



**FOR IMMEDIATE RELEASE**

**Contact:**

Dave Delaney  
New Media Specialist, Emma  
615-292-5888, ext. 119  
[dave@myemma.com](mailto:dave@myemma.com) or [podcampnashville@gmail.com](mailto:podcampnashville@gmail.com)

**PODCAMP NEW MEDIA “UNCONFERENCE” COMES TO NASHVILLE**  
**Renowned tech insiders Joseph Jaffe and C.C. Chapman to Speak to local bloggers,**  
**podcasters, social networking specialists, new media marketers, and business leaders**

NASHVILLE, Tenn. - Members of the marketing, business, design, technology and music industries will gather at the historic Cannery Ballroom on February 9, 2008, for **PodCamp Nashville**, a nine hour "unconference" that aims to promote education, innovation and collaboration between technology and media professionals and Nashville's blogging and podcasting communities.

"This is all about building community," said Dave Delaney, an event organizer. "That's what we're trying to do here. By attending PodCamp Nashville, members of the blogging, podcasting, marketing, development and business communities will be able to join forces to put Nashville on the digital world map. After the huge success of BarCamp Nashville, it's clear that Nashville's tech community is alive and kicking."

**PodCamp Nashville** ([www.podcampnashville.com](http://www.podcampnashville.com)) is a community "unconference" for podcasters and listeners, bloggers and readers, and anyone interested in New Media. The first PodCamp was held in September 2006 in Boston, and the concept is now spreading across the world. PodCamp Nashville is a follow up to the highly acclaimed BarCamp Nashville, an "unconference" held in August 2007. A video recap is available here: [www.barcampnashville.com](http://www.barcampnashville.com)

PodCamp is spearheaded by Delaney along with Kelly Stewart and Marcus Whitney, area leaders in the fields of technology and New Media. The event, which is free to the public, is designed for anyone interested in the online world to share ideas, hear from industry experts, and participate in discussions and demos.

Don't miss PodCamp Nashville's keynote speakers, **Joseph Jaffe** and **C.C. Chapman**. Jaffe is one of the most sought-after consultants, authors, speakers and thought leaders on New Marketing. He is the President and Chief Interruptor of crayon, a conversational marketing company, specializing in community, dialogue and partnership. **C.C. Chapman** has been described as a New Media maven, a podcasting pioneer and a grounded futurist. Chapman is a Partner of The Advance Guard, a new company focusing on using social media and emerging technology to create radical marketing programs.

New Media Marketing experts predict that businesses will thrive in 2008 if they embrace social media and conversational marketing methodologies. Forrester Research predicts that spending on interactive technologies will grow to \$61 billion by 2012 and social media (podcasting, blogging, etc.) will drive emerging channels to \$10.6 billion.

Participants of PodCamp Nashville are guaranteed to return to their offices revitalized and excited about what New Media has to offer. Students, hobbyists and professionals are encouraged to attend to network and to learn. Experience with blogging or podcasting are not requirements to participate:

SATURDAY FEBRUARY 9, 2008



Anyone with an interest in technology and new media is welcome to attend.

PodCamp Nashville is proudly presented by the PodCamp Nashville Crew (PCNC), Emma Email Marketing and Griffin Technology.

PodCamp Nashville will be held on February 9, 2008 at the historic Cannery Ballroom from 9am – 6pm. Visit [www.podcampnashville.com](http://www.podcampnashville.com) to learn more.