



A Free, 2-Day,  
Social Media  
UnConference Event  
October 25-26, 2008

## What is PodCamp Hawaii?

A Honolulu unconference for Hawaii, U.S., and Pacific Rim organizations and individuals interested in podcasting, blogging, and creating new media for the Internet.

The focus is on learning and networking, with experts from around the world speaking side-by-side with local bloggers and podcasters—together making Hawaii a center for tourism, and technology.

The very first PodCamps and WordCamps were held in 2006. Dozens of successful events have been held around the world since. It's now time for Hawaii to go to camp!

## We are different. We are an UnConference Event.

*Most gatherings are conferences, with predictable rules and activities.*

Ours is an unconference: people attend for free, and no one gets paid.

*Most conferences have a hierarchy separating speakers and attendees.*

Ours is peer-to-peer: anyone can speak. Experts want to speak because they understand the importance of these events, and people who have something to share want to speak, because they can. Plus there's a WordCamp track for WordPress software users.

*Most conferences are insular start to finish.*

Ours is all about outreach—to each other in the Hawaiian Islands, to people on the mainland, Europe and Asia, to the local tourism community, and to local tech companies and government agencies.

*Most conferences are targeted at a single vertical industry.*

Ours is relevant to all industries as well as individuals, families, educators, and government agencies. Podcasting has numerous benefits as a communication tool and has devotees across across many topic areas.

*Most conferences do not know how to tap into Web 2.0 marketing tools.*

We are the experts. It's part of what we will be teaching, and we will be using these tools to market this event.

*Most conference attendees are passive participants.*

Ours will be producing internet tv and radio programs, taking pictures, telling stories, and showcasing your brand for potentially years to come on their own blogs and web sites, as well as our host site.

*Most conferences only connect with Hawaii via pre-packaged tours.*

Ours will have Hawaii's visitors and residents learning and playing and being entertained together side-by-side. We want to match attendees with members of the HVCB to help our guests learn first-hand about Hawaii, and to help the businesses learn about podcasting, right as it affects their very own businesses.

*Most conferences give token exposure to Hawaii culture.*

We will have local musicians, hula halau's, etc as integral sessions, and as attendees so they can learn to promote themselves online through podcasting.

**There has never been a better opportunity to reach more people with a positive message in a more profound way!**

## Who is Attending?

- Approximately 300-500 people, and possibly more, across the two-day event.
- Sessions for individuals, educators, communicators, and managers in the public and private sectors.
- Strong showing from throughout the Hawaiian Islands.
- Leaders and learners from the mainland USA and Europe (who are begging for this event as an opportunity to learn and visit Hawaii, and who will stay 5-7 days)
- Tourists and entrepreneurs from China, Japan, and Korea (having Asian attendees is a first time opportunity for a PodCamp event)

## What are the Benefits of Sponsorship?

- For all sponsors, associate with the leading technologists of our time and those who want to be on the leading edge with their personal lives and their businesses.
- For local companies, a chance to showcase the magic that is Hawaii to a global audience.
- For local government, help provide an authentic tourism experience that also nurtures Hawaii residents, as we learn, interact, talk story, and make new media together.

## What is the Reach?

- Unprecedented! We are communicators and media makers. Potentially millions of unique impressions will be generated as the organizers, speakers, and attendees blog, Twitter, and audio/video podcast before, during, and after the conference, about the conference and their experiences here in Hawaii
- Extending Hawaii Lead! Little known, but true: One of the leading podcast networks and a leading video blog on the Internet both were independently created here and remain "Made in Hawaii."
- The conference web site will be promoting your brand as soon as you sign on, and indefinitely afterwards.
- Each person who attends the conference will be able to reach dozens to thousands more, depending on their existing "following" on the Internet.
- Thousands more who won't attend in person will be able to join us virtually, as we "live stream" during the event, and share our stories and our media globally after the event.

## Do you want to be part of this event?

We have sponsorship opportunities ranging from \$250 to \$25,000.

Please contact us to see how you can benefit from PodCamp Hawaii.

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