



ProductCamp DC is scheduled for August 28

Hi Dip,

The momentum for the DC area's first ever ProductCamp is building! I hope you are excited about what promises to be a day of learning, sharing and networking. In keeping with the "unconference" nature of ProductCamps, **your** participation will be critical to its success. We have nearly 100 people registered for the event, and they represent a wide range of industries including healthcare, technology, hospitality, manufacturing retail, government agencies and financial services. I am sure participants will also come from large, mid enterprises, start-ups and proprietorships. Haven't we wanted a local forum to bounce ideas and discuss business challenges, product/corporate strategy drivers, and marketing programs with peers across industries and company sizes? ProductCamp DC will help us do that and more!

I can't overstate the importance of having powerful, compelling, relevant and collaborative sessions to help each of us get the most out of the day. **You** hold the keys to determining the event's session topics and presenters, so I am going to request a few minutes of your time to help shape the day's proceedings.

Session Logistics

You may have noticed [on the event's proposed agenda](#), that we can accommodate up to 15 separate sessions (5 sets of 3 concurrent sessions) that will allow participants the ability to create a personalized track. As is perfectly acceptable in such settings, audience members have every right to "**vote with their feet**" and exit a session mid-way; so it is imperative for session leaders to keep the room engaged and entertained while delivering compelling content. As you may have read in the [formats and guidelines page](#), you could structure sessions as town halls, workshops, panel discussions, roundtables, *ask the expert* sessions or even as a good-old presentation! I will also upload a ProductCamp DC presentation template that each of you session-leaders will need to use.

Here is what we need you to please do in the days ahead:

- **Vote on Session Topics:** There are about 30 sessions already proposed. Please visit ProductCamp DC's [and vote on your favorite topic](#). I have not yet seen all participants voting on session topics actively and so we need to pick up pace. You will notice that I have “seeded” the sessions list with several session topic recommendations (I don't intend to personally deliver them), so if you find any topic that is proposed by user “Pradheep Sampath” interesting and if you would like to lead that session, please email me and I'll switch the session over to your name.
- **Propose new Session Topics:** I am sure there are several other relevant topics that have not yet been proposed and voted on. So please visit the [suggest-a-session page and propose new sessions](#) that you would like to lead.
- **Spread the Word!** Please tweet, blog, call, yell and communicate to your friends, colleagues and associates about ProductCamp DC. Thanks to your efforts we have reached [97 registered members](#) in the last week and you can help us grow that number even more. Again, it is on Saturday August 28th at [Network Solution's offices in Herndon, VA](#).

ProductCamp is a community-driven event and so please lookout for an email from Ramon Reyes that will explain how you can help with one of the many volunteer activities that will be required on event day.

We look forward to meeting you all and to a terrific inaugural ProductCamp DC! In the interim, if you have any questions, ideas, suggestions or comments [please don't hesitate to reach out](#).

Sincerely,
[Pradheep Sampath](#)
[ProductCamp DC](#)

Please register on our LinkedIn group: http://www.linkedin.com/groups?gid=2987927&trk=hb_side_g

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