



NEWS RELEASE

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CONTACT:

Eric Whitson

Director of Sales & Marketing

ewhitson@conferencecenter.com

James M. Mahon

JMM, Inc

JMMMahon@aol.com

The National Conference Center to Host Think Tank for Event Innovation

(Leesburg, VA) – October 2011- The National Conference Center will host EventCamp East Coast 2011, billed as the world’s first industry gathering of its kind, a “BarCamp-style” conference that grew out of the desire of a Twitter community that grew up around the #eventprofs hashtag to meet face to face. The ongoing mission of the event and its regional subsidiaries is 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.

One of the key objectives of EventCamp East Coast is fostering the development and growth of professional relationships amongst the attendees. While some technology will be used to help with that process, it is also encouraged that people set the technology aside when appropriate and focus on being in the moment.

According to organizers, EventCamp East Coast will tackle the serious discussions around challenges meeting and event planners face as part of their jobs take place.

- * Imagine a conference where everyone gets to know each other...
- * Imagine a conference that builds on participants’ needs and strengths...
- * Imagine a conference where everyone has a say in the agenda...
- * Imagine a conference that becomes what participants want it to be...
- * Imagine a conference where everyone is both a student and a teacher...

- * Imagine a conference where it feels safe to ask the questions you really want to ask, and get the answers you need...
- * Imagine a conference that reserves time for structured personal and group reflection...
- * Imagine a conference that builds genuine community...

According to Event Organizer Traci Browne, President and Founder of Red Cedar Marketing the event is “what you make of it.” Browne notes that there are no predetermined topics and presenters. 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 your fellow EventCampers” said Browne, “and bring out the many years of experiences of fellow attendees. No PowerPoint presentations here! It is meaningful learning outcomes where you have helped to create the weekend’s programs.”

Sarah Vining, marketing manager at The National Conference Center points out that this event is all about innovative thinkers. Author of the white paper: [“The Future of The Meetings Industry: Why Certain Conference Innovators Are Winning”](#) Vining says EventCamp East Coast will feature active, participant-driven events and learning sessions where “everyone has a say” and events with more time to create meaningful connections with other like-minded event professionals.”

Organizers agree that they want to “push the conversations on event innovation beyond anything in the past. We are looking for attendees who are innovative and not afraid to speak up with a half-baked idea that just might work. We need attendees who will challenge the status quo. We need attendees who say, “why not?” when someone says, “you can’t do that.”

The EventCamp East Coast is scheduled for November 4-6, 2011 at The National Conference Center in Leesburg, VA, just outside Washington, SC.

There are two pricing options available to attend EventCamp East Coast – full and day passes. 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. For more information and to register for this innovative conference go to <http://www.EventCampEastCoast.com> Many of the sessions at EventCamp East Coast can be used for continuing education hours toward Certified Meetings Professional (CMP) designation.

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More about The National Conference Center

Just 12 miles from Dulles International Airport and 45 minutes from Washington, DC, The National Conference Center, operated by ARAMARK Conference Centers, features a secure, distraction-free setting with self-contained buildings surrounded by 100 scenic acres in Leesburg, Virginia. One of the largest conference centers in the United States, the entire facility was purpose designed to accommodate larger meetings and conferences that concentrate on training.

Each of the 250 meeting rooms – representing 265,000 square feet of flexible meeting space -- features high-speed Internet access, individual climate control, advanced conference technology, and sophisticated presentation technology with on-site audio/visual and IT support. The 917-room facility (including 78 suites) can accommodate meetings and events up to 1,800 people. Dining options include the popular Black Olive Sports Bar, and the 800-seat dining facility which features a wide variety of healthful buffet selections as well as specialty selections. Recreational options include a fully equipped fitness center along with volleyball, basketball, racquetball, tennis, and more. A fully staffed Business Center is conveniently located to provide administrative support service throughout the course of each meeting and a professional conference support team is available. Free onsite parking is provided.

***ARAMARK** is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world. In FORTUNE magazine's 2009 list of "World's Most Admired Companies," ARAMARK was ranked number one in its industry, consistently ranking since 1998 as one of the top three most admired companies in its industry as evaluated by peers and analysts. ARAMARK seeks to responsibly address issues that matter to its clients, customers, employees and communities by focusing on employee advocacy, environmental stewardship, health and wellness, and community involvement. Headquartered in Philadelphia, ARAMARK has approximately 260,000 employees serving clients in 22 countries. Learn more at the company's Web site, www.aramark.com.*