



EventCampTM

— Vancouver 2011 —

Friday, November 4 - Westin Bayshore Vancouver

Starting At	<i>Learning Block</i>	<i>Topic and Presenter Info</i>
1:00 pm	Registration	
3:30 pm	Welcome to Event Camp	
3:45	Activating Your Mobile Opportunity	Introducing the Technology
4:00 pm	Sense and Sustainability: Small Steps to a Big Win	What is camp without some games? This one will be woven throughout and yes, there will be prizes!
4:15 pm	Recognizing Opportunity	Who's Who at the Campfire
5:30 pm - 6:50 pm	Sparks: Fast-paced and dynamic sessions that will	If you have a great topic you would like to share we

provide an introduction to a variety of relevant topics have room for two more - send in your ideas!

What does Fair Trade mean and how do we find it in our sourcing?

The Future of Hybrid

Is it unethical to have a sexy title for an ethics session?

Naked CSR

Connecting to Learn

Defining how we can approach sustainability from a more holistic view

Where are we going and how are we getting there?

7:00 pm

Connection Reception

Saturday, November 5 - Vancouver Convention Centre Summit Level

Starting At	<i>Learning Block</i>	<i>Topic and Presenter Info</i>
7:00 am	Breakfast on own	
8:15 am	Camp Setup	
8:30 am	Virtually Welcome	Welcome remote attendees
8:30 am	Deconstructing the Collaborative Process	A Hard Look at How we Can Create Better Collaborations and the Best Events and Meetings
10:00 am	Room for Thought	Also called white space, an integral inclusion in making the most of your meeting time
10:30 am	Industry Challenges, Industry Solutions.	
12:00 pm	Lunch Hosted by Centerplate and VCC	
1:10 pm	Think Before You Eat!	
1:30 pm	Design: Providing Perspective from Many Perspectives	Design perspectives as they apply to your events and organizations from a variety of perspectives including 2D, 3D design for engagement and designed for learning.
3:15pm	Room for Thought	Also called "White Space", an integral inclusion in making the most of your meeting time
3:45 pm	Defining Yourself and Your Brand in the Age of Social Media	In this age of it's all out there how are you managing your Personal Brand? * Defining how you want to be represented / perceived * When appearing live (in sales for ex.) how can you express who you are * how are you connecting / engaging on social media (FB,

7:00 pm (depart)

Pushing Boundaries, Opening Borders

LinkedIn, Twitter, Other)

Tonight the amazing acrobats of Underground Circus invite us to delight in the many apparatuses they play on every day, or just to relax and enjoy the vignettes they share. Culinary Capers, a catering firm who operate in Beijing and Vancouver will cater this evening.

Sunday, November 6 - Vancouver Convention Centre Summit Level

Starting At	<i>Learning Block</i>	<i>Topic and Presenter Info</i>
7:00 am	Breakfast on own	
8:30 am	Pecha Kucha	
	Gamification in six minutes	
	My new event	
	Missing the Forest for the Trees - The Most Amazing, Incredible, Innovative Communication Technology in Existence	
9:00 am	Solutions!	After collaborating on challenges we will share the solutions from both the f2f and virtual audiences
9:45 am	Use improv to brighten up events and techniques to improve sales while thinking on your feet	A shared experience in using improv to brighten up events and techniques to improve sales while thinking on your feet
	Room For Thought	Also called "White Space", an integral inclusion in making the most of your meeting time
10:15 am	Including Mobile Apps into your events: how can you do it, what are the costs and benefits	Q & A session – how did we do for usability? What did we like? Would we feel comfortable using this at our own meetings?
10:45 am	Hybrid Exploration. How we did it, How did we do, the importance of partnerships	What did we do in Vancouver to create a hybrid experience? How you can do it. How much will this cost an average meeting.
11:30 am	Simple Steps to making your events more Sustainable	
12:00 pm	Reflections	What are your takeaways? What actions do you intend to carry out based on what you learned here?