

# 2009 Fall EPIC Marketing Conference

Join your fellow [EPICs](#) for a day of discussion and learning when our Fall EPIC Conference focuses on how we market our camps, the image we create, and the challenges we face in developing an exciting and consistent message to prospective camp families.

Attendees will attend three one-hour sessions on a variety of marketing topics, described below. The conference will conclude EPIC-style, with roundtable discussions led by camp directors and EPIC committee members, giving you the opportunity to share your experiences and knowledge in the world of camp marketing.

## Schedule

11:00 – 11:30am	Arrival
11:30 – 12:30pm	Session 1
12:30 – 1:15pm	Lunch
1:15 – 2:15pm	Session 2
2:30 – 3:30pm	Session 3
3:30 – 3:45pm	Break
3:45 – 4:30pm	Roundtables

## Session Information

1. **Out of the Box Camp Marketing** – Get insight on non-traditional marketing methods for camps, particularly those in new camp markets.  
Led by **Andy Pritikin, Liberty Lake Day Camp**
2. **Creating a Recession-Proof Marketing Plan** – Learn how to develop a marketing plan that will produce results in a recession economy, whether you're an existing camp or a startup. With **Dan Kagan, Lake Bryn Mawr Camp**
3. **Is Your Marketing in Sync?** - Is there a split personality between the marketing materials you send out and the reality of the camp experience you offer? Do your words say one thing and your visual cues another? Learn how to get your experience, message and materials on the same page. Identify your core message and communicate it effectively and consistently. Walk through the methodology to develop a message and visual language that reflect your camp. With **Sandee Walker, Marketing Consultant, CampGroup**

**EPIC Roundtable Topics** – You'll be able to choose three of the following to discuss, 15 minutes each.

1. Internet Marketing – using online tools to market your camp
2. Print Material – going green, how much is enough?
3. Home Parties – bringing camp into the living room
4. Bartering - trading parent services for camp
5. Community Presence – making your camp visible in the community
6. On-Site Camper Recruitment – tours, rookie days, etc.
7. Alumni – reaching out to former campers and staff

**Be sure to join us at [Half King Bar](#) on West 23rd for drink specials and fun immediately following the conference!**