



podcamp6 PITTSBURGH

Attendee's Guide to PodCamp Pittsburgh 6

SEPTEMBER 17-18, 2011

PodCamp Pittsburgh 6

You are receiving this packet because you have registered for PodCamp Pittsburgh 6. The enclosed information will help you get the most out of your PodCamp experience.

About PodCamp

PodCamp is a community UnConference for new media enthusiasts and professional — bloggers, podcasters, YouTubers, social networkers, and anyone curious about new media. The first PodCamp was held September 8–10, 2006 in Boston, Massachusetts... and, two months later, Pittsburgh hosted the world's second PodCamp. Since then, PodCamps have been held around the world, from California to Sweden and Ireland to South Africa.

Why "PodCamp"?

PodCamp follows the unique open-format tradition of BarCamp, in which the attendees create the schedule. And, since "podcasting" was the buzzword surrounding web audio and video in 2006, it was applied to the event's name. Despite this grammatical limitation, all types of social media creators — including bloggers, designers, photographers, programmers and animators — benefit from PodCamp Pittsburgh.

Creative Commons



PodCamp Pittsburgh operates under a Creative Commons Attribution-NonCommercial-Share Alike license. Basically, any content (audio, video, blogs, photographs) you create at a PodCamp event has to be shared freely with *noncommercial* users, provided that future users give you credit. More information about this can be found at creativecommons.org.

Tag your Content

If you create media at or about PodCamp Pittsburgh 6, please use the tag "PCPGH6". This allows everyone searching for content related to PCPGH6 to find it easily and efficiently. Content tagged "PCPGH5" can be found in the Community section of PodCampPittsburgh.com.

Additional PodCamp tags include:

#pcpgh	#pcpgh4
#pcpgh1	#pcpgh5
#pcpgh2	#podcampsppittsburgh
#pcpgh3	#eveningwithpodcamp

Rules that Govern PodCamp

The PodCamp Foundation specifies 6 rules which govern what may or may not be called a PodCamp:

1. All attendees must be treated equally. Everyone is a rockstar.
2. All content created must be released under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 license (a copy of this license is provided on the next page).
3. All attendees must be allowed to participate (subject to limitations of physical space, of course). Please be courteous to attendees from all levels of social media experience, and do not monopolize sessions.
4. All sessions must obey the Law of 2 Feet — if you're not getting what you want out of a session, you're welcome to walk out and do something else. It's YOUR event! (Just be courteous to others while exiting the session.)
5. The event must be new-media focused — blogging, audio podcasting, video on the net, etc.
6. The financials of a PodCamp must be fully disclosed in an open ledger, except for any donor/sponsor who wishes to remain anonymous.

Additionally, we have a few suggestions for maximizing your experience at PodCamp Pittsburgh:

1. We encourage you to photograph, record, stream, blog and microblog as much of the conference as possible. Of course, this also means that as an attendee you may be recorded in others' media.
2. Please tag all posted content with "PCPGH6." This will help others find and link to your content. Other suggested keywords are "PodCamp" and "Pittsburgh."
3. Follow @PCPGH on Twitter, and keep an eye out for "Twitter Fall" screens around the event. Every message with #PCPGH6 or @PCPGH will appear in the Twitter Fall.
4. Sometimes the best learning and conversations happen between sessions. We encourage you to meet as many people as possible to exchange business cards, Twitter names etc. Feel free to wander around the event space to have great conversations.
5. It's an UNconference, so make it your own! Ask questions and have fun.

Helpful Tips

1. Charge all device batteries.
2. Bring plenty of business cards, and get cards from others.
3. After the conference, connect with your new contacts on social networking sites.
4. Arrive on time. You might miss something important if you come in halfway through...
5. ... however, if you're not learning what you wanted to learn, feel free to leave. Better to join another session midway through than to learn nothing at all.
6. Ask questions (when the session leader invites them).
7. If you have more questions than the session has time, continue the conversation outside.
8. Wear comfortable shoes & clothing. There will be socializing after Saturday's sessions so dress accordingly.
9. Bring a notebook/laptop/recording device — you might hear something mind-blowing, and you don't want to forget it.
10. Don't forget your chargers and power cords!

If You're Leading a Session...

1. Plan in advance. 45 minutes is never enough time to say everything you want to say, but it's an eternity when you have nothing to say.
2. Start promptly. End on time or earlier. If your audience still has questions, feel free to carry the conversation to the hallway or a lounge, but let the next speaker get set up so they can start on time, too.
3. Visuals always help (especially interesting ones).
4. Something always breaks. Be prepared. If you don't have a flash drive with your Power Point backed up, at least know how to juggle (and then ask a PCPGH6 volunteer for tech help).
5. Take questions from the audience. Otherwise, how will you know if you're making sense?
6. If your audience knows less about your subject than you thought they would, please be flexible and simplify your session. Better that you teach them something useful than to not teach them anything at all.

Schedule of Sessions: Saturday

Check podcamp pittsburgh.com for full session descriptions and up-to-the-minute information.

	The Hub	Room B	Room C	Room D	Room E
9:00	Keynote Address – Norman Huelsman & Jeremy Fuksa				
10:00	Blogging 101: Intro to Blogging (Andrea Laurion)	Social Media and Your Career (Alex Audia, Christina Morgan, Christina Unger, Katie Vojtko)	Social Media 101: Twitter's Not a Bird Noise and Facebook's Not a Hardback Novel (Missy Sorg)	SEO: All You Want to Know in an Open Discussion (Andy Quayle of Tubu.Net)	Elements of Social Storytelling (Shawn Graham & Tom Kubilius)
11:00	Blogging 201: Keeping Your Blog Going (Michelle Hammons)	Financial Planning for Freelancers (Russell Dunkin)	Social Media 201: Now That I Know What Social Media Is, How Do I Use It (Missy Sorg)	Integrating Social Media in a Business that has None (Dan Tallarico)	Just Give Me 10 - How You Can Be A Social Media Superhero (Christopher Whitlatch, Joe Wos, Sue Kerr)
12:00	Lunch				
1:00	X Myths About Social Media (Justin Kownacki)	Getting the Most from Your Facebook Page in 2011 (Brian Honigman)	Presenting Data via Blogs and Social Media (Paul Ricci)	Blogging Grief: Why, How, and Resources (Dawn Patton)	Podcasting 101: Picking Up a Mic (Hutch Baille, Jr. & Shell Renee)
2:00	A Personal Journey Into Social Media and How It Has Been Used to Grow a Business (Chris Dilla)	Generating a Realistic Income with WordPress and Affiliate Marketing (Darren Zapsky)	StumbleUpon: Discovering and Promoting the Best of the Web (Michelle Hammons)	Blog Trolls (Dawn Patton, Lisa Jenkins, Eric Williams, Mike Pound, Andy Quayle, and Danielle Jackson Thorne)	Podcasting 201: So It's More Than Just Picking Up a Mic (Nick Marino)
3:00	Blogging Boundaries - How to Prevent Your Blog From Ruining Your Life and Still Be Interesting (Britt Reints)	Rivals.com: The Power of a Network (Carla Swank)	Social Responsibility Can Be Big Business (Norm Huelsman and Rebecca Gaynier)	On-line Bullies (Lisa Jenkins and Dawn Patton)	Becoming Guinevere: How to Be Anonymous Online and Still Get Known (Jennifer Matesa)
4:00	Closing remarks and clean-up				

Schedule of Sessions: Sunday

Check podcamp pittsburgh.com for full session descriptions and up-to-the-minute information.

	The Hub	Room B	Room C	Room D	Room E
9:00	Welcome Back - Norman Huelsman and Sean Ammirati				
10:00	How "Social Media (Twitter, Blogs, Facebook, etc) Has Changed How The Congress Does Business (David DeAngelo with Congressman Mike Doyle)	Get More With Drupal Gardens (Fen Labalme)	Open Session	Life of a \$50 Web Experiment: A Case Study in Viral Interest (John Campbell, David Smith, Nick Cobler)	Anonymity in political blogging and commentary affecting political discourse on the web (Ed Heath)
11:00	Who are these people? Using Google Analytics to learn about your audience (Craig Baker)	Unicorns, Social Media and Small Business (Shawn Graham)	The Importance of Info-Graphics (Bryan McHenry, Jeremy Teckmeyer, Dave Artuso)	10 Things I Learned from 5 Years of Podcasting (Michael Sorg)	Video Podcasting 101: Starting a Video Podcast (Ward Miller)
12:00	Lunch				
1:00	Advanced Tactics with Wirecast (Michael Sorg)	Writing Down Your Crazy: Transforming Obsessive Collecting Into a Blog (Paul Rosenblatt)	Dual-Role Characters in Videos (Michael Fedor)	Open Session	Video Podcasting 201: Open Discussion
2:00	Live Video Podcasting: We're Doing a Live Broadcast of the AwesomeCast (Michael Sorg, Rob De La Cretaz)	Finding Your Social Soul (Shawn Graham)	Motivate Me! A Non-Profit's Guide to Engaging Individuals (Melissa Carey)	Buzzer Blog Live Internet Game Show Session	Open Session
3:00	Closing remarks and clean-up				

What to Expect

Friday Night Meet 'N' Greet

AlphaLab (2325 East Carson Street, 15203) will host our official meet 'n' greet event from 7 to 9 p.m. on Friday, Sept. 16.

Enjoy appetizers, drinks and the opportunity to meet your fellow social media explorers, all under the roof of Pittsburgh's new incubator for tech startups. alphalab.org

Checking in on Saturday & Sunday

When you get to **Point Park University (University Center Building 414 Wood Street, Pittsburgh, PA)**. Registration is located inside the front doors upon entering the building.

VIP registrants will pick up VIP name badges and "swag bags" when you sign in at the Registration Desk.

Breakfast & Lunch

Both are provided on Saturday and Sunday. Breakfast will consist of bagels, muffins and coffee located outside of the Hub on the 2nd floor. Boxed lunches will be available on Saturday and Sunday in Lawrence Hall. (on the corner of Boulevard of the Allies and Wood St.). We will provide vegetarian-friendly options.

If you need other food, please plan accordingly, as the food offerings in downtown Pittsburgh on the weekend are slim and mostly consist of fast food.

Room Layout

This year, PodCamp will be held on the 2nd and 3rd floors of Point Park University, University Center Building.

The Hub (2nd floor)

Room B (2nd floor)

Room C (2nd floor)

Room D (3rd floor)

Room E (3rd floor)

Wireless Access

1. On your PC or Mac, first connect to the Point Park Wireless. The SSID will appear as "PointPark"

2. Open your Internet Browser (either Internet Explorer or Firefox are recommended). You should then be directed to a login page as seen below:

Note: You may receive an Invalid Security Certificate Error, if so please either click the option to continue to the website (Internet explorer) or add the exception (Firefox)

3. You can now use your Guest WiFi username and password to connect to the WiFi:

Username: 69952010

Password: 96321345

What to Expect

Streaming Video

We also want to remind all attendees that we will have live streaming video in each of the main classrooms. The cameras are recording and will be redistributed online at a later date. We want to remind you that you maybe on camera.

If you have a conversation near the camera even in between sessions the people watching at home can still hear your conversation. So please be mindful of your surroundings. (Note we won't be redistributing what is captured in between sessions).

Streaming Video Chat Rooms

A great feature of the Vivo Video feeds is the ability to provide a chat room for each video stream. This allows the people watching to communicate with each other and with the session. We are asking that PodCamp Pittsburgh attendees keep an eye on the chat room during sessions. If you are sitting next to the video feed laptop feel free to monitor the chat and participate.

Say Cheese! Disclaimer Time

By attending PodCamp Pittsburgh you acknowledge that your image maybe photographed or digitally recorded via video or audio. You are also acknowledging that your image or voice maybe used in content created from the event and redistributed on the web. PodCamp Pittsburgh is not responsible for how such content will be used.

There will be many attendees with recording equipment and it is very likely you will be caught on camera. PodCamp Pittsburgh is a new media event with all the bells and whistles so we just want to remind you of this fact in advance.

Parking

There are many parking garages around the event. Two on the Boulevard of the Allies, one on 3rd Ave (one block from the building) and others on Smithfield Street.

Garages will be open on Saturday, but maybe closed on Sunday.

Name Badges

PodCamp Pittsburgh likes to give everyone the opportunity to print and bring your own name badges. You can customize your badge and make sure the info you want to share is there. We will have blank name badges at the registration table.

The badge templates are available and have been attached to the same email that you received this guide.

PodCamp would also like to thank Pair Networks for sponsoring this years badge.



"It's great that you're here. Thanks for being part of the community. Thanks for being rockstars!"

—Chris Brogan, founder of PodCamp

The PodCamp Pittsburgh organizers would like to thank the following sponsors for helping to make PCPGH6 possible:



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