



**September 30
& October 1
2017**

2017 Official Weekend Guide

Law of Two Feet:	House Rules:
<p>If at any time during the weekend you find yourself in any situation where you are neither learning nor contributing, we encourage you to leave the session you are in and move to another – or assemble your own discussion.</p> <p>The Law of Two Feet is a Podcamp staple, and is one of the driving forces behind the concept of Podcamp as an “unconference.”</p> <p>If you’ve ever heard the term bacn used – it was coined at Podcamp Pittsburgh 2 – from a hallway conversation. (You can check out the public service announcement video at http://bit.ly/bacn-news.)</p>	<ol style="list-style-type: none">1. There are cameras everywhere. Not only are you on Point Park security feeds, you are being streamed to the internet via classroom digital feeds and social media photos and videos from attendees. If you wouldn’t say it out loud in a crowd, you may not want to say it at Podcamp.2. Share everything! Seriously. We encourage everyone to share what they’re learning with others. Tweet it out. Snapchat it. Share it on Instagram. If you tag it with #PCPGH2017, you’ll share it amongst our entire community.3. Sprout a new idea. The biggest part of Podcamp is to learn and create something new with the skills we are sharing.

To Get You Started

When we told you to bring business cards in our blog post, we weren't kidding. You'll be meeting plenty of people who can either help you with what you're doing – or who you can help with what they're doing. Podcamp has seen great things come together in the past. We've had businesses started at Podcamp. We've even had marriages result from Podcamp encounters. You never really know what the weekend will bring – which is part of the charm of the event. Here are some quick tips to keep in mind:

1. Seriously with the business cards, though. For each business card you receive, you should be handing out the same number. The goal is to go home at the end of the weekend with some new contacts.
2. Don't be afraid to talk to people. There are usually a few hallway conversations happening. Introduce yourself and become part of those conversations. Looking back at the bacon thing – it was a hallway conversation. It was literally a bunch of people talking about bacon and spam and e-mail spam and bacon.
3. We're all experts at something. Even if you've been doing something for just a short while, your information can still be beneficial. Missy (who is teaching some of the sessions this weekend) starts her intro sessions as a discussion. While people learn from what she's talking about – she's also learned some tips and tricks from session attendees. It's usually a matter of perspective and how you may use something in a way someone else hadn't thought of.
4. Take notes. Pay attention when we post the video links so you can go back and watch sessions later. Heck, for that matter, go check out our YouTube channel and watch some of the sessions from previous Podcamp events.
5. Heading into this crazy weekend, we're going to get those creative juices flowing right now. Answer the following questions, and act on them!

The one thing I am an expert in is: _____

I will make it a point to introduce myself to this many people this weekend: _____

The one thing I want to accomplish this weekend is: _____

Handy Info

Lunch Options:

PodCamp Pittsburgh takes place in Downtown Pittsburgh. Instead of bringing in lunch for the event, we send attendees out to explore the Point Park University campus and some of the amazing local cuisine.

Some of the options that aren't far from us are:

[Apollo Cafe Ltd](#)
[Bluebird Kitchen](#)
[Bob's Sub](#)
[Bruegger's Bagels](#)
[The Capital Grille](#)
[Chipotle Mexican Grill](#)
[City Works – Pittsburgh](#)
[Corner Mercantile](#)
[Delicious Raw](#)
[Diamond Market Bar & Grill](#)
[Dunkin' Donuts](#)
[Einstein Bros. Bagels](#)
[Ephesus Mediterranean Restaurant](#)
[Five Guys](#)
[Hello Bistro – Downtown](#)
[La Gondola Pizzeria](#)
[Las Velas](#)
[Madonna's Mediterranean Cuisine](#)
[Mandarin Gourmet](#)
[Mamma Lucia Pizza](#)
[McCormick & Schmick's Seafood & Steaks](#)
[The Milk Shake Factory](#)
[Moe's Southwest Grill](#)
[No. 1 Sushi Sushi](#)
[Nola on the Square](#)
[Noodles and Company](#)
[Pizza Fiesta](#)
[Poros](#)
[Primanti Bros.](#)
[R & B's Pizza Place](#)
[Siam Thai Restaurant](#)
[Sienna On The Square](#)
[The Simple Greek](#)
[Starbucks](#)
[Subway](#)

After Party(ies?)



The River's Edge is hosting a pod party event starting at 6PM in Millvale. Podcamp attendees are invited to join them at Panza Gallery (115 Sedgwick Street, Millvale, PA 15209). You can find more information about the event at <http://bit.ly/podparty>.

If you're not familiar with Pittsburgh, and would like to keep things a little more local, our group of organizers and attendees have ventured to local establishments in the past few years to continue the discussion and celebrate a successful day of learning with the now infamous 6-4-9. For a brief history of the 6-4-9, our SIDT pal – Doug Derda, has a breakdown on his blog at <http://bit.ly/649shot>.



WiFi Information
Username: podcamp
Password: Point17!

Saturday Schedule

	ROOM A	ROOM B	ROOM C
9:00	Keynote		
10:00	<u>Options for Monetizing Your Podcast</u>	<u>Podcasting Basics</u>	<u>How to Get A Meeting With Anyone</u>
11:00	<u>Self-Promotion Is Not A Sin: Blogging, Social Media & Event Promotion</u>	<u>Blogging Basics</u>	<u>WordPress for Podcasting</u>
12:00	LUNCH	LUNCH	LUNCH
1:00	<u>Fact-Checking In The Time of Trump</u>	<u>Video for the Web Basics</u>	<u>Why Good Sound Matters</u>
2:00	<u>Getting The Most Out Of MailChimp</u>	<u>Twitter Basics</u>	<u>Using Social Media as Immersive Theater</u>
3:00	<u>Self-Awareness & Building A Personal Brand</u>	<u>Facebook Basics</u>	<u>Using a Blog and Social Media to Document Art Process</u>
4:00	Day 1 Wrap-Up		

Sunday Schedule

	ROOM A	ROOM B	ROOM C
9:30	Day 2 Kick-Off		
10:00	Podcasting Workshop	Twitter Workshop	WordPress Workshop
10:30	Podcasting Workshop	Twitter Workshop	WordPress Workshop
11:00	Podcasting Workshop	Twitter Workshop	WordPress Workshop
11:30	Podcasting Workshop	Twitter Workshop	WordPress Workshop
12:00	LUNCH	LUNCH	LUNCH
1:00	Video Workshop	Facebook Workshop	Squarespace Workshop
1:30	Video Workshop	Facebook Workshop	Squarespace Workshop
2:00	Video Workshop	Facebook Workshop	Squarespace Workshop
2:30	Video Workshop	Facebook Workshop	Squarespace Workshop
3:00	Closing Remarks		

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This wouldn't be a **FREE** event without the help of our sponsors:

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And, if you see any of our VIP sponsors, be sure to give them a high-five (and a follow on Twitter) too!

Sue Kerr (@PghLesbian24) – Christopher Bowser (@stavorous) – Joel Cox (@soc_podcast)

Thomas C. Waters (@tcwaters) – Timothy Wolfson (@MNOJTim)

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