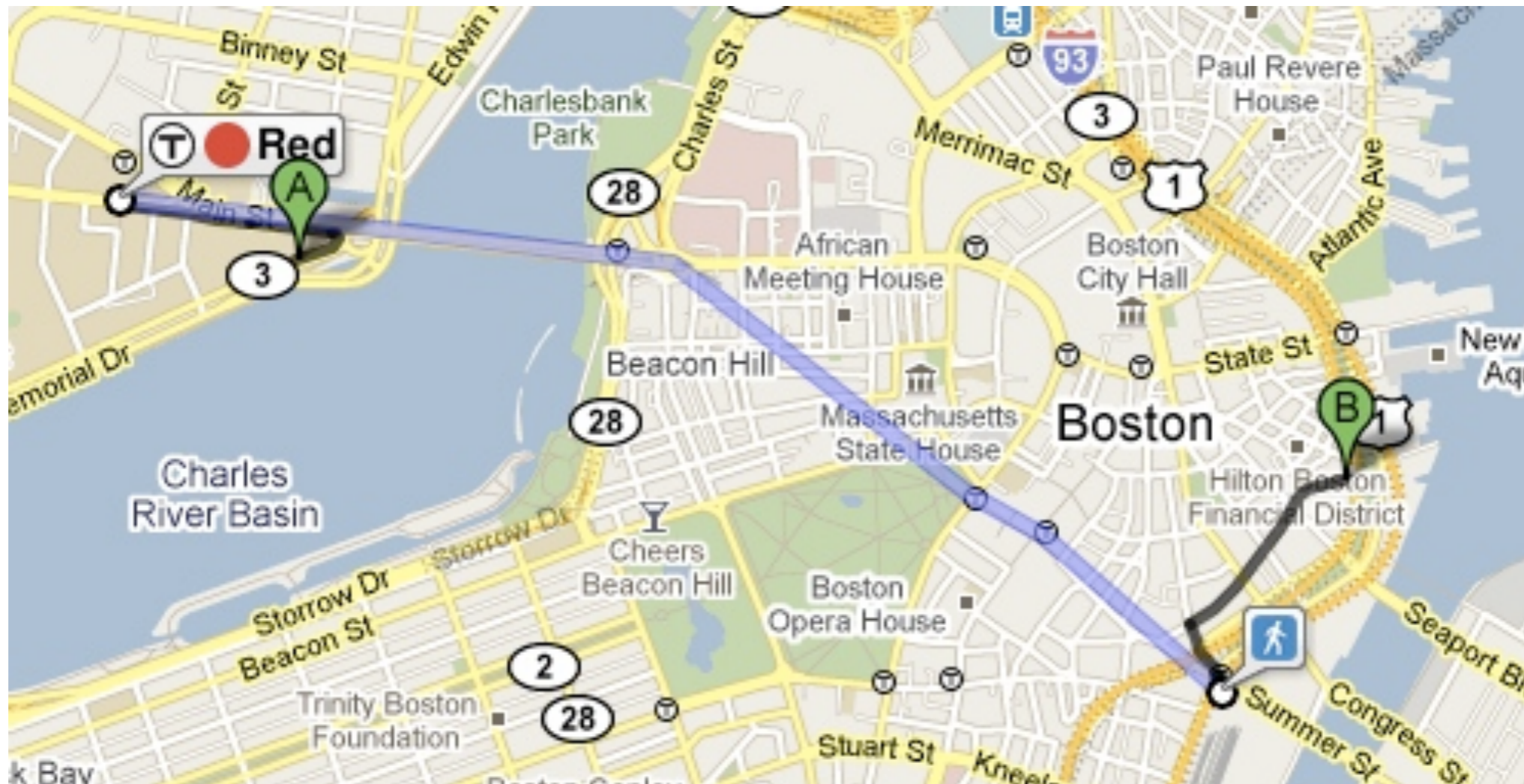
	Mann	Paul	Sampson	Adams	Penn	Brogan
8 - 8:45 AM	<b>Sign in, registration, badge pickup, coffee sponsored by BatchBlue</b>					
9 - 9:45 AM	Chris Penn and Chris Brogan: A look back at 5 years of PodCamp, preparing for the future					
10 - 10:45 AM	Len Edgerly - Paging Ahead: Tips & Tools for E-Book Mastery	Steve Sherlock - Blogging 100/101/102	Todd Van Hoosear - Monitoring, Management & the Promise of Social CRM	Dave Wieneke & Scott Brinker - Future Focus: Social Media on a Web 3.0 Pageless / Siteless Web	Open Discussions	Open Discussions
11 - 11:45 AM	John Wall and Chris Penn - Marketing Over Coffee LIVE	Dennis Callahan - Learnstreaming	Marc A. Pitman - Social Media for Fundraising and Nonprofit Marketing	john blue - Agvocracy: How agriculture uses digital tools to share stories	Open Discussions	Open Discussions
12 - 2 PM	<b>Lunch: Sponsored by Boloco</b>					
2 - 2:45 PM	Wayne Kurtzman - Measuring Social Media	Michael Daniel - Clearing the Hurdles	Stever Robbins - From Podcast to Published Author	Travell Perkins - A Reasonable Software Architecture for Your Next Big Idea	Open Discussions	Open Discussions
3 - 3:45 PM	Tamsen McMahon - A Scientific Approach to Social Media	Cliff Ravenscraft - How Podcasting About Your Passion Became Your Full-Time Career!	Skip Bensley - The Return of the Visual Suspects...	Nagubandi Sri - SEO & Social Search 101 & Site Clinic	Open Discussions	Open Discussions
4 - 4:30 PM	<b>Closing</b>					
6 - 9 PM	<b>Afterparty at Revolution Rock Bar</b>					

# Podcamp Boston 5: After Party

Revolution Rock Bar 6-9 PM. 200 High Street #3, Boston, MA. Featuring Paul Durham from Black Lab from 7:30 - 8:30 P.M.

Non-attendees are welcome, but they must purchase a ticket at <http://pcb5party.eventbrite.com/>.

Map:



# Podcamp Boston 5 After Party Directions

## How to get to Revolution Rock Bar from NERD:

1. Walk to the Kendall/MIT Red Line Station.
2. Take the Red Line Ashmont/Braintree Train to South Station.
3. Walk down Summer St. toward High St., then turn right.
4. Alternatively walk down Purchase St. until you reach High St.
5. Revolution Rock Bar is at 200 High St. #3.
6. Need help? Send a message to @PodcampBoston on Twitter



# PodCamp Boston 5: Sunday Schedule

	Mann	Paul	Sampson	Adams	Penn	Brogan
<b>8 - 8:45 AM</b>	<b>Sign in, registration, badge pickup, coffee sponsored by BatchBlue</b>					
<b>9 - 9:45 AM</b>	Kelle Sparta - Is Social Media Right for My Business?	Erik Fisher - Social Media Serenity	David Wells - Social Media for Social Good	Rodrigo Martucci - Social Media in Latin America	Open Discussions	Open Discussions
<b>10 - 10:45 AM</b>	Paul Gillin - B2B Social Media - Really!	Michelle Wolverton - Using Social Media for Competitive Intelligence	Lesley Lambert - Advanced Twitter Tips	Pattie SImone - Flip for Your Organization	Open Discussions	Open Discussions
<b>11 - 11:45 AM</b>	Tamsen McMahon - Mosaic Branding	Morriss Partee - Geolocation	Skip Bensley - The future of Online Video	James Ringrose - Is video part of your marketing communications strategy...don't get left	Open Discussions	Open Discussions
<b>12 - 2 PM</b>	<b>Lunch: Sponsored by Boloco</b>					
<b>2 - 2:45 PM</b>	Christopher Penn - Podcasting 101: five years later	Chris, Abraham - How to Effectively Reach Thousands of Bloggers with Your Message	Ja-Nae Duane - How to Start Your Business with \$100	Paul Lyzjn - Screencasting 101	Open Discussions	Open Discussions
<b>3 - 3:45 PM</b>	Dave Young - Social@Work: 12 Powerful Reasons To Bring Social Networking *Inside* Your	Eric Schwartzman - B2B Applications of Social Media	Peter Mello - So you wanna be a podstar!	Lane Sutton & Avrom Honig - Twitter, Facebook, Foursquare... It's Taking Over Our Lives!	Open Discussions	Open Discussions
<b>4 - 4:30 PM</b>	<b>Closing</b>					

# PodCamp Boston 5: Helpful Hints and Suggestions

- **Bring government issued photo ID** and have it on your person at all times.
- PodCamp is a mobile event - you'll be wandering around from session to session a lot, so **wear comfortable shoes**.
- If you bring valuables, **lock them** in your car or bring security measures with you.
- If you **find gear**, please bring it to the registration desk, or find one of the organizers, and we'll try to hook it up with its owner.
- **LABEL everything** you own! There's every likelihood that someone else will own an identical piece of gear.
- Make and bring **business cards** so people can get in contact with you and continue the conversations you start at Podcamp.

# PodCamp Boston 5: Helpful Hints and Suggestions

- Podcasting gear - opt for a small, portable rig if you own one.
- Video gear - bring a small video camera or digital camera with movie options and a monopod. Tripods are not ideal as they take up a lot of space and get tripped over.
- Networking - limited wireless access will be available. If you have a mobile phone with a data option or a portable access point via 3G, plan on using it.
- Power - bring your own 6, 8, or 10 outlet surge strip plus extension cords and offer to share. Be sure to bring plenty of batteries for any devices, and charge them in advance.
- Multimedia - plan for a slow network. If you are going to do a show, bring your content with you. (i.e. podsafe music, video clips, etc.) Do NOT expect to be able to upload a show from the site.
- 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 recorder or camera, bring LOTS of SD cards, CF cards, and DV tapes. Bring labels for everything, too.
- Medication and other items for special needs. The nearest CVS is about a 15 - 20 minute walk.

# PodCamp Boston 5: Suggestions and Tips for Presenters

- Rehearse and know your materials.
- Remember people want to talk with you, **not just read your slides**. Use photos on slides instead of words.
- Plan to use less than 50% of your time on a presentation, and more than half on discussion and conversation.
- Bring your own gear. Rooms will have projectors but may or may not have audio setups. If you plan to present using your own equipment, bring all relevant audio video connectors and cables.
- **Bring a watch**, clock, or other timekeeping device so that your session begins and ends as close to on time as possible, helping other presenters and attendees get their fair share of time as well.
- Plan for Murphy. Your presentation should be firmly in your mind so that when technology fails, as it does, you can still give one heck of a presentation. **Do not count on accessing the internet for your presentation.**

# PodCamp Boston 5: Waiver of Liability and Disclaimer

- You waive all liability to sue PodCamp, the Foundation, organizers, fellow participants, agents, proxies, and anyone affiliated with the event for any reason.
- You agree that all content created will be implicitly licensed under the Creative Commons By Attribution Share Alike Non Commercial license unless you wish to make it more free. (CC by-sa-nc US 3.0)
- You agree not to use, display, or share any content to which you do not have rights or permission to use.
- Attending PodCamp constitutes unconditional acceptance of this waiver.