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## **Second Annual ProductCamp Coming to Minnesota**

*Unique “unconference” format drawing participants interested in product development, management and marketing from the Midwest*

**MINNEAPOLIS**, Oct. 27, 2010—The second annual ProductCamp Minnesota, a collaborative user-organized “unconference” focused on product marketing and management, will be held at St. Thomas University’s downtown Minneapolis campus on November 13, 2010. According to Jennifer Doctor, one of the organizers, “What makes ProductCamp unique is that there is no pre-set schedule of presentations, demos or round table topics. The attendees themselves set the agenda at the beginning of the session by voting on one-minute overviews presented by attendees. In essence, it’s an ideal opportunity for learning from other product management and marketing professionals, teaching and networking. Past events have drawn registrants from Iowa, South Dakota, North Dakota, Wisconsin, and outstate Minnesota, in addition to the Twin Cities, and other product management professionals from around the country.”

Another unique feature of the event is that there is no enrollment fee, although the activities (including lunch) are comparable to national events that charge up to \$2,500 before travel expenses. This makes the event accessible for entrepreneurial leaders and smaller companies that may not have resources for on-staff specialists in all of these areas. ProductCamp is open to all product development, management and marketing professionals, and interested parties.

Doctor explains that she learned about the concept from colleagues in Austin, Silicon Valley, Toronto, Atlanta, New York City, and Boston, where several ProductCamps have been held. “In strengthening the product community by sharing our experience, these events will strengthen B2B and technology companies in the Twin Cities and throughout the Midwest.”

Doctor describes a similar event she attended in Boston last Fall, “The shared learning environment was invigorating and inspirational as well as educational.”

For more information or to register before the November 5 deadline, visit [www.pcampmn.org](http://www.pcampmn.org) or email [PCampMN@gmail.org](mailto:PCampMN@gmail.org).