



Everything you want to know about podcasting but didn't know who to ask

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July 13-14, 2007

Washington, DC TM

Workshops – DAY ONE

Friday, July 13, 2007

Track 1: Audio & Video Podcasting 101

Description: A to Z crash course for beginners

9:00 a.m. – 10:00 a.m.	Audio Podcasting 101
10 a.m. – 11:00 a.m.	Video Podcasting Basics
11:00 a.m. 12:15 p.m.	Making Money with your Podcast
12:15 p.m. – 1:00 p.m.	Brown bag networking lunch
1:00 p.m. – 2:30 p.m.	Podcasting Best Practices & Business Card Exchange
2:30 p.m. – 5:00 p.m.	Pod-a-palooza Product Expo
3:30 p.m.	Door Prizes and Giveaways

Track 2: Finding Your Audience

Description: Learn audience building, branding and guerilla marketing tips from the pros

9:00 a.m. – 10:00 a.m.	Audio Podcasting 2.0
10:00 a.m. – 11:00 a.m.	Video Podcasts that thrill your audience
11:00 a.m. 12:15 p.m.	Making Money with your Podcast
12:15 p.m. – 1:00 p.m.	Brown bag networking lunch
1:00 p.m. – 2:30 p.m.	Podcasting Best Practices
2:30 p.m. – 5:00 p.m.	Pod-a-palooza Product Expo
3:30 p.m.	Door Prizes and Giveaways



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Track 3: **Podcasting for Money**

Description: Discover business approaches to audio and video podcasting

9:00 a.m. – 9:45 a.m.	What's new in Podcasting and Vlogging
10:00 a.m. – 10:45 p.m.	Accessories and Tools
10:45 a.m. 12:15 p.m.	Making Money with your Podcast
12:15 p.m. – 1:00 p.m.	Brown bag networking lunch
1:00 p.m. – 2:30 p.m.	Podcasting for Business Best Practices
2:30 p.m. – 5:00 p.m.	Pod-a-palooza Product Expo
3:30 p.m.	Door Prizes and Giveaways

Track 4: **Advanced Audio and Video Techniques**

Description: Advanced "How to" techniques for skilled podcasters or those who want to be

9:00 a.m. – 10:45 a.m.	Advanced Audio Podcasting 101
10:45 a.m. – 12:15 a.m.	Making Money with your Podcast
12:15 p.m. – 1:00 p.m.	Brown bag networking lunch
1:00 p.m. – 2:30 p.m.	Advanced Podcasting Best Practices
2:30 p.m. – 5:00 p.m.	Pod-a-palooza Product Expo
3:30 p.m.	Door Prizes and Giveaways
5:00 p.m. – 7:00 p.m.	Pod-A-Palooza Happy Hour at H2O Restaurant (free appetizer bar)



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Workshops – DAY TWO

Saturday, July 14, 2007

9:00 – 10:00 a.m.	Podcasting for authors and media pros
10:00 a.m. – 11:00 p.m.	Legal Workshop: Copyright and Permissions
11:00 a.m. 12:15 p.m.	Podcast Industry Forum This event will be video taped and webcast
12:15 p.m. – 1:00 p.m.	Brown bag networking lunch
12:30 p.m. – 2:30 p.m.	Pod-a-palooza Product Expo
3:30 p.m.	Door Prizes and Giveaways
2:30 p.m. – 5:00 p.m.	Pod-A-Palooza Registrants cookout & Business Card Exchange

All registered attendees will receive: Free demos and products; hands-on training exercises, take home treats including the official Pod-a-Palooza t-shirt and a certificate of achievement on Day Two of the event.