

Social Media explored.....

Buckinghamshire New University to host 'MediaCamp BUCKS '08'

Buckinghamshire New University will once again be at the forefront of new media technology when it hosts MediaCamp BUCKS 08 on Saturday 17 May.

MediaCamp is a one-day 'un-conference' or 'Relaxacon' (a series of informal interactive sessions) and the focus of this year's event is *Social Media*. With a strong educational flavour, MediaCamp BUCKS 08 is for all new media professionals, 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 – as well as exploring Open Space Technology.

Participants are encouraged to join in sessions or to organise and lead their own, addressing areas of their own choice. To encourage people to take part, MediaCamp BUCKS 08 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. 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, Chris Hambly, former lecturer and now successful new media entrepreneur operates his own new-media business in the area of social media consultancy. Looking ahead to the event, Chris said: "MediaCamp BUCKS 08 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! Bucks is an ideal venue to stage the event as it is very progressive in the area of new media"

MediaCamp BUCKS 08 is free to attend and is open to people of all levels of experience and ability, including the local business community. The sessions will be running between 9am and 5pm and there will be a party with DJ and live music from 6.30pm until midnight. If you are interested in learning more about the event or joining in the sessions, either in person or remotely, go to <http://mediacampbucks.com> and add yourself to the list of participants.

With a reputation for its creativity and technological expertise, this is second time that the University has become involved in hosting such an event and was selected due to its excellent links with industry, its new media facilities with the new deal with HP and Cisco and ease of accessibility for delegates.

Editor's Notes:

MediaCamp BUCKS 08 is organised by Social Media Mafia, a not-for-profit growing community interested in sharing educational experiences with new forms of immersive and social media such as podcasting, blogging, twitter, secondlife, streaming video/audio, machinima, myspace, linkedin etc. Its mission is to:

- Provide a forum for the networking of colleagues and peers who have dedicated their careers to new media, with a goal of representing a large and diverse community of interests and experience.
- Facilitate information exchange on issues that relate to creative business, technology embracing, advertising, new-media skills training and industry related education.
- Provide a platform for: industry events, seminars, web 2.0 information exchange, web-based information outlets and professional special interest groups dedicated to specific skills and areas of expertise.

Buckinghamshire New University is the only state-funded higher education institution in Buckinghamshire. It has enjoyed a long and successful history since it was founded in 1893.

The University offers an extensive portfolio of courses at undergraduate, postgraduate and sub-degree level. It also offers services to industry including contract research, consultancy and the opportunity to employ graduates. The University's faculties are aligned to employment markets: creative and cultural industries; the management and information management sectors; and the public sector.

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