



# PodCamp Toronto

Session Submission Guide

# PodCamp Toronto is Canada's Premier Digital Media UnConference.



Feb. 20<sup>th</sup> - 21<sup>st</sup> 2015



Ryerson University

Rogers Communications Center

PodCamp Toronto is a free, two-day community-driven event that attracts more than 1,000 professional and amateur new media content creators and consumers, including communicators, marketers, creatives, podcasters and thought leaders. Attendees come to share information and ideas, learn from one another and are encouraged to get involved through volunteering, leading an insightful session or inspiring community learning through active discussion and networking.

Known as an “unconference,” attendees are invited to join and contribute to any session with the law of two feet in mind, meaning if at any time during the presentation, you find yourself neither learning nor contributing, use your two feet and go someplace else.

## Why be part of PodCamp Toronto 2014?

- ▶ An event held in hundreds of cities since its inception in 2006, PodCamp is a respected brand locally and globally.
- ▶ This year's event -- our ninth year -- will continue to allow attendees to connect with our unique and diverse community of influencers, representing Toronto's new media, creative and technology thought leaders.
- ▶ Our brand reaches over 2 million people every year.
- ▶ 94% of last year's attendees plan on attending PodCamp Toronto 2014 and said the event met or exceeded their expectations.
- ▶ PodCamp presents opportunities to build brand awareness and goodwill within our community.
- ▶ Volunteers, sponsors and presenters are supported by our marketing and PR efforts, including recognition on event materials, signage, the PodCamp Toronto website and email newsletters.

## Important Dates

### **Session submissions close:**

Sunday, February 15

### **Session schedule released:**

Tuesday, February 17

# Types



## **Workshop**

Workshops are hands-on sessions with intensive discussion and activity on a particular subject or project. These sessions may require attendees follow along on their own laptops or mobile devices.



## **Presentation**

Presentations are led by one or two people at the front of the room. Although content may be shared in a semi-formal way (i.e. through a PowerPoint presentation) and take a specific viewpoint, questions and comments are strongly encouraged.



## **Panel**

Panels are made up of three or more people leading a casual discussion about a topic. A more intimate way of leading conversation, panels inspire debate and dialogue from everyone in the room.

# Levels



## **Beginner**

Designed for those with a newfound interest in a subject, Beginner-level sessions are like the 101 courses you took in university. If your session introduces or covers the building blocks of a topic, this is the skill level you should choose.

Example: Are YouTubers the new brand ambassadors?



## **Intermediate**

Topics discussed or presented at the Intermediate level should be accessible to a diverse audience, but these sessions skip the basics and get a little meatier.

Example: A case study with data and proof points



## **Advanced**

Advanced sessions attract attendees very familiar with your topic – professionally, personally or both. These panels or presentations should be fairly in-depth with practical takeaways for experts.

Example: How I became a better podcaster

# Subjects



## **Podcasting & New Media**

This topic is the reason PodCamp exists. Though the unconference has grown and diversified over the years, sessions about podcasting and related technology are warmly welcomed.



## **Social Media & Marketing**

Social Media & Marketing sessions delve into the world of social media strategies, platforms, measurement and more.



## **Business & Entrepreneurialism**

An IRL version of all those TED Talks you've been watching online. Your session lands in this category if it covers subjects such as building a company, growing a team or creating a business model/strategy.



## **Design & Development**

A sought-after topic by PodCamp attendees, these more technical sessions range from design trends to development workshops.



## **Hacker & Maker**

More of an open source kinda person? Tell us about it! This category is for those who want to show what they've built, rebuilt, modified or created.



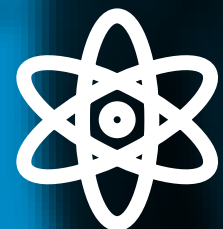
## **Community & Activism**

We'd love for you to share stories about movements you're a part of, geared to make social, political, economic or environmental change.



## **Culture & Entertainment**

If you consider these sessions the BuzzFeed of PodCamp, you wouldn't be wrong, but don't doubt the power of cultural trends.



## **Other**

If your topic doesn't fit under any of the above headings, you can put it here. Make sure you tell us about it in your description, though!

## Session Selection & Building Your Schedule

You can register to build your own personal schedule on our sessions page. Simply register by clicking the 'Login' button at the top of the page. You'll see a star next to each session that has been approved. Please click the star add sessions you're interesting in seeing at PodCamp Toronto to your own personal schedule. You can access your schedule by logging into your account and clicking 'My Schedule' at the top of the page.

Though final consideration is given to the PodCamp Toronto organizing team at large, we look at how often sessions are added to schedules while completing the

# Thank You

Please get in touch if you have any questions.



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PodCampTO