
MEDIA ADVISORY

SECOND ANNUAL CENPHOCAMP FOCUSES ON DOWNTOWN SUCCEEDING IN NEW ECONOMY

LEARN HOW TO LEVERAGE YOUR DOWNTOWN BUSINESS AND BUILD THE DOWNTOWN COMMUNITY

WHAT: CenPhoCamp

Phoenix, AZ - CenPhoCamp is back again to help greater downtown Phoenix business owners, their customers and residents succeed in the new economy. The afternoon conference will feature 12 35-minute sessions designed to teach small business owners and the like how to better use the resources they may not know they have access to.

The volunteer-run workshop is comprised of local practitioners willing to show others exactly how to do what is they do. Kirk Yuhnke of ABC15 will be presenting on how to make your business story worth, Gary Campbell will present on how working with universities can help your bottom line, and pundit-turned-marketer Kevin Spidel will show how branding is the new customer loyalty program. These three, along with nine other hand-picked presenters, highlight the afternoon workshop to be held at the Cronkite building on the ASU downtown Phoenix campus.

Food is being provided by the attendees themselves, as conference organizers hope to create a community learning forum, rather than a lecture environment. The social media style even allows everyone to get back exactly what they put in.

Following the conference will be an after-party at "The District" located in the downtown Sheraton with hosted appetizers and drink specials from 5:00 p.m. -7:30 p.m.

****TV and News Photo Editors: This will make a great photo opportunity!****

WHERE: 555 N Central Ave
Phoenix, 85004
Cronkite School, 2nd Floor
Rooms 202, 252, 256

WHEN: October 9, 2010 from 1:00 p.m. - 4:30 p.m.

COST: Admission is Free.

About CenPhoCamp:

CenPhoCamp is an "unconference" designed to bring together businesses, business leaders, customers, teachers and other interested people and entities who connect to downtown Phoenix for sessions of sharing and collaborating on how to build a greater downtown community culture and enterprise.

Originally organized by Tyler Hurst, a downtown resident writer and consultant, this year he partnered up with Si Robins, a downtown editor and writer for many local Phoenix publications as well as a host of green focused web sites like 1-800-Recycling to create a more streamlined version of the event.

The event, speakers, and attendees share a passion for promoting downtown business, culture, and success for that segment of the Phoenix market and population. The ultimate goal is to build a better downtown.

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