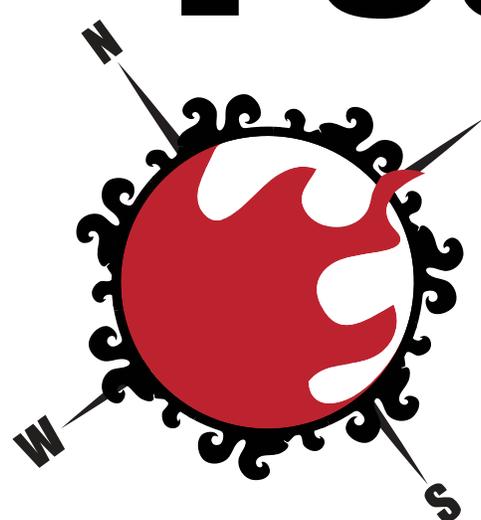


A large, abstract red graphic in the top right corner, resembling a stylized flame or a series of overlapping, curved shapes.

**Welcome  
to**

# Podcamp East

A circular logo with a black, ornate, scalloped border. Inside the circle, there is a red and white abstract shape that resembles a stylized flame or a drop. Four lines radiate from the center of the circle to the corners, ending in small black squares, representing a compass rose with the letters N, S, E, and W.

**Wilmington, DE**

**September 29-30, 2012**

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Once upon a time, there was a little event that two guys started in Boston. Named after BarCamp, they called it PodCamp and expected 50 people to show up. Instead 300 people came and started a movement. Today, PodCamps have occurred on every continent except Antarctica and have helped thousands of people around the world learn, share, and grow their new media skills.

After years of great events, this year the organizers of PodCamps Boston, NH and Philly are trying something new: PodCamp East. We recognize that times call for a little more thrifty approach to attending conferences, so rather than litter the East Coast with lots of events, we're bringing together 3 PodCamps into one

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## What is a PodCamp?

A PodCamp is a BarCamp-style UnConference dedicated to digital and social media including podcasting, blogging, Search Engine Optimization and all facets of “new media.” As digital marketing and content creation have taken off, lots of conferences have been come into being, but few of them are as community-centric as PodCamp. Our speakers are unpaid volunteers who mix with other attendees to exchange ideas for the benefit of everyone. You’ll always find someone at PodCamp who can help you with a new approach to solving a problem on a new idea to help you take your project to the next level. But that’s not all: you as attendees are expected to be an active participant, not just a passive observer. So if you have a question ask it, or if you can help answer a question then jump right in! No matter whether you’re an industry veteran or new media “newbie,” you’ll find that PodCamp offers low cost, high-quality, user-generated content in a welcoming, all-inclusive environment.

## This Year’s Theme: Entrepreneurship

Typically PodCamps adopt a theme for each event and this year Entrepreneurship is our focus. Whether professional or personal, PodCamp East will revolve around how you can take your passion and projects to the next level? Hosting PodCamp in Delaware (the epicenter of corporate formations) we want to help people flesh out their business or non-profit ideas and even consider trying their own start-up if they want. PodCamp East is intended to help you understand how to leverage the digital space to promote your projects on and off line. Whether you’re a professional or a newbie, you’re sure to meet new people, learn valuable information and have a good time doing it.

## The Spirit of PodCamp

PodCamp is about people willingly coming together to share, teach, learn and grow, becoming better at what we do and sharing it with the world. Whether you’re a Fortune 500 executive or a grade school student, we all have unique experiences that others can learn from.

## A Note About Admission Fees

Traditionally PodCamps have been free of charge for all participants, however in recent years this created a logistical headache for organizers; with no cost, a large portion of attendees failed to show. As a result, a compromise was developed that involves charging attendees a small fee. In keeping with PodCamp’s desire to be a community-centric event, we donate the proceeds to a worthwhile local community organization. For 2012 PodCamp East will be

donating all proceeds to Tech Girlz. Tech Girlz provides young women programming to encourage participation in science and technology today, as well as providing a solid foundation of peers, mentors and positive role models. Thanks for your understanding and support!  
<http://www.techgirlz.org/>

## What to Expect

An unconference is a meeting where the content of the sessions is driven and created by the participants. Since the quality of PodCamp East is dependent on you, the participant, we encourage your active contribution. So, regardless of your level of experience, get up, ask questions, share your knowledge and live the spirit of PodCamp.

## PodCamp East Basics

Ok, let’s go over a few basics. PodCamp East is being held in one building at:

### Delaware Technical Community College

333 Shipley Street  
Wilmington, Delaware 19801

## Registration

Registration for PodCamp will start at 8:00 am Saturday and 9:00 am Sunday in the Del Tech Conference Center. Registered attendees will be provided a name tag, UnConference session schedules and any other free stuff we have lying around. Sponsor donated freebies will be available on a first come, first served basis.

## Internet Connectivity

WiFi Internet access will available for all conference attendees; connection information will be available at the venue on the day(s) of the event.

## Rules that Govern PodCamp

- 1) All content created must be released under a Creative Commons license: <http://creativecommons.org/licenses/by-nc-sa/3.0/> This means if pictures are taken of you at Podcamp, they will likely end up on the internet. So may your presentation, etc. We encourage presenters to share their content through their blog, slideshare and more, using a Creative Commons license. If you’re not willing to share it, don’t present it at PodCamp.
- 2) All attendees must be allowed to participate. (subject to limitations of physical space, of course) This means, in practice, that anyone signing up to attend can speak, and we will hold at least one room open all day for day-of impromptu

sessions as well as all pre-planned sessions. Unlike Barcamp that creates its program of sessions onsite, the morning of the conference, we've found planning sessions ahead allows people to know what to expect and generally leads to higher quality sessions. That said, impromptu sessions, when a speaker cancels at the last minute, or you decide you need someone to teach you all about Final Cut, can sometimes be the most valuable experience you have. The key is to be flexible, and if you don't find a session you need, propose your own or go create your own on the spot.

- 3) Please allow other to express their views and do not monopolize the session.
- 4) All sessions must obey the Law of 2 Feet – if you're not getting what you want out of the session, you can and should walk out and do something else. You are in charge of your own learning. We provide the paint, canvas and brushes- the rest is up to you.
- 5) All attendees must be treated equally. Everyone is a rock star. Everyone has something to contribute, so please- put in your two cents, share and learn. You'll get the most out of PodCamp by becoming an active participant.
- 6) Make the Most of it - It's Your PodCamp, Hey, if you don't find a session that covers a particular topic, create one yourself! Meeting rooms are freely available so schedule your session on the board at the Registration Desk; it may be what a lot of other people are looking for too.

## Facility Amenities

The facilities at Delaware Tech offer a clean, modern, technically advanced facility to get the most out of the PodCamp experience. Classrooms and conference rooms feature state of the art equipment including WiFi, overhead projectors and teleconferencing equipment to help presenters and attendees share ideas without technical limitation.

## Transportation

PodCamp East is being held at Wilmington Delaware's Delaware Technical Community College. Centrally located between New York City and Washington, D.C. the Del Tech Campus is only minutes from Interstate 95 and easily accessible by air, train, and car:

**Air** - Philadelphia International Airport is approximately 20 miles from campus.

**Train** - PodCamp is within walking distance of the Wilmington Train Station (AMTRACK)

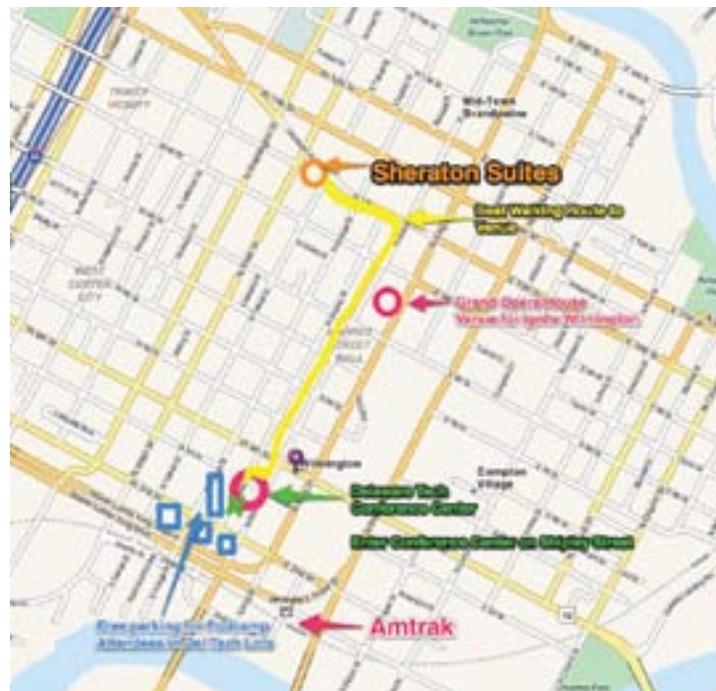
**Car** - PodCamp is located in downtown Wilmington, DE just off of I-95. Plenty of free parking is available (*see map*).

**Taxis** are fairly plentiful.

For computer aided mapping purposes, the address of Del Tech is:

333 Shipley Street  
Wilmington, Delaware 19801

## Event Map



## Lunch Options

There are a variety of food options in and around the Del Tech Campus. Some local options include:

Bains Deli <http://www.bainsdeliwillmington.com/>

Mystic Pizza

Zaikka Indian Grill <http://www.zaikka.com/>

Shenanigan's Irish Pub & Grill <http://www.shenanigansonmarket.com/>

## Places to Stay

This year, PodCamp East has a special rate for Sheraton Suites Wilmington. More Info Here:

Sheraton Suites Wilmington  
422 Delaware Ave.  
Wilmington, DE 19801  
(302) 654-8300

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## Saturday Night Events

Once PodCamp concludes on Saturday, it's time to have some fun with new friends and we have a couple fun events planned at Wilmington's Grand Opera House. Also known as The Grand (<http://www.thegrandwilmington.org/>), this facility has been described as "one of the finest remaining examples of 19th century cast iron architecture in America" and is on the National Register of Historic Places. Events include:

### Dinner at the Grand

The Grand is hosting a delicious buffet meal starting at 6pm. The cost is \$20. Attendees must call The Grand for reservations (302) 652-5577 by Thursday the 27th.

### Ignite Wilmington

We're thrilled that Ignite Wilmington (<http://www.ignitewilmington.com/>) has chosen to host an event at The Grand in conjunction with PodCamp East. As one of the region's preeminent entrepreneurial events, Ignite Wilmington presents passionate speakers from Wilmington's creative and technical communities talking about interesting current projects or favorite ideas. More interestingly, speakers only have 20 slides to communicate their point with 15 seconds allotted to each slide. Intended to bring people together to share ideas and have fun, this is sure to be a great time. Tickets are \$10. Attendees must call The Grand for reservations (302) 652-5577 by Thursday the 27th.

## Helpful Tips

- Print out a map and guide in advance
- Plan your time to include social interaction and networking
- Charge all device batteries
- Bring BUSINESS CARDS so people can get in contact with you.
- Wear comfortable shoes and clothing
- Pack light and mobile
- Please secure your valuables

## Things to Bring

- Light, portable gear. Items like an Edirol, iRiver or small DV video cam will work well and give your back a break.
- Networking - You'll be able to get internet connectivity through hard-wired access, so bring a CAT5 cable. We may have freebies, but don't count on it

- Power - There are lots of electrical outlets built into the desks in several of the presentation rooms and in the classrooms. You are welcome to bring your own power strip, and be neighborly - offer to share if needed!
- 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 audio recorder or camera, bring LOTS of SD cards, CF cards, and DV tapes. Bring labels for everything, too.

## Advice for Session Leaders

A BarCamp-style conference is an ad-hoc gathering born from the desire for people to share and learn in an open environment. It is an intense event with discussions, demos, and interaction from participants. Therefore sessions are not intended to be a monologue, so anticipate and encourage interactivity.

Before you prepare your session, we request that you read this page:

<http://scripting.wordpress.com/2006/03/05/what-is-an-unconference/> to get a feel for what an unconference is and how you can best fit your session into the spirit that drives PodCamp East. Otherwise, here are a few tips:

- Rehearse.
- Start and end your session on time. Please respect the time of others.
- Know your stuff. Be ready for off the wall questions.
- Plan for 50% (20 min.) presenting and 50% interactivity, questions, etc...
- Be prepared for Murphy's Law. Have backup materials just in case.
- Be flexible in scheduling; we will try to accommodate requests.
- For serious problems contact Whitney Hoffman (302) 562-6507

## Equipment for Session Leaders

Del Tech's facilities include smart classrooms that offer white boards, projectors, PA systems and the like. However, be prepare for anything; we recommend that you bring the necessary converters or special equipment to ensure that your presentation goes off without a hitch.

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## Event Schedule

Event	Day and Time	Location
Registration	Saturday 8am - 8:45am	Del Tech
Lunch	Saturday 11:30am - 12:30pm	Del Tech
Dinner at The Grand (see pg 4 for details)	Saturday 6pm	The Grand Opera House
Ignite Wilmington (see pg 4 for details)	Saturday 7:30pm	The Grand Opera House
Registration	Sunday 9am - 9:50am	Del Tech
Lunch	Sunday 12 noon - 1pm	Del Tech
Close	Sunday 4pm - 4:30pm	Del Tech

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## Session Descriptions

### Saturday 9:30-10:20

#### C.C. Chapman: What happened to the passion?

It seems that today everyone is focusing on gaining attention instead of doing something they love. This session will look back at where we've been and where I think we need to go.

#### Cecily Kellogg: Stop giving away your content to social networks! Get a blog and own it

Talking about why, in a sea of social networks, your blog is still the best place to put your best work. Unlike other sites that neither save, allow you to export, or even actually own your content, a blog is still a place that is yours and yours alone.

#### Valerie Gaydos: Winning presentations for raising capital

There are different types of presentations for different audiences. Knowing how to communicate your presentation effectively on all levels, ranging from the verbal to the written presentation, is vital to funding success. Let Valerie Gaydos, President and CEO of Capital Growth, Inc., teach you how to prepare your company to compete for angel investor dollars most effectively and efficiently.

#### Paul Muller: Podcasting 101—introduction

Short form presentation introducing the medium to people who may not be familiar, Followed by a question and answer session.

#### Keith McGinnis: I wanna go fast!

Everyone now knows page load speed impact SEO ranking. Not to mention conversions, time on site and abandonment. In this session we'll discuss solutions for speed problems from end-to-end. We'll cover DNS, site

hosting, web server tweaks, DB tweaks, accelerating PHP, multiple levels of caching, employing a CDN, and some tools to see how you are doing.

#### David Dylan Thomas: Links as language—how hyperlinks are changing the way we read and write

They're the most basic technology on the web, but we underestimate just how much links are changing the way we read and write. Links give writers a way to play with reader expectations and give readers a way to turn the act of reading into a form of gameplay. We'll discuss how links actually create meaning, how to use them as an artful writing tool, and how all of this is changing the very nature of knowledge in the 21st century.

#### Reed Gustow: Wordpress from the ground up—creating content

I'll show you the key features and options of this powerful blogging and website creation program and get you started creating blog posts and website pages. No code knowledge needed!

### Saturday 10:30-11:20

#### Jeffrey Salvitti: Google+ basics

How to Produce an Awesome Hangout: Promotion, Production, Presentation

#### Bill Rowland: Maximum impact SEO—high reward tactics that move the needle

Whether You Have a blog, podcast or business, a solid understanding of SEO is critical to helping users find you on the internet. Get an understanding of the most impactful activities you can pursue to get ranked and beat your competition.

*Saturday 10:30-11:20 continued*

**Philip Campbell: The sonar of socia**

How fibrecamp.tv is building a series of popup social media studios out of empty spaces and also getting ready for nottingham city to go gigabit connected.

**Reed Gustow: WordPress from the ground up—themes, plugins and administering your site**

Learn everything you need to configure, customize and control your site or blog: users, settings, commenting, themes, and plugins. No code knowledge needed.

**Saturday 12:30-1:20**

**Mayra Ruiz: Infographics and the rise of visual social media**

Learn about the increasing trend of visual social media, content strategies and its impact on PR and social engagement. Attendees will learn how to better incorporate visuals in their social communications as well as best practices when creating infographics for visual storytelling.

**Mike Gadsby: Designing for eCommerce: more than just an “Add to Cart” button.**

Building an online store that looks nice is easy; designing a well-crafted experience from start to finish is a larger task. In this session we'll discuss different ways to increase conversions on your online store, and the reasons behind the unique design choices that have to be made. Beyond that we will show you how to build trust between your site and its visitors to create an entire experience that is crafted to not only turn users into customers but to keep them coming back!

**Mel Taylor: Art of the digital sale; top 5 paths to online profit**

Even the biggest sites with the coolest content will fail without a half-decent path to profitability. In this session, Internet sales veteran; Mel Taylor, counts down the 5 most common tactics to attract sponsors, grow revenue and reach digital profitability.

**Shashi Bellamkonda: Loving people and doing business online**

As a business owner /Entrepreneur/Employee you are usually making a entity/business or a brand come alive. What about you? Is your enthusiasm, passion and interest in people adequately communicated in your marketing?

**Reed Gustow: Installing WordPress on your own computer**

Learn how to install wordpress on your local computer, saving money and having fun. Work on your blog or website

locally without the need of an internet connection. No code knowledge needed.

**Saturday 1:30-2:20**

**Lynette Young: Google+ for entrepreneurs**

Your day is busy. Your time is limited. Your budet is even smaller. Come “Hangout” with Lynette to find real actionable ways to work Google+ into your business. This session will help you discover why Google+ isn't just a social network, but a vital piece of online digital publishing and marketing to get you noticed FAST.

**Jessica Kupferman: How to use Pinterest for any business**

How to get traffic from Pinterest no matter what type of business you have.

**Keith McGinnis: Picking an eCommerce platform: the basics**

Whether you are picking an eCommerce platform for the first time, or migrating to a new system, this topic is for you. We'll discuss how you can identify your own needs and match up with the right platform rather than the other way around. The talk will take into consideration your design, functionality, integration, customization, product management, and fulfillment needs to name a few. Truly understanding your needs is the key to making the correct long term choice.

**Chris Phillips: SEO for 2013 and beyond**

With all of the search engine algorithm changes, SEO as a solution has changed. Cleaning up code, building links and incorporating keywords within copy is no longer enough. Search engine optimization must be considered and fully integrated with your other business and long term marketing efforts. Learn how to utilize SEO tactics for the future that will survive Panda & Penguin updates.

**Critt Jarvis: Simple OODA: A framework for practicing experiential marketing**

Absent a methodology and practice, marketing tactics can become just so much noise on a crowded street. Strategically, a simple plan to guide your actions will help identify your market's influencers and their message, create opportunities for consumer experience, and source new content-- the king of marketing. You can go to U.S. Marine Corp Recruit Training boot camp and learn OODA. Or you can come to PodCamp East and learn Simple OODA. It's your choice, but I think the unconference way might be more fun.)

*Saturday continued...*

*Saturday 1:30-2:20 continued*

**Reed Gustow: Child themes and customizing WordPress**

Do you mostly like the way your site looks, but want to add something your theme options don't offer? A child theme is what you need to customize your site's navigation, header, footer and so on. This is an intermediate level session with a little bit of coding. HTML and CSS knowledge (not expert level) needed to apply the techniques, but you'll get the general idea without it.

**Saturday 2:30-3:20**

**Braden Young: If you let the internet name your product, you might have a bad time - the Mountain Dew story**

Learn from the mistakes made during the recent Mt. Dew "Dub the Dew" was hijacked by internet pranksters. Learn how to monitor your web presence and what to do when things get out of control.

**Kirsten Mucha: 7 steps to going global with your event: driving engagement through digital channels**

Digital channels are essential tools for promoting just about anything, but it can take a lot of planning and coordination to get the most bang for your buck. This session will look at 7 steps for managing multiple channels before, during and after a live event, including practical tips that can be applied to announcements and activities of any size. A case study will feature the use of websites, social media, video streaming and other tactics to drive engagement and results.

**Brian Crumley: One web through responsive design**

Responsive Web Design is all the buzz in 2012. Move beyond the buzz to learn about what it is, where it came from and how it differs from other types of design and why it's important.

**Liz Henry: Write for passion, not key words**

Sure, we know that key words work, but what about passion? With the almost constant changes in how Google ranks content, there is nothing more sure than passion. Passion translates into cold, hard shares creating exposure for small bloggers, conversions for products, and buzz for small businesses. Learn how I gained 10x the amount of traffic in three months by writing with passion.

**Rob Usdin: Connecting with your podcast listeners on an intimate level**

Learn how show elements work for and against you when trying to connect with your listener. We'll talk about production as well as the psychological effects of different ways of speaking. We'll take lessons from radio broadcasting and apply them to podcasting.

Paul Mosenson: Social Media Analytics  
Get an Understanding of Social Media Measurement Tools and How to Use Them.

**Saturday 3:30-4:20**

**John Federico: Create once, deliver EVERYWHERE**

How cross-platform media production benefits you and your audience.

**Paul Mosenson: Is your social media plan working?**

Get a better understanding if all of your effort in social media is working. Understand what to look for and how it matters.

**Hunter Boyle: Put the fun (and ROI) back in your content marketing**

Feeling constrained by your campaigns? Creative juices a bit stagnant lately? Let's inject some fun and flavor back into your content marketing campaigns. We'll explore several fun, clever, creative campaigns that worked (and a few that didn't). You'll come away with ideas and inspiration you can put to work right away on Monday.

**Michael J. Carrasquillo: How podcasting helped me through my wife's cancer diagnosis**

Why I started my podcast, Rock'n The Mike during my wife's fight with cancer and what I've learned about people (guests), my wife, creating media, & myself. I will talk about mistakes I made, risks I took and challenges I faced.

**Mila Araujo: Cultivating zombies or activating community: non-profits challenges competing in the social media world**

The opportunity for non-profits in the social space is huge. We have seen numerous organizations get on board and have tremendous success. Yet, of the same token, many fail because they simply do not take the chance in exploring social media. Based on my experiences with the Aviva Community Fund in Canada, and having directed non-profit events pre-social media. I will present some of the challenges and ideas that non-profits can take away to start making a difference now. I will also address, if of interest the important attributes of an organization itself - to be successful in social media, and to enable a social media professional to do their job - not just the job the "uneducated" business will demand of them. This is a huge challenge, frustration and issue for social professionals taking positions with organizations. This could be a discussion topic.



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## Sunday 10:00-10:50

### **Geoff Livingston: Marketing in the round**

Integrating Social and Mobile into Overall Communications

### **Dresden Shumaker: Breaking the 4th wall and changing the world**

I started blogging for very selfish reasons. I had things to say and I hoped people would listen to them. A few years into blogging I began sharing other parts of my life online and I discovered community. I also discovered that by helping other people share their voice I was able to heal and help others heal. In this session let's talk about the ways that we can share 1st person stories to break down the 4th wall. How can you encourage dialogue? Where do these stories fit within your site? Is video a way for you to tell your story?

### **Rick Wolff: An upside-down session—help me brainstorm my new media idea**

I have an idea for a transmedia fictional story, and my session's objective is to shamelessly pick the brains of smart attendees, to think of avenues I hadn't thought of before, anticipate pitfalls, think of ways to monetize. It's the exact reverse of every other session, where the expert stands at the front of the room and pontificates. I'm sure we'll all learn a lot!

## Sunday 11:00-11:50

### **Whitney Hoffman: Going beyond consulting**

Many people who have been working in and with social media for years have grown speaking and consulting businesses, but their expertise and experience, and how to compare it to other folks in the space is not clear. In this session, we'll have a discussion about how we can start solving this problem—How can we make our skills and expertise apparent, and how can we efficiently find others with complementary skills sets to build a referral base and network—An Internet Guild of sorts, to meet the variety of needs faced by clients, on a continuous or even ad hoc basis.

### **Amy Larrimore: Navigating the SaaS world for your own business—CRM, PMS, oh my!**

Let's face it - if you want to be competitive, you need a lean, mean operating machine. You need to get leads in, close them, get your documents in order, get paid, get to work and get on to the next referral. Technology can help you do that - but only when it's appropriate for your process, your data and your infrastructure. Takeaways - how to select good software to run your business effectively, why integration is critical and why you should stop recommending web tools to clients. During the class we'll put together an entire system for one lucky case study in the audience.

### **Maya Sabot Paveza: Rebuilding your village**

Why numbers no longer matter in social media, reconnecting with your village and rebuilding your community. The failure of the #FollowBack movement and the power of 5 - The Micro Village movement.

### **Howard Yermish: This was supposed to be the Future**

When my daughter was 5, she predicted the future of the Internet and media, and her prediction is getting closer to reality every day. It's not about flying cars or the emergence of the singularity, but it is changing how humans work, play and live together.

### **Avrom Honig/Bubbe (Moderated by Rob Usdin):**

### **A success story—how a small video podcast grew to a big book deal!**

To be done by Google+ Hangout on Air with Rob Usdin moderating at PC East and Avrom and Bubbe in Massachusetts. Hangout on Air will be broadcast live on internet.

## Sunday 1:00-1:50

### **Michael Kuehl: Going mobile**

Web sites are not just for computers any more. More and more web users are turning to their mobile phones and tablet computers, and it is important to have a web site that looks good and performs not only on a computer but on a mobile device as well.

### **Paul Rj Muller: Design process—from logo to layout**

A what to expect guide for designing your own website or working with a professional. What steps you can take now to make the end result that much better. We will be working with audience driven concepts to design and build a website from nothing. During the session.

### **Drew Griffin: Content distribution via mobile apps and newsstand**

Learn to distribute your content (Blog, Podcast, Videos) through Mobile Apps and Digital Magazines Apple's Newsstand. 67 Million iPads sold and counting. Learn how to leverage Apple's App Store and Newsstand to distribute your created and curated content. Attendees will also learn to build a list of subscribers and a potential new source of revenue from App and Digital Magazine downloads, in app purchases, advertising, and joint venture opportunities. Lastly, we will discuss important Marketing considerations.

*Sunday continued...*

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## Sunday 2:00-2:50

### **Mathieu Plourde: Bringing yourself and your colleagues to the digital learning age**

A discussion on helping with broader adoption of web 2.0 and social media tools in your organization, for lifelong learning as well as enhanced collaboration. Although the presenter's focus is on higher education, anyone interested in becoming "Net Smart" (as Howard Rheingold puts it) is welcome come and share success stories ("analog practice makeovers") and current challenges.

### **James Reazor: Podcast workflow—how to get it done when you're already over extended**

Tools and techniques for preparing an audio file to be posted as a podcast with a minimum investment in time. I will walk through my workflow as an example of how it can be done. All participants will be encouraged to ask questions and offer suggestions. This is intended to be an interactive, collaborative session.

## Sunday 2:00-2:50

### **Helena Bouchez: Standing for something—five reasons why you (and your business) exist is more important than what you do or how you do it**

Unless you stand for something important to the health and well being of your client's business (or you're the only person who does what you do) it's tough to grab and maintain a place in your prospect's psyche. In this session, you will learn how finding and focusing on your raison d'être can energize your content creation efforts and spur successful sales conversations and capture the attention of your audience. Examples of this strategy in action, clients and non-clients, will be given.

### **Kelly Whalen: Quality versus quantity—building a valuable audience**

For many brands and businesses it's all about the numbers. How many likes do we have? How many followers does our competitor have? Some brands even buy followers. But, we're reaching a stage in social media where it's not all about the numbers. In this session you'll learn about quality versus quantity, how to find true fans and keep them, and get a detailed action list to help grow a valuable fan base.

### **Jody Raines: What the app**

There are so many apps that can make life easier, whether its connecting with new content, learning about new sources, finding simpler ways to do things or connecting with others. This session is geared at sharing new and best apps for iPhone and iPad that make social media, podcasting and marketing easier. The attendees will benefit by learning about apps they may not have tried before.

### **Lisa Lightner: Getting everyone on board with social media**

Learn How to present "why it matters" to people in your group who are not supportive, do not see the value of it. How to make it mature and professional, use it as a selling tool, brand recognition. Also pros/cons of all the big social media sites, and "selling" points of each.

### **Julie Meyers Pron: Online brand audit**

Take a look at your website (and a few others) and evaluate your brand and your brand's image. Attendees will receive a checklist of "must haves" for their website to be successful online. Great for websites, blogs and newsletters.

## Platinum Sponsors



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<http://www.constantcontact.com/>



Delaware Technical Community College is a statewide multi-campus community college committed to providing open admission, post-secondary education at the associate degree level. The College offers comprehensive educational opportunities that support economic development and are relevant and responsive to the needs of the community including career, general, developmental, and transfer education; workforce training; professional development; and lifelong learning. Learn more about all that Del Tech offers here:

<https://www.dtcc.edu/>



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<http://www.epicmc2.com/>



Wilmington University is a private, non-profit university that offers both undergraduate and graduate degree programs in a wide range of career areas. Offering day, evening and weekend classes, Wilmington University serves traditional and non-traditional student using an array of convenient modular formats with both face-to-face and online learning options. Learn more about Wilmington University here:

<http://www.wilmu.edu/>

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## Gold Sponsors



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<http://www.mysherpa.com/>



VisitWilmingtonDE.com  
The Greater Wilmington Convention Center and Visitors Bureau helps regional residents and visitors discover all the great places and activities in the greater Wilmington area. Discover world-class gardens, historic colonial towns, museums, professional sports, and much more. Learn more about this exceptional destination at  
<http://www.visitwilmingtonde.com/>



The Grand Opera House has been a landmark for the residents of Wilmington for more than 135 years. Having acted in a variety of capacities and hosting famous entertainers like Buffalo Bill Cody, John Phillip Sousa and Ethel Barrymore, The Grand Lady of Market Street fell into disrepair until it was restored in the mid 1970s. Today The Grand is a hub of artistic activity which presents over 75 shows per year featuring a wide range of performance art.  
<http://www.thegrandwilmington.org>

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## Silver Sponsors



AB+C is a Wilmington Delaware-based marketing agency that helps brands be successful.  
<http://www.a-b-c.com/>



AWeber develops and manages e-mail marketing tools that help businesses communicate with customers and prospects.  
<http://www.aweber.com/>



### Small Business Administration

### Small Business and Technology Development Center

The Philadelphia Chapter of the Social Media Club hosts regular meetings and presentations covering social media, social media marketing, best practices and an array of topics.  
<http://www.facebook.com/groups/socialmediacclubphiladelphia/>

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