



THE UK'S 1ST NEW MEDIA UNCONFERENCE

1 & 2 SEPTEMBER 2007

NEW TECHNOLOGY CENTRE

BIRMINGHAM

PODCAMP UK

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WHAT IS PODCAMP UK?

PodCampUK is an exciting 2 day New Media event, taking place at the New Technology Institute (NTI) in the heart of central Birmingham, on September 1-2, 2007. The first PodCamp was held in Boston USA on Sept 9-10 2006. The concept is now spreading worldwide, enabling culture, commerce and connections.

The "Pod" in PodCampUK comes from podcasting; but you can expect to find anyone at a PodCamp. Podcasters, video makers, software developers, entrepreneurs, journalists, musicians, social networkers, marketers, producers, publishers, educators, actors, writers, priests, Web 2.0 gurus, all using the internet to communicate with shared media.

PodCamps use Open Space Technology; a method of convening people for a conference meeting or retreat. Attendees are seen as participants in helping to shape the event agenda and asked to generate ideas for the conference organically, by participating and leading sessions during the meeting time. In PodCamp terminology, this approach is known as the 'Unconference'. There are no rigidly defined schedules and there are no traditional keynote speakers - think of it as a grassroots trade show. Anyone with something to contribute, or with a desire to learn, is welcome and invited to join.

WHO IS BEHIND THE EVENT?

PodCampUK is part of an international grassroots new-media movement. It is being organised collectively via wiki, blog, instant message and email, by a dedicated team of UK podcasters, bloggers and new-media exponents. It is already attracting amazing support from the UK digital media community and from plugged in people in the mainstream UK media.

Representatives from BBC Radio, the Open Rights Group, Apple Europe, BTPodshow (including the "Podfather" himself, Adam Curry), The Podcast Network (TPN) and many new-media business people have already agreed to participate and lend their expertise and support. We also anticipate keen interest and attendance from European and US delegates.

It is being promoted and marketed by the UK's biggest online podcast directory Podcast Nation and sponsored by Cheeze, Digital Central, Welles Park and Jeff Pulver. It has the endorsement of the grassroots body representing the UK podcasting community, the United Kingdom Podcasters Association (UKPA) and the support of the popular electronic monthly, Podcast User Magazine

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SPONSOR INFORMATION

While the event is free for attendees, making it a reality is not free. We would love to have your company be a sponsor of PodCampUK. In return for sponsoring the event, you and your company will receive a whole slew of benefits:

What are the benefits for your organization?

- Your company's name will be splashed everywhere online, in multiple blogs, podcasts, journals, web sites and more - thousands of dollars worth of free publicity online
- Your association with the event will also generate tremendous search engine benefits for your company, as there will be literally hundreds of blogs and podcasts linking to your web site
- You'll get a complimentary "booth" at the Unexpo floor to showcase any products/services that you may want to feature
- You'll be publicly thanked at the event and have the opportunity to say 5 words (think Webby Awards speech) at the event, if you sponsor a meal, you'll be able to present those 5 words before the meal.
- If you opt to sponsor the T-Shirts, your corporate logo will appear on the right sleeve
- You'll also earn the goodwill of approximately 150 bloggers, podcasters, and others in attendance

Does this sound like something that would be a good fit for your organization? We hope so. PodCampUK could be one of the biggest, most talked-about events in the UK this year; for podcasters, bloggers, and well-connected people. Please let us know, what steps can we take to have you be the most important part of this event? Thank you in advance for your generosity!

Note: Sponsorship availability opportunities are now strictly limited. Please contact us now to have your company or organization be part of this unique event.

Contact: John Buckley: PodCampUK Organizer

Email: jhwbuckley@gmail.com

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HOW CAN YOU HELP?

SIGN UP:

Head to the wiki on the Wiki at <http://podcamp.pbwiki.com/PodCampUK> to give a 5-minute lightning talk about your experience with podcasting, videoblogging, Web 2.0/social-media tools or anything thing else you can think of. Or give a 30-minute session if you've got enough material. Come and share your knowledge.

Really shy or new to the space? Try signing up for a Round Table Discussion and let the others start off the conversation before you join in.

BRING YOUR GEAR:

We'll be doing lots of hands-on learning at this event, including how-to on recording techniques, editing skills, video composition, podsafes music, and plenty more. Don't see what you want to know? Request a session. Have something to add that we haven't considered? Throw it up there.

SPREAD THE WORD:

If you've already signed up, thanks! Please spread this around and get the word out. Talk about it on your blog as the event approaches, mention it on your podcast (if you have one) this event is the kind you DON'T want to miss, and I imagine some of your friends won't want to miss it, either. We're hoping you can attend this landmark experience.

JOIN US!

Website: <http://podcampuk.com>

Wiki: <http://podcamp.pbwiki.com/PodCampUK>

Podcast RSS Feed: <http://feeds.feedburner.com/Podcampuk>

Facebook Group: <http://www.facebook.com/group.php?gid=2369610558>

Blip.tv : <http://podcampuk.blip.tv/>

Email: podcampuk@gmail.com