



**podcamp**  
BOSTON

Schedule is subject to change.

Please note that there will be open discussion areas in the Penn and Brogan rooms. The patio will also be open to attendees.

# PodCamp Boston 5: Saturday Schedule

Please note that there will be open discussion areas in the Penn and Brogan rooms.

	Mann	Paul	Sampson	Adams
<b>8 - 8:45 AM</b>	<b>Sign in, registration, badge pickup Coffee sponsored by BatchBlue Software</b>			
<b>9 - 9:45 AM</b>	Chris Penn and Chris Brogan: A look back at 5 years of PodCamp, preparing for the future			
<b>10 - 10:45 AM</b>	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
<b>11 - 11:45 AM</b>	John Wall and Chris Penn - Marketing Over Coffee LIVE	Dennis Callahan - Learnstreaming	Marc A. Pitman - Social Media for Fundraising and Nonprofit Marketing	john blue - Agvocacy: How agriculture uses digital tools to share stories
<b>12 - 2 PM</b>	<b>Lunch - Sponsored by Boloco</b>			
<b>2 - 2:45 PM</b>	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
<b>3 - 3:45 PM</b>	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
<b>4 - 4:30 PM</b>	<b>Closing</b>			

# PodCamp Boston 5: Sunday Schedule

## - SUBJECT TO CHANGE -

	Mann	Paul	Sampson	Adams
<b>8 - 8:45 AM</b>	<b>Registration and Opening</b> Coffee sponsored by BatchBlue Software			
<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
<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
<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 behind.
<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
<b>3 - 3:45 PM</b>	Dave Young - Social@Work: 12 Powerful Reasons To Bring Social Networking *Inside* Your Company	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!
<b>4 - 4:30 PM</b>	<b>Closing</b>			