

## **Buckinghamshire New University to host Bucks MediaCamp 2008**

Buckinghamshire New University will be participating at the forefront of new media technology when it plays host to Bucks MediaCamp 2008 on Saturday 17<sup>th</sup> May.

Renowned for its creative advertising courses, it is the first time that the University has become involved in hosting such an event and was selected due to its excellent new media facilities and ease of accessibility for delegates.

Bucks MediaCamp 2008, which will take place in the Technology Centre at the Universities High Wycombe Campus, is a free, one-day 'un-conference' (a series of informal interactive sessions) event with a strong educational focus for all new media professionals and amateurs, bloggers and gamers. Its aim is to create a networking forum for participants to share, explore, challenge and grow abilities in the new media sector, providing opportunities to learn about audio and video podcasting, blogging, photography and all kinds of new and social media tools. Participants are encouraged to join in sessions or to organise and lead their own, addressing areas of their own choice.

To heighten opportunities for people to take part, Bucks MediaCamp 2008 will be staged on several interactive levels; it will be simulcast online from local cameras and made available on the internet to anyone who wishes to 'tune-in' to the content but can't make it to the venue, such as new-media thinkers and influencers from other countries. It will also be streamed into SecondLife (<http://secondlife.com>), the 3D immersive platform where there will be a simultaneous 'virtual event' taking place, complete with performing musicians.

The event's organiser is Chris Hambly who operates his own new-media business in the area of social media consultancy and is a pioneer in the field of communication within the virtual world, having recently performed development work for The Coca Cola Company in its quest to create a 'virtual thirst' experience - whereby the public becomes engaged on a virtual level with the product.

Looking ahead to the event, Chris Hambly commented: "Bucks MediaCamp 2008 is a must for anyone interested in new and social media tools for business, marketing, development or education purposes. The beauty of the MediaCamp is that it is created and driven by its participants, for its participants - so bring what you know and share your knowledge! The University is an ideal venue to stage the event as it is very progressive in the area of new media"

Bucks MediaCamp 2008 is free to attend and is open to people of all levels of experience and ability, including the local business community. If you are interested in learning more about the event or joining in the sessions, either in person or remotely, simply go to <http://mediacampbucks.com> and add yourself to the list of participants.