

# FAQs



Everything you wanted to know about **Blogger Social...**

# AND THEN SOME!



**FAQs: You socialites have lots of questions? We have tons of answers!**

<b>General Questions</b>	<b>4</b>
What is Blogger Social?	4
What is the official site for Blogger Social '08?	4
Who all is attending?	4
From where all are people coming?	4
How was NYC decided as the spot for Social?	4
Is NYC really like Sex & The City?	4
Will it be cold or warm?	4
Are you guys making any profit off the event?	5
What are the marketing metrics on the event?	5
Should I bring cameras?	5
Should I leave some extra room in my suitcase?	5
Will I remember Social for the rest of my life?	5
What if when it's over I'm sad?	5
<b>Communications</b>	<b>5</b>
How will you communicate with the attendees at the event?	5
So, what you're SAYING is that I should follow the official Blogger Social Twitter Group?	6
What if I want to write a post about it?	6
Will I be blogging from this event?	6
<b>Event Schedule</b>	<b>6</b>
When do you suggest I arrive and leave NYC?	6
What are the exact events?	6
Should I rest up?	6
Should I design my own meetups?	7
What if I'm late to the boat on Saturday?	7
<b>Food &amp; Lodging</b>	<b>7</b>
Which meals will I be responsible for?	7
Where are the good places to get these meals?	7
Will there be vegetarian fare at all events?	7
Which hotels are people staying at?	7
Is my hotel room really the size of a NYC apartment?	7
<b>Safety &amp; Etiquette</b>	<b>8</b>
Is it OK to videotape people at the events?	8
What kind of clothes should I bring?	8
Are New Yorkers really rude?	8
Should I get worried about being mugged?	8
<b>Transportation &amp; Sightseeing</b>	<b>8</b>
What transportation will I need during the weekend?	8
Are there designated drivers?	9
Why are all the cab drivers ignoring me?	9
So how do I hail the cab?	9
Can I just walk, instead?	9
What if I want to take the subway or a bus?	9
How much does transportation cost?	9
What's there to see during FREE time?	9

<b>Media &amp; Vendors</b>	<b>10</b>
Will there be press at the events?	10
Are companies allowed to pitch us at the event?	10



## GENERAL QUESTIONS

### **What is Blogger Social?**

Blogger Social is a first-ever, one-of-a-kind event held by the online marketing community for the marketing community, completely funded by and coordinated by community members. Neither seminar nor summit, nowhere near a conference or tradeshow, the intent is a social event for marketing bloggers--hence the name, Blogger Social!

Over 80 marketing bloggers from all over the world (8 countries and 20 States!) will be traveling to New York City between April 4th-April 6th, 2008, to reap the simple, yet altogether extraordinary benefit of time together. The event boasts a weekend packed with 3 official events and plenty of time for attendees (er, uh, "Socialites") to form their own meetups. As we say in the event's tagline: It's not about social media...it's about getting social! [Event schedule is here.](#)

### **What is the official site for Blogger Social '08?**

It's at <http://www.blogger-social.com>

### **Who all is attending?**

Everyone! (well, almost everyone)

The attendees list is located here: <http://www.blogger-social.com/attendees.html>

A full guide of attendees with bios, blog URLs and photos will be published in March 2008 under separate cover (and that list will be emailed to you as well as available at the Blogger Social website).

### **From where all are people coming?**

Um, got a globe? Everywhere! 8 countries and 20 states.

And here's the part where we boast about our crowd: We are hosting marketers from Australia, Belgium, the United Kingdom, Canada, Mexico, Italy, the Middle East and every single time zone in the USA...and many more places. The forthcoming attendee packet will list where everyone is from.

### **How was NYC decided as the spot for Social?**

Because bloggers voted it that way. [Download survey results right here.](#)

### **Is NYC really like Sex & The City?**

Actually, in a lot of ways, yes. There are Carrie's, Miranda's, Charlotte's and Samatha's galore (and plenty of Mr. Big types, too). There are also a ton of other amazing, smart, beautiful, neurotic, silly, crazy, and wonderful people.

### **Will it be cold or warm?**

It depends...and then it all changes in a NYC minute. Check <http://www.weather.com> when you're packing.

## Are you guys making any profit off the event?

Ha! Um, No.

We can only say that what we're doing for three events is usually what one event in NYC would cost. But with determination, a lot of good eyes on the street and a "can-do" attitude, we are delivering a true "mix" of extraordinary events.

## What are the marketing metrics on the event?

As far as we see it, we have:

1. Number of laughs and hugs,
2. Number of relationships formed and strengthened, and
3. Number of times that people say "Man, that Social really rocked!"

Oh, and there's this little thing called WOM...

## Should I bring cameras?

YES!

We'll have a hired photographer roam the events and take group shots (cheese!). But you should take shots to your heart's content.

You'll be asked to upload your photos to a [central Flickr album](#), too, and everyone will have access to the shots you share as well as shots taken by the photographer.

After all, those become our "time capsule" so that 50 or 100 years from now they'll know just how much fun marketing bloggers were.

## Should I leave some extra room in my suitcase?

Yep!

Leave some extra room in your suitcase to bring back bag your goodie bags (you'll need the extra room for the sizes of 1 small shopping bag and 1 large shopping bag)—and room for any souvenirs that you want to get for yourself while here.

## Will I remember Social for the rest of my life?

We guarantee it.

There is simply no other event like this. Because it's not a conference, tradeshow, seminar, or summit...it's a Social!

## What if when it's over I'm sad?

Then we will have tissues for you. And you can always stay another day! (people will be in NYC until Tuesday)



## COMMUNICATIONS

### How will you communicate with the attendees at the event?

We'll be together quite a bit, so most of the time we'll just tell you.

But if you sign up for the Blogger Social Twitter Group and forward those texts to your mobile phone, we can efficiently communicate with everyone at once, when we're not together.

The Twitter group is right here: <http://www.twitter.com/bs08>

## **So, what you're SAYING is that I should follow the official Blogger Social Twitter Group?**

Yes! Yes! Yes!

We will only use this during the weekend and only to remind you to be at certain events so *please consider forwarding those texts to your mobile phone.*

The Twitter group is right here: <http://www.twitter.com/bs08>

## **What if I want to write a post about it?**

Please do. And please tag it with "Blogger Social '08".

## **Will I be blogging from this event?**

Well, we're not exactly sure how you'll have time (or why you'll want to spend the time you have at a computer).

Plus, the events will be in bars, on a boat or in a special party room...none of which are 'wired' as these are party spots—and most people aren't at computers during parties they're, um, socializing!

But please feel free to blog about the event either during the weekend and after the weekend...and please tag your posts with "Blogger Social '08" (and if you REALLY want to liveblog then contact Drew or CK and we'll try to figure out how this is possible, again these are 'party venues').

## **Where is the Official Blogger Social Photolog?**

To view the photos, you can go here: <http://www.flickr.com/groups/bs08/>

If you would like to upload pictures, you must have a Flickr account and [join the group](#).

Once you have joined the group, the easiest way add a photo to a group is to go to the photo's page and click the "**Send to Group**" button between the photo title and the photo.

Then, choose the group you want to send it to, and you're done! [More info here](#).



## **EVENT SCHEDULE**

### **When do you suggest I arrive and leave NYC?**

Please try to be here for the Friday night event that starts at 7pm and stay until late on Sunday to enjoy your colleagues, friends and NYC!

### **What are the exact events?**

Full information on all events is [located right here](#).

### **Should I rest up?**

YES!

Friday night and Saturday night events will be going until late (er, uh, early!). You can leave the events at whatever time you like...but make no mistake about it, NYC is the city that never sleeps—and during Social, we're taking that seriously.

## Should I design my own meetups?

YES!

There is free time for you to form your own "DIY" (for "Do It Yo'Self!") meetups on Saturday morning, Saturday afternoon and ALL DAY Sunday. There will also be socialites arriving as early as Thursday, April 3<sup>rd</sup> and staying as long as April 6<sup>th</sup>!

The message boards, where you can create, promote and join various meetups are located at: <http://bs.karmacredits.org/> Please remember, each attendee is in charge of coordinating their own DIY Meetups—so go forth and mingle! More information is [available here](#).

## What if I'm late to the boat on Saturday?

Then you will be landlocked while we are at sea, mourning your absence.

Please be ON TIME on SATURDAY and at the dock by 12:30pm SHARP.



## FOOD & LODGING

### Which meals will I be responsible for?

1. Friday night dinner
2. Saturday morning breakfast
3. Any and all meals on Sunday.

As part of your ticket, we'll cover munchies on Friday night (think finger food); lunch on Saturday afternoon (think sandwiches and chips); and dinner on Saturday night (think yum!).

### Where are good places to get my own meals?

Take your pick!

New York has cuisine for all types. Get more information about New York cuisine at <http://nymag.com/restaurants/>

### Will there be vegetarian fare at all events?

Yes!

### Which hotels are people staying at?

You can stay at any hotel in Manhattan you want...but [hotel recommendations are right here](#).

### Is my hotel room really the size of a NYC apartment?

It's very likely.

Your hotel room is very well the size of a NYC studio apartment or small 1-bedroom. Yes, it's weird how we fit into small spaces...but on an island that's only 13 miles long we've gotten used to it.



## SAFETY & ETIQUETTE

### Is it OK to videotape people at the events?

Yes and No.

None of the venues have a problem with videotaping BUT...if you're going to be videotaping your fellow colleagues (and we're assuming these would be small segments if they did happen) then you need to get an express OK that they are ok with being videotaped BEFORE you point a camera in one's face.

You see, everyone is OK with pictures, but video can be a different animal and we need to be sensitive to everyone who has traveled far and wide to come to the event. So politely ask any/all persons before you video them and politely honor their wishes be that answer a "yes!" or a "no".

Also remember that much of Saturday night's event is a sit-down meal, so no one is going to want to be filmed eating their dinner (that's just rude...but you folks know that already!). And yes, this applies to audio-taping, too.

### What kind of clothes should I bring?

Bring some casual clothes for Friday night, some casual and comfortable clothes for Sat. afternoon and dressy clothes for Saturday night. And check weather forecasts the DAY BEFORE you leave.

And bring an umbrella, too (but if you forget, never fear...as soon as it starts raining, many street vendors just pop-up out of nowhere and will sell you one for \$5!).

You might want to bring sunglasses, too (then again, vendors will sell them to you for \$5...in NYC, we'll sell anyone anything).

### Are New Yorkers really rude?

Don't believe the movies! What we hear from tourists all the time is how surprisingly nice we actually are. (But it's best not to get in our way during rush hour.)

### Should I get worried about being mugged?

No. Don't believe the police dramas on TV!

NYC is actually the safest large city in the USA, and has been for years. Really, the only people who will try and rip you off are the merchants, hoteliers and real-estate agents ;-).

But when you're walking around it's best not to be carrying a lot of cash or have your iPod easily accessible. Just common sense stuff.



## TRANSPORTATION & SIGHTSEEING

### What transportation will I need during the weekend?

You'll need to get: (1) from the airport to your hotel...(2) from your hotel to the Friday night event and (3) back home from it...(4) from your hotel to (and from) the Saturday afternoon event... and (5) from your hotel and back from the Saturday night event. Plus, any meetups that you form and join and back to the airport when you leave.

And remember, you can share cabs with fellow socialites!

## **Are there designated drivers?**

Yes!

Your designated drives are either in yellow cars (taxis), in buses or underground (subway). In every subway station there is information on weekend passes and they are good for the buses and the subways. Taxis and subways run 24/7/365.

## **Why are all the cab drivers ignoring me?**

It's likely that either:

1. they're already carrying passengers or
2. you're not close enough to the street to get their attention

Unless the taxi numbers of their roofs of the cabs are is "lit up," they're already carrying passengers. And if they're on their way home the sign on their roof will be lit and say "Not in Service".

## **So how do I hail the cab?**

You should be standing on the corner (and in the actual street).

## **Can I just walk, instead?**

YES! But only if you bring comfortable walking shoes.

NYC is a "walking city" if ever there was one. While we have transportation everywhere, the #1 complaint of all tourists that come in, they wish they'd brought more comfortable shoes to see the sites.

## **What if I want to take the subway or a bus?**

You are certainly welcome to! And we'll salute you for doing your part to cut down on pollution.

But we find that most people who are just in town for the weekend prefer to take cabs.

Rest-assured, all New Yorkers take the subways and they run 24/7/365 and they're truly an icon of the city.

## **How much does transportation cost?**

It's best to budget right at \$60 for a cab from the airports to Manhattan (but you can share cabs with others if you want; people do it all the time from the airport).

Around town, it depends but it's usually around \$10 and up to 3 can fit in a cab and share the fair if socialites are going to events together.

Subway rides are \$2 each way and you can buy special passes for the subway for the weekend. Also, subway and buses use the same exact "metrocards" for payments.

## **What's there to see during FREE time?**

So much!

There's Times Square, SoHo, Greenwich Village, Rockefeller Center (that's where The Today Show and NBC Studios are), Fifth Avenue Shopping, the Empire State Building, the Chrysler Building, South Street Seaport, Ground Zero Memorial, The Metropolitan Museum of Art, The Museum of Natural History, Museum of Modern Art (MoMA), Central Park, Washington Square

Park, the Flatiron District...and then there's Brooklyn with a zillion places, Queens, The Bronx and Staten Island, too.

Rest-assured the concierge at your hotels will give you tons of collateral on what all to do and see...but, remember, on Friday and Saturday, we're keeping you mighty busy!



## **MEDIA & VENDORS**

### **Will there be press at the events?**

Yes.

Press are allowed to come to either the Friday night or the Saturday night events (and, yes, they fully paid their own ways ;-). They know to have fun, enjoy the festivities and see for themselves just how smart, fun and fetching all we marketing bloggers are. That said, it's NYC—and we marketing bloggers make for scintillating tabloid fodder...so we can do nothing about the paparazzi.

### **Are companies allowed to pitch us at the event?**

Absolutely not.

Attendees are more than welcome to brainstorm business opportunities all they want, but this event is for the marketing community to socialize... not for the marketing community to be – well – marketed to.

Plus, in following the event's true intent, we have purposely not enlisted any corporate sponsors and only marketing bloggers (and some press) will be attending events, so you won't be pitched by outside companies.

But we bet attendees will brew up many great business ideas amongst themselves...we are marketers after all!