



# BlogCampSwitzerland 2007

October 20, 2007

ETH Zürich

**What's old?**

**The rules of BarCamp.**

**1st Rule:**

**You do talk about Bar Camp.**

**2nd Rule:**

**You do blog about Bar Camp.**

Tag it:

**blogcampSwitzerland20**

### **3rd Rule:**

**If you want to present, write your topic  
and name in a presentation slot.**



**Name:**

**Topic:**

**5th Rule:**

**As many presentations  
at a time as facilities allow for.**

**6th Rule:**

**No pre-scheduled presentations, no tourists.**



## **8th Rule:**

**If this is your first time at BarCamp,  
you HAVE to present.**

**(OK, you don't really HAVE to, but try to find someone to present with,  
or at least ask questions and be an interactive participant.)**

**8 1/2 Rule:  
Meet new people.**



SWITZERLAND

blogcamp

000 www.startnummer.ch

28

• RONNIE GROB •














## Participants

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Enter your name here if you're interested in speaking, organizing, helping out, or just attending. We'll hand out badges at the reception desk.

You don't *have* to present, but at least ask questions and be an interactive participant! If you present, you might benefit from some [things to remember](#).

We'll have room for about 200 attendees; we'll overbook a little, if needed.

1. [William Lüthi](#) , attending, organizing
2. [Dominik Tarolli](#) , attending, organizing, speaking, [blogging](#)
3. [Remo Uherek](#) , attending, organizing, [blogging](#), [running a blog marketing service](#)
4. [Peter Hogenkamp](#) , attending, organizing, (speaking?), [blogging](#)
5. [Anton Fessler](#) , attending, speaking, [running a audio services for corporate bloggers](#)
6. [CyberWriter](#), attending, [blogging](#)
7. [Ronnie Grob](#) , attending, assisting, [blogging](#)
8. [Roman Hanhart](#) , attending, speaking?, [blogging](#)
9. [Corsin Camichel](#) , attending, helping out, [blogging](#)/[blogging](#)
10. [Tom Bruehwiler](#) , attending, lurking around, [blogging](#)
11. [Benjamin Rüegg](#) , attending, [help to spread](#), [blogging](#)
12. [Matthias Gutfeldt](#), attending
13. [Christian Leu](#), [photo booth 2.0](#) ????
14. [David Burkardt](#), attending, having fun
15. [Andreas Von Gunten](#), attending, speaking
16. [Roger Levy](#), [moviemaker](#), visitor
17. [Patrick Zoll](#) , attending, speaking, [blogging](#)
18. [kopfchaos](#), attending, visitor & [networking for bloglesung.ch](#)
19. [christian röthlisberger](#) , drinking around
20. [David Haberthür](#), attending, having a good time.
21. [Jens-Rainer Wiese](#), attending.
22. [Marc P. Bernegger](#) , attending, maybe speaking, [blogging](#)
23. [Denis De Mesmaeker](#), attending.

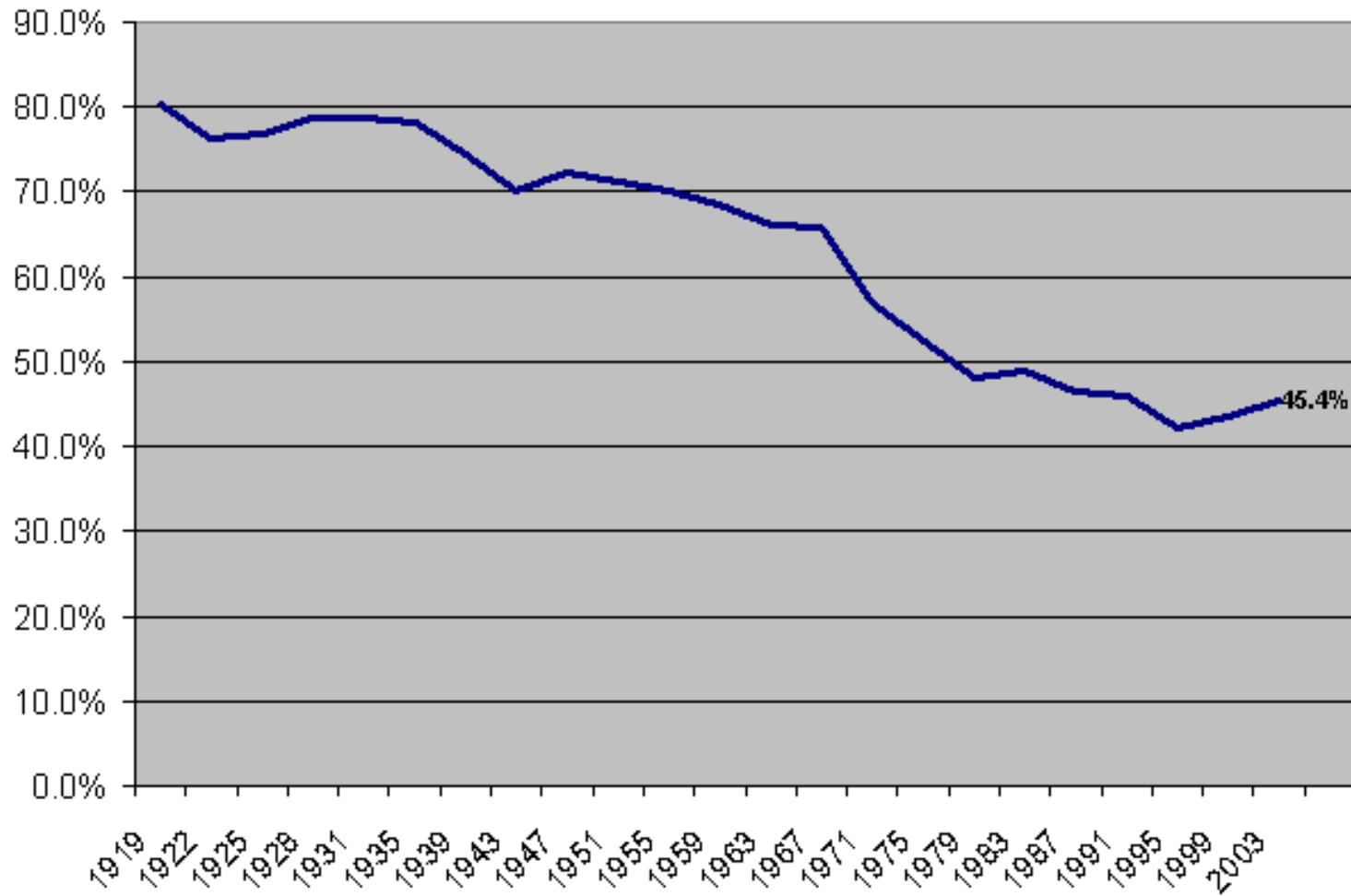


**8 3/4 Rule - of the day:**

**If you're Swiss and haven't voted yet,  
don't drink too much tonight.**

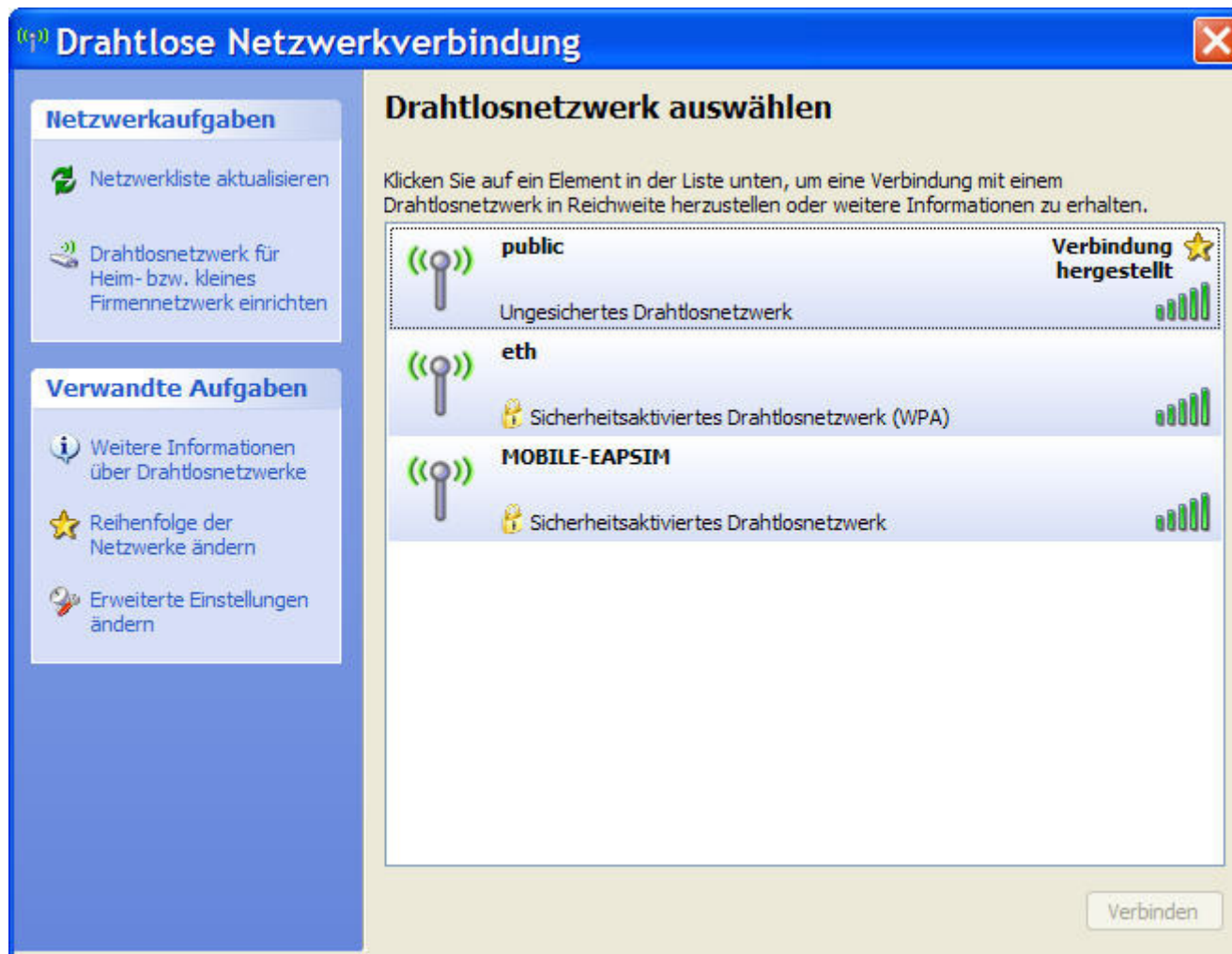
**Exercise your right to vote.**

Wahlbeteiligung von 1919 bis 2003 in Prozent





**What's new?**



username **blogcamp** pw **blogcamp2.0**



### Open Links

- [ETH Zürich](#)
- [ZVV Timetable](#)
- [SBB Timetable](#)
- [Zürich Airport](#)

### Login

login:

password:

- Valid login-accounts are:
- NETHZ-Account for ETH-employees, students and guests
  - The Account of data communication for conferences/symposiums

Please be patient the authentication can take up to 10 seconds.



### Information

No authentication is needed for:  
VPN to anywhere [ipsec, pptp]

[FAQ](#) frequently asked questions

to [Logout](#)



**liveDEMO**

## liveDEMO (max. 7 projects)

liveDEMO: One room will be for demos exclusively, on the same schedule. So whether you want to present your new world-exclusive community portal, or your free WordPress plugin, feel free.

1. [CityEngine](#) - Procedural 3D City Modeling presenting by [Pascal Mueller](#)
2. [kooaba](#) new and creative solutions for mobile blogging presented by [Herbert Bay](#)
3. [Swissopolis](#) - Second Life sensation from Switzerland presented by [Roman Balzan](#)
4. [smaboo](#) - Embedded Branding with Notebooks - The online platform where private persons are able to market themselves as media space, by [Adrian Locher](#)
5. [Anton Fessler](#), Dein Blog auf meinem Handy (sende audiop s an 363) - warum es sich lohnt Geschriebenes mit [Audio](#) zu würzen [de]
6. [Wuala](#) - Distributed online storage 2.0 - by [Luzius Meisser](#) (cofounder, engineer)
7. [the pianobakery](#) - Worlds first media asset management system for the Mac presenting by [Michael Ruepp](#)
8. [c.blog](#) - C the difference - presented by [Sven Jansen](#) (leider hat mir gerade Michael Rupp den letzten Speaker Platz weggeschnappt :-), vielleicht bekomme ich ja trotzdem 10min?) Streichen wir doch den unnötigen Second Life-Spam! [Sven, you can have 10 mins of my slot if you want. Luzius]

**Five consecutive slots  
of 30 or 45 minutes.**

**(5 x 5 instead of 4 x 5).**

## Slots

[edit]

These are the predefined slots for BlogCampSwitzerland\_2-0 presentations.

**Do not edit this page before the event! Slot assignments will be made in the morning**

Session slots at BlogCampSwitzerland 2.0

Time	<a href="#">HG D 7.1</a>	<a href="#">HG D 7.2</a>	<a href="#">HG D 5.1</a>	<a href="#">HG D 5.2</a>	<a href="#">HG D 5.3</a>
Room Capacity	160 seats	160 seats	28 seats	89 seats	28 seats
09:00 - 10:00	Registration (Foyer)				
10:00 - 10:15 Welcome	-	Intro Session (15 min) Peter / all participants	-	-	-
10:15 - 10:30	Slot Assignments (Foyer)				
10:30 - 11:00	Session I - 30 minute slot <b>1</b>	Session I - 30 minute slot <b>2</b>	Session I - 30 minute slot <b>3</b>	liveDEMO <b>4</b>	Session I - 30 minute slot <b>5</b>
11:15 - 12:00	Session II - 45 minute slot <b>6</b>	Session II - 45 minute slot <b>7</b>	Session II - 45 minute slot <b>8</b>	liveDEMO <b>9</b>	Session II - 45 minute slot <b>10</b>
12:15 - 12:45	Session III - 30 minute slot <b>11</b>	Session III - 30 minute slot <b>12</b>	Session III - 30 minute slot <b>13</b>	liveDEMO <b>14</b>	Session III - 30 minute slot <b>15</b>
12:45 - 14:00	Lunch Break (1'15 h)				
14:00 - 14:45	Session IV - 45 minute slot <b>16</b>	Session IV - 45 minute slot <b>17</b>	Session IV - 45 minute slot <b>18</b>	liveDEMO <b>19</b>	Session IV - 45 minute slot <b>20</b>
15:00 - 15:30	Session V - 30 minute slot <b>21</b>	Session V - 30 minute slot <b>22</b>	Session V - 30 minute slot <b>23</b>	liveDEMO <b>24</b>	Session V - 30 minute slot <b>25</b>
15:45 - 16:00	-	Final Thoughts Peter / Dominik / Will / Remo	-	-	-
16:00 - 16:45	Apero, Networking (Foyer), The End				

**Onsite Lunch.**

**4th Rule:  
Only three word intros.**

**Your name plus three "tags" describing yourself.**



**Hi, I'm Dominik Tarolli,  
Startups, IFJ, [swissstartups.com](http://swissstartups.com)**

or use your mother tongue or any language you like.

**Sessions are announced.**

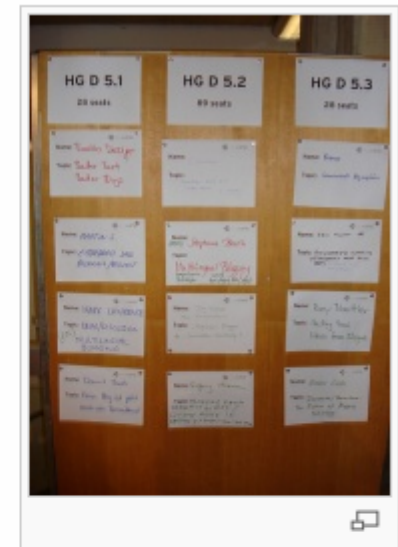
## Regular sessions

Enter your name, affiliation (optional), if you want to give a presentation. You can talk about anything you like **around blogging and blogs**. Please note that **we will NOT put together a program** by assigning rooms and time slots. The final "unAgenda" will be composed by posting your topic on the spot. (\*Please keep in mind this is a blog and blogging focused event. Your session should primarily target bloggers as an audience)

There will be 20 minute slots for presentations followed by about another 20 minutes Q&A and discussions. So you get around 45 minutes.

You are free to present in any **language** you want. English, German, Swiss German, French, Italian? Take your pick.

- [Jürg Vollmer](#), 10 Tipps für bessere Weblog-Texte (Readability Optimization) [de]
- [Andreas Von Gunten](#), Don't hack, writel Software-as-a-Service for Bloggers [en/de]
- [Leila Summa](#) & [Stefan Bucher](#), ½ Jahr intern "bloggen" bei [cablecom](#): eine Zwischenbilanz. [de]
- [Roman Hanhart](#), Blogs am Rande des Mainstreams [de]
- [Cédric Hüsler](#), Location, location, location.. contributing to the Geoweb [en/de]
- [Jan Theofel](#) Erfahrungen aus grossen Weblogprojekten [de] Bereits bekannt vom Barcamp Hamburg und Köln: Viele Einträge mit wenig Zeit / vielen Autoren, Live-Blogging von Messen, etc. Erfahrungsbericht (Präsentation) und Ideenaustausch (Diskussion)
- ([Stephanie Booth](#): Why Stop at Blogging 101? (might end up being something completely different, but this is today's idea -- suggestions welcome)) not certain I'll be there I'm afraid, will be a last-minute decision
- [Jochen Lillich](#): Getting Blogs Done -- Mehr Produktivität beim Bloggen. [de]
- [Peter Hogenkamp](#) (nur wenn noch Platz ist), Web 2.0-Produktivitäts-Tools (highrisehq, bemite, XING etc.) für Freiberufler und Startups. [de]
- [Michael Gisiger](#): Copyright, Copywrong - Radikale Stimmen zum Urheberrecht [de] (aber nur, wenn dieses mehr oder weniger OT-Thema überhaupt gewünscht ist; mehr dazu [hier](#), Feedback willkommen) -> durchwegs positives Feedback, ich mach's ;)
- [Stefan Bucher](#), Das Quartettkartenspiel - Wie ich Corporate Blogs präsentierte am [Web 2.0-Forum 2007](#) [de]
- [Christoph Lüscher](#), Blogs und institutionelle Medien auf Augenhöhe: erste Erfahrungen mit FACTS 2.0 [de]
- [Sacha Lemaire](#): (falls erwünscht) Vorstellung [BarCampRhine](#): Internationaler BarCamp mit Schwerepunkt interkulturelle Kollaboration auf einem Schiff von Basel bis Rotterdam.
- [Patrick Zoll](#), Erste Ergebnisse der Online-Umfrage zu «Podcasts in der integrierten Unternehmenskommunikation: Best Practices aus dem deutschsprachigen Raum» [de]
- [Adrian Heydecker](#), *Currently sick, hopefully getting better tomorrow. If healthy again: Blog Usability -- Bloggen für Leser ausserhalb der Blogosphäre* [de]
- [Dannie Jost](#) interactive mashup: [The Swiss Myth](#) [en]
- [Barbara Regenass](#) [Kyte TV](#): User-Generated Content, Social Networks und mobile Dienste vereint. [de]



Hallo, ich bin Jürg Vollmer, und  
biete eine Session an zum Thema:



**10 Tipps für bessere Weblog-Texte.**

**Wer hat Interesse?**

Sponsoren:  
XING

HG D 7.1  
160 seats

HG D 7.2  
160 seats

11.00  
-  
11.45

12.00  
-  
12.45

14.00  
-  
14.45

15.00  
-  
15.45

HG D 5.1  
28 seats

HG D 5.2  
89 seats

HG D 5.3  
28 seats

# Sponsor

**HASLERSTIFTUNG**

**Questions?**

**Enjoy!**