

Come and explore the future of New Media!

SAE Institute and Social Media Mafia team up for free un-conference – come and explore the future of New Media!

SAE Institute are always looking to explore the future of media, so little wonder they're hosting this free MediaCamp on 5th July at their London college...

SAE Institute are renowned for educating their students to the highest standard, be that in the fields of Music, Film or Multimedia. But to deliver the best education it's essential to keep an eye on the future and embrace emerging technologies – which is why they've teamed up with Social Media Mafia to host a one-day MediaCamp un-conference at their London campus. It takes place at SAE London on Saturday 5th July, is free for anyone to attend, and the open nature of an un-conference means that anyone can book themselves in to deliver a seminar.

The un-conference offers a strong educational flavour for advertisers, bloggers, podcasters, recruiters, webTV, and new media professionals and amateurs to share, explore, challenge, and grow our abilities in new media. Learn about audio and video podcasting, blogging, web marketing, photography, email campaigns, Second Life, Twitter, and all kinds of other new social media tools. Whether you're a veteran or interested in getting started, MediaCamp is for you.

What's the un-conference about? The un-conference – a series of informal interactive sessions – aims to:

Provide a networking forum for colleagues and peers who have dedicated their careers to social 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.

Chris Hambly, founder of Social Media Mafia and event organizer, said: "I'm a great believer in reaching-out to people who are NOT in the know, people who are not swimming in the same small pond as us, people who are not early

adopters, and people who probably have never heard of the term social media, or new media, have no idea what a Blog is, have no concept of Web 2.0. These are the people that will benefit most from MediaCamp."

About the MediaCamp: Taking place on July 5th 2008 at SAE Institute's London campus, MediaCamp runs between 9am and 5pm. From 6.30pm to midnight there will be a party with DJ and live music.

For further information, to register, to enquire about sponsorship opportunities or to run a session, please contact:

Chris Hambly on socialmediamafia@gmail.com
<http://mediacamlondon.pbwiki.com/>

Pictures supplied

MediaCamp and Media Mafia logos



About SAE: SAE Institute was founded in 1976 as the world's first audio school. It has since grown to become a network of around 50 colleges in 20 countries offering courses in Audio Engineering, Digital Film, Web Design and Interactive Entertainment. With 32 years of teaching experience, SAE teaches students the skills necessary for successful integration into the audio and media industries. The concept of SAE is practical hands-on training, combined with solid theory knowledge. SAE offers courses in Audio Engineering, Electronic Music Production, Web Design + Development, Interactive Entertainment and Digital Film making. Students have the option to progress to Degree programs, validated by Middlesex University, at SAE's dedicated Degree Centres around the world. SAE is the first step into a career in the future-orientated fields of audio technology and media production.