

# 2019 SUBMISSION GUIDE

ROGERS COMMUNICATIONS CENTRE  
80 GOULD STREET



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

**When:**  
**February 23<sup>rd</sup> & 24<sup>th</sup> 2019**

**Where:**  
**Ryerson University**  
80 Gould Street, Toronto

## **What:**

A free, two-day knowledge sharing event known as an “unconference,” where the participants are also the presenters.

## **Who:**

More than 1,000 professional and amateur digital content creators and consumers, including...

- Communicators
- Marketers
- Creatives
- Thought leaders
- Activists
- Journalists
- Developers
- Podcasters, podcast listeners, and pre-podcasters!

## **How:**

Different participants choose to engage in PodCamp in different ways.

- Some participate simply by attending sessions and voting with our (in)famous rule of two feet.
- Others up their engagement level by getting to know each other and sharing thoughts and ideas in the sessions, in the halls, and online (read: networking!).
- Then there's our All-Stars: our amazing presenters, panel members, discussion leaders and volunteers. Maybe that's you?

## **What's the Law of Two Feet?**

Basically, if you're in a session (or any situation at all, really) where you feel like you're neither learning nor contributing (or could be learning or contributing more somewhere else), you're always at liberty to get up and go.

If you're a presenter, it's important to keep this rule in mind; attendants can and will come and go as they please and it's not (usually) meant as an insult!

## Why be part of PodCamp Toronto 2019?

- The PodCamp movement started in Boston, MA in 2006. It's since grown into a respected and known digital media event, held in hundreds of cities around the world throughout the year.
- PodCamp offers a unique opportunity for those interested and involved in the digital media space to connect, interact and learn from each other.
- Toronto is home to a diverse community of influencers and creative technology thought leaders like you. As such, we're able to offer our attendants a high quality roster of sessions and panels.
- PodCamp presents opportunities to build brand awareness and goodwill within our community.
- Most of all, participating in any PodCamp is an amazing way to share the lessons you've learned, meet and inspire your fellow content creators, and drive the ongoing improvement of online media.



Submissions close:

**Friday, February 1<sup>st</sup>**

Schedule released:

**Monday, February 4<sup>th</sup>**

## Levels:

### ● **Beginner**

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

Example: So You Bought an SLR...

### ● ● **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: Optimized for Cast—How to find your best voice

### ● ● ● **Advanced**

Advanced sessions attract attendees who are very familiar with your topic, whether they're professionals or hobbyists (or both!). These sessions should be in-depth with practical takeaways for your fellow

Example: Expert Panel Discussion on Content Marketing via Snapchat

## Types:



### **Workshop**

Workshops are hands-on sessions with intensive discussion and activity on a particular subject or project. These sessions may require attendees to 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 (e.g., 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 focused discussion about a topic. Panels are a more intimate way of leading a conversation and inspire debate and dialogue from everyone in the room.

## Subjects:



### **Digital Business & Entrepreneurialism**

Look at the cloud from both sides, now. Tell us about your wins (and losses) using the web to help you build your company, work with your team or develop your business strategy.



### **Community, Activism and Culture**

Because the Internet IS real life. Share your stories about the movements you're a part of, geared to make social, political, economic or environmental change. We're also keen to talk about how cultural trends play out online (because you won't believe what happens next!).



### **Design & Development**

Let's get technical. Tell us about the problems you've faced and the solutions you've built, as well as the best and worst practices you're seeing in the industry.



### **Hacker & Maker**

All open everything. Show us what you got, or what you hope to have, using some of the amazing tools you've found (or are building yourself!). Oh you tinkerers, you.



### **Podcasting & Digital Media**

Never forget your roots. This category encompasses pretty much anything you can stick into (or build out of) an RSS feed: videos, images, slideshows, blogs and, of course, good old fashioned podcasting.



### **Social Media & Marketing**

The most acceptable place to be on your phone for the entire session, even if you're the one presenting! Let's talk about the rules of engagement. And breaking them.

### **Trouble choosing?**

If you're finding it hard to choose a single category for your proposal, please feel free to get in touch with our Programming Lead. We're always looking to ensure that representation among the streams is as equal as possible!

# Ready to Submit?

It's easy!

## What to figure out before you submit:

- Your topic!
- Which of our six subject streams your session fits into
- Who's presenting? Just yourself? Anyone with you?
- Other details like your session title, description and what attendees will learn.
- The Skill Level and Session Type

## Once that's all figured out...

- Head to the "Submit" page of podcamptoronto.com.
- Log in using Facebook, Google, or Twitter.
- Fill in and submit the form!

Our robots will then let us know that you've posted a submission. They'll pass it through a series of pneumatic tubes and deliver it to our super secret session approvals council. After great deliberation and much debate (not that much debate), your session will likely be approved! The process can require up to two days. It involves a lot of tubes.

There will always be a reason if your session isn't approved, and we'll always let you know what that reason is. Reasons can include (but of course aren't limited to)...

- Incomplete information
- Subject matter that doesn't match the category you've selected, and
- Errors in filling out the form.

You're always welcome to modify your proposal and resubmit. We're also happy to work with you directly if you're unsure about anything.



See? Easy! Don't be shy. We really want a diverse group of presenters this year and first-time presenters are always encouraged. The earlier you get your proposal in, the more time attendees will have to bookmark your session, and the more likely it'll be that you'll be included in the schedule!

## Thank You

Please get in touch if you have any questions.

Lily J. Mills, Programming Lead  
[programming@podcamptoronto.com](mailto:programming@podcamptoronto.com)

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