

ProductCamp DC

From: Shardul Mehta [mailto:shardulmehta@gmail.com]

Sent: Wednesday, April 21, 2010 10:16 PM

To: Chandra, Dip

Subject: ProductCamp DC

Dip,

Here is some info on the event I'm organizing. It's called ProductCamp DC. A ProductCamp is an event for product management and marketing professionals that's become a big hit in cities across the US, including Silicon Valley, Austin, Atlanta, Minneapolis, NYC, Boston, Seattle, Raleigh, Chicago, and has even spread to Canada, Europe and Australia! It's called the "unconference" because unlike the typical conference it's free, there is no pre-set agenda, no salesy pitches, and no lectures or boring powerpoint presentations, and it's 100% participant driven! Product Managers and Marketers get together to discuss topics of interest, share ideas and experience, and learn best practices all in an open, collaborative forum. I was looking for one in the DC area, didn't find one, so decided to start one myself! (Yikes!)

We've created a "pre-registration" site at <http://productcampdc.eventbrite.com> for folks to sign up (free!) and express their interest. We also have a Twitter feed @pcampdc. You can help us in any of the following ways:

1. Venue.

We're contacting universities, professional learning centers, corporate training facilities, and even hotels. 50-100 people. Targeting September. If you know folks, or know folks who know folks, please let me know! Free is best, of course, by way of sponsorship. :) But open to talk.

2. Legal

We need to set up a 501(c)(3) non-profit. If you know a lawyer who's willing to offer some free help, much appreciated!

3. Help us spread the word!

- (a) Please tell any friends/contacts you may have in product management and marketing, and ask them to tell their friends. (And their friends!)
- (b) Tell product management & marketing folks in your company. Tell them: "You need to attend this thing. Why haven't you already signed up?"
- (c) Point them all to our registration site and Twitter feed. That way we can keep them in the loop on the latest.

4. Sponsorships (Of course!)

We have packages and accept in-kind as well.

- (a) Provides great exposure.
- (b) Great way to recruit some top local product management & marketing talent.
- (c) A warm, fuzzy feeling about contributing to DC's Product Management and Marketing community!

Let me know if you need any additional information. This promises to be a fantastic event!

Thanks, Dip!

shardul

Shardul Mehta

(c) 571-209-8091

<http://www.linkedin.com/in/shardulmehta>