

London,
Fri 20 January 2012
& Sat 21 January 2012

<http://ukgovcamp.com>

@ukgovcamp
#ukgc12

steph@ukgovcamp.com
dave@ukgovcamp.com

020 3012 1024

Venue: Microsoft UK,
100 Victoria St, SW1E 5JL



Reach the people driving UK government 2.0

Support the Govcamp movement through 2012



kindly hosted by **Microsoft**

What's UKGovcamp?



UKGovcamp is about people giving up their time to talk, listen and think about how digital is changing the way government works in the UK.

Those conversations start online long before the event, and continue long afterwards, stimulating new ideas, projects and get-togethers, including via the monthly TeaCamp London and BrewCamp Birmingham meetups.

UKGovcamp is an unconference, or a free-to-attend conference without a predefined agenda, where the sessions are proposed and agreed at the start of the day. They're posted as a big grid on the wall for the participants to choose from, and there's plenty of time for the informal hallway chats which, let's face it, are the best bit of any conference.

It's run to the rules of 'open space' events, where the Law of Two Feet applies: people move freely between sessions which interest them, tweeting, blogging, snapping and filming as they go. What emerges is always a high-energy, dynamic event which leaves people buzzing with new ideas and connections for weeks afterwards.

Set up by volunteers, the first UKGovcamp took place in January 2008, and there have been three more since, each one bigger and livelier than the last.

The 2012 event will be the biggest yet, with around 250 participants over two days.



**London,
Fri 20 January 2012
& Sat 21 January 2012**

<http://ukgovcamp.com>

@ukgovcamp
#ukgc12

steph@ukgovcamp.com
dave@ukgovcamp.com

020 3012 1024

Venue: Microsoft UK,
100 Victoria St, SW1E 5JL



Why come to UKGovcamp?



- **250 of the most motivated and dynamic people in the government 2.0 space in the UK.** In one place, both at an event and online
- **An informal, friendly culture.** Not a big conference run as a commercial enterprise, or a members-only club. Govcampers are open-minded and there because they want to be, often in their own time
- **A fantastic venue in central London,** with up to ten simultaneous event strands throughout the two days supported by great food and solid wifi
- **A super-networked community,** via **ukgovcamp.com**, @ukgovcamp and #ukgc11 across social media. Govcampers will be blogging, tweeting and uploading their way through the day, talking about the ideas and services they're hearing about to friends and colleagues outside, including via our **professional-quality video livestream**
- **A conference that never really ends.** We'll be sending the govcampers email updates before and after the event, and keeping up the networking through 2011 via established monthly TeaCamp & BrewCamp events, the ukgovcamp.com online community and spin-off govcamp-supported events through the year
- **The right time for this stuff.** As 'digital by default' turns from slogan into strategy, there's never been a greater need for fresh ideas and smart use of technology in the public sector. Come and inspire, and be inspired.

London,
Fri 20 January 2012
& Sat 21 January 2012

<http://ukgovcamp.com>

@ukgovcamp
#ukgc12

steph@ukgovcamp.com
dave@ukgovcamp.com

020 3012 1024

Venue: Microsoft UK,
100 Victoria St, SW1E 5JL



Buzz throughout the year



The January UKGovcamp event is the flagship public sector unconference event, but in 2011, we started seeing it as an opportunity to support smaller themed or regional events throughout the year:

- **April: We Are What We Tweet**
- **April: ShropCamp**
- **May: MailCamp**
- **May: YouthWorkOnline**
- **June: Localgovcamp**
- **July: Learnpod**
- **September: Scotgovcamp**
- **October: Hyperlocal West Midlands & BrewCamp**
- **October: Librarycamp**

We want to do more of the same in 2012, setting up long-term partnerships with sponsors to provide seed funding and encouragement to Govcamp community all through the year, including billing more events as co-branded UKGovcamp + Partner supported events

London,
Fri 20 January 2012
& Sat 21 January 2012

<http://ukgovcamp.com>

@ukgovcamp
#ukgc12

steph@ukgovcamp.com
dave@ukgovcamp.com

020 3012 1024

Venue: Microsoft UK,
100 Victoria St, SW1E 5JL



How can I get involved?



First of all, come along. UKGovcamp is free to attend, and open to anyone with an interest in this field, making it the only large-scale event of its kind. We need to cover the costs of additional refreshments, t-shirts, post-event drinks, hosting, as well as filling the participant goodie bags with lots of funky gadgets, stationery and stress toys to get them through those long, boring meetings back at the office.

If you can support the wider Govcamp movement financially, we'd appreciate your help:

London,
Fri 20 January 2012
& Sat 21 January 2012

<http://ukgovcamp.com>

@ukgovcamp
#ukgc12

steph@ukgovcamp.com
dave@ukgovcamp.com

020 3012 1024



Partners: (from £1,500) we're looking for a handful of organisations to be strategic partners for Govcamp through 2012, co-branding some of the follow-up events and building relationships with the Govcamp community



Supporters: (from £750) for a more modest investment, supporters will get special promotion at the event and through the pre- and post-event buzz, and earn the right to use the 'supporter' badge



Campers: not everyone has deep pockets - we're open to creative suggestions for how startups, non-profits and individuals can help the community

Venue: Microsoft UK,
100 Victoria St, SW1E 5JL



Reach the people driving UK government 2.0

Supporting UKGovcamp



We want to find packages that work for our supporters and the participants, so this is just a starter for ten for how our supporters might get involved - call or email us for a chat:

steph@ukgovcamp.com or 020 3012 1024

Individual packages will include a combination of several of the following:

- T-shirt sponsorship
- Text ads/links from ukgovcamp.com
- Text ads/link promos in pre- and post-event emails
- 'Cheery hellos': special slots for you to identify yourself at the start of the day
- Giveaways: inclusion of your items in goodie bags at the event
- Post-event drinks: be the most popular folks in the pub
- Video messages displayed on big screens before the event kicks off and during breaks
- Something else? Talk to us!

**London,
Fri 20 January 2012
& Sat 21 January 2012**

<http://ukgovcamp.com>

@ukgovcamp
#ukgc12

steph@ukgovcamp.com
dave@ukgovcamp.com

020 3012 1024

Venue: Microsoft UK,
100 Victoria St, SW1E 5JL

