



# marketingCamp

san francisco

## Fact Sheet 2013

### BE A MARKETING HERO!

MarketingCamp San Francisco is an Unconference – gathering innovation-focused, marketing thought-leaders to dialogue and brainstorm the marketing topics, tools, trends, and technology they share as passions.

This event is focused on the topics of interest to you, the marketing enthusiast – what you want to learn and share – so that you can become a Marketing Hero to your employer, your client or your own startup.

### SHARE

Join other marketing geniuses, tech wizards, and product visionaries in a day of sharing best practices, success stories, battle scars, brilliant ideas and novel “how to” approaches to innovative marketing. Dialogue, debate, and brainstorm successful use of old and new marketing tools and applications alike.

### LEARN

Gain innovative marketing expertise – exchange insights, bounce ideas off fellow experts, discover emerging tools, and explore new techniques to squeeze more results from your marketing efforts.

- Emerging social media tools & tactics
- Location-aware mobile marketing
- Customer lifecycle engagement and eCRM
- Big Data analytics
- Behavioral segmentation
- Daily Deals
- Search engine marketing
- eCommerce & online advertising
- Crowd-funding and crowd-sourcing
- **Add your own topic here!**

### GROW

Come Camping to expand your:

- Skills
- Knowledge
- Network
- Business

### WHEN & WHERE

Saturday, March 30th, 8:00am-4:30pm  
Hult International Business School  
1355 Sansome Street, San Francisco, CA

### WHO SHOULD ATTEND

All marketing professionals who want to learn and share innovative marketing strategies, tactics, and tools. Over 300 executives, entrepreneurs, service providers, and marketing enthusiasts are expected to attend 30+ learning sessions.

### WHAT WILL HAPPEN

The agenda is participant-driven and exchange-focused. Topics of real concern, interest, and complexity -- worth meeting on a Saturday to discuss, explore, and innovate. Problems and opportunities for a collaboration of diverse minds to drive further excellence.

- Morning breakout sessions are pitched and selected online prior to event day
  - Event registration opens: Feb 1<sup>st</sup>
  - Topic submissions: Feb 12<sup>th</sup> – Mar 18<sup>th</sup>
  - Topic voting: Mar 4<sup>th</sup> – Mar 22<sup>th</sup>
  - Morning sessions announced Mar 28<sup>th</sup>
  - Proposal requirement details on [www.MarketingCampSF.org](http://www.MarketingCampSF.org)
- Afternoon sessions will be crowd-selected from proposals pitched on event morning
- Of course, coffee will be potent and plentiful, to keep the dialogue flowing

### JUST TWO RULES

#### Law of Two Feet

If at any time you find yourself in a situation where you are neither learning nor contributing, feel free to use your two feet to go someplace else.

#### Above All, Respect

At all times we'll respectfully collaborate, debate, dialogue and innovate to Share, Learn and Grow.



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#### Contact:

Paul Wcislo

[paul@marketingcamp.org](mailto:paul@marketingcamp.org)

408-203-2208 mobile

Mohamed Ali, windjammer.com

[mohamed.abdelmegeid@hotmail.com](mailto:mohamed.abdelmegeid@hotmail.com)

415-361-1391 mobile

Jonathan Chizick,

[jonathan@marketingcamp.org](mailto:jonathan@marketingcamp.org)

408-502-2325 mobile

Natascha Thomson, MarketingXLerator

[nathomson@marketingxlerator.com](mailto:nathomson@marketingxlerator.com)

925-200-5387 mobile

Online Sponsorship Info:

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### TEAM:

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#### Logistics/Volunteer:

Mariam Giorgardze, *Hult Int'l Bus. School*

Paola Cabrini, *Hult Int'l Bus. School*

#### Advisor:

Chris Gill, *SVForum*

### CONTACT US

#### MarketingCamp San Francisco

[www.MarketingCampSF.org](http://www.MarketingCampSF.org)

[MarketingCampSF@gmail.com](mailto:MarketingCampSF@gmail.com)

Twitter: @MarketingCampSF #MCSF

LinkedIn Group: /MarketingCamp

YouTube:

[www.youtube.com/user/MarketingCamp](http://www.youtube.com/user/MarketingCamp)

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