



Sault College News Release

For immediate release

Social Media Enthusiasts of All Kinds Expected at the First Soo PodCamp 2010

(Sault Ste. Marie, ON February 18, 2010) Soo PodCamp, the latest addition to the worldwide PodCamp scene, is set to hold its first Unconference on Saturday, February 20th, at the Native Centre at Sault College. Soo PodCamp 2010 is a FREE "unconference" bringing together professionals and hobbyists from Sault Ste. Marie and the surrounding area to explore the cutting edge of new and social media. It will start at 9am with registration and breakfast and continue through to 3pm; a delicious free hot lunch will be provided to all attendees.

PodCamps are designed for anyone and everyone interested in social media and the Web. The one-day gathering will bring together bloggers, online video producers, Web developers, business owners, social media experts, educators, and anyone else interested in the world of Web 2.0. The event is free for all participants, but organizers request that anyone wanting to attend go to <http://www.soopodcamp.com> to register in advance.

The Soo PodCamp will be held in the true unconference spirit, which means it will present a series of informal forums where people can discuss the latest techniques and tactics of the new online landscape. If you ever wanted to know more about social media, and how to better utilize it, this is the place to be.

“We are very pleased to be hosting this innovative event at the College,” said Susan Hunter, one of the event’s organizers. “Being able to reach people with your message is so important, and this event will show how best to do that with ever-changing technologies.”

Soo PodCamp has lined up a team of speakers who will volunteer their expertise in casual sessions. There will also be an opportunity for anybody who wants to lead a session to step forward on the day of the event. Some of the planned PodCamp discussions will deal with everything from how to use Twitter to promote a business or academic program or how to tell a compelling story with a Podcast. The Soo PodCamp is sponsored by Sault College, the Sault Ste. Marie Innovation Centre, ARC Sault College and johncow.com.

For more information about the Soo PodCamp, please contact Susan Hunter at 759.2554, ext. 2753 or go to <http://www.soopodcamp.com>

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About Sault College

Sault College reaches students through post secondary, continuing education, apprenticeship training and third party contract training. Sault College offers a full range of programs: Certificates, Diplomas, Advanced Diplomas, Post Graduate Certificates, Degrees, and Apprenticeship programs. Key Performance Indicator (KPI) surveys demonstrate that almost 90% of Sault College students are employed within six months of graduation and student satisfaction is among the highest in the province. Sault College, located in Sault Ste. Marie, Ontario is one of 24 community colleges in Ontario. Visit our website at www.saultcollege.ca for more information.

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