

**Initial Email Sent to OELMA Presenters and Vendors
9/28/2012**

Subject: Join the OELMA Conference Adventure: Badge Your Session! {respond by 10/10}

Dear OELMA Presenter,

Do you remember your school days, when kids learned new skills and earned badges in scouting? Wouldn't it be cool if there were a way to demonstrate the learning you get outside of school? The [digital badging movement](#) is in its infancy, and it's working to do just that. Anyone can issue a challenge, and when a learner meets that challenge, s/he gets a new digital badge to add to his or her collection.

We're excited to see what might happen if conference learning were represented in digital badges, and we need your help! What if we badged the OELMA conference? What if, when a participant left your session, s/he could tell you what they learned and, in exchange, earn a badge?

Your participants could use those badges to trigger conversations with other participants, show administrators what they've learned, and build an ongoing digital portfolio of new skills and knowledge.

If you'd be willing to collect an exit slip from your participants and give them a sticker badge in exchange, you can join the badging momentum! We'll make all the exit slips and print up the badges. We just need some information from you so we can prepare the paperwork and the badges. Won't you hop over to [this Google Form](#) and share some information about your session? We'll use your input to prepare a set of exit slips and badges for your session.

Then, all you do is pick up the materials when you register and return them to the conference's badging table (in the registration area) after your session.

We hope you'll join us and share your information with us no later than Wednesday, October 10. If you do not wish to participate, that's OK. Just reply to this email or [go to the form](#) to decline.

Thanks for badging along with us!

Sincerely,
Kristin Fontichiaro and the Michigan Makers Team
University of Michigan School of Information
and the
OELMA Conference Committee
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**Second Email Sent to OELMA Presenters and Vendors
sent with the original 9/28 email pasted below the new one
10/10/2012**

Subject: Badging update for OELMA presenters -- not too late!

Hi, OELMA presenters!

The OELMA conference is just a week away! We wanted to drop you a line to give you an update on the badging plans.

First of all, if you would like your session to be badged but just didn't get to it yet, follow the instructions below and get back to us in the next few days. We'll have the capability to print badges onsite, but it's a lot easier for all of us if we can do it in advance!

Secondly, we wanted to share some information with you regarding the conference itself. Our badging table, near registration, will open first thing Thursday morning. We'll have a packet for each participating presenter with exit slips and pre-printed sticker badges (we'll start with 48/session, to keep our costs down; we can always print more). Please stop by to pick it up; after your session, return the envelope with your completed exit slips in it and any unclaimed badges. You may want to pass out the slips early in your session and stop a few minutes early so people can fill them out.

Finally, we are unveiling the [OELMA badges site](#), where you can see a video introducing us (so you'll know us when you see us) and the badging concept to attendees, download a handout that gives more information about badges, and see the badges that have been made so far. If you watch the video, you can even get a claim code you can use to earn your first OELMA conference badge (redeemable at <http://badg.us>). Feel free to share the link, the video, or the handout with your friends and network.

We really appreciate your enthusiasm for this project and look forward to seeing all of you in person!

If you have any questions between now and then, please contact us at oelmabadges@gmail.com.

Thanks,

Kristin Fontichiaro
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on behalf of the [Michigan Makers](#) team
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