

October 2011

## Planners Invited to Go to Camp Next Month

LEESBURG, VA

In keeping with the industry's fun, collegial spirit, planners are being invited to go back to camp. But this iteration doesn't include color war or bug juice. It's "EventCamp East Coast 2011," a tweet-up borne out of requests by followers of Twitter hashtag #eventprofs to meet face-to-face. Slated to take place at the National Conference Center here next month, the event—and similar get-togethers that will take place nationwide—is meant to "bring together like-minded professionals to share best practices and learn new strategies for leveraging social media and technology to create enhanced event experiences," according to an announcement of the event.

However, the event promises to feel much different from the average industry conference. There's no set agenda, no hired presenters and no PowerPoint presentations. Instead, says organizer Traci Browne, president of Red Cedar Marketing, "participants share their learning goals during the opening roundtable session and later suggest topics and cast votes on what sessions they would like to see given. Sessions are facilitated by other campers, and bring out the many years of experiences of fellow attendees."

The National center is offering full or day passes for the camp, which will run from Nov. 4 to 6. Full conference registration is \$425 (until October 21) and includes two nights lodging and all meals from dinner on Friday through lunch on Sunday. Day passes are \$250 (until October 21) and includes dinner on Friday, lunch and dinner on Saturday and lunch on Sunday. Many of the sessions at EventCamp East Coast can be used for continuing education hours toward Certified Meetings Professional (CMP) designation. For more information and to register for this innovative conference go to <http://www.EventCampEastCoast.com>

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