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For Immediate Release

## **BarCampBank Holds its Second Unconference in San Francisco Bay Area**

Unconventional Conference on Treasure Island to Shape Trends and Innovative New Business Models

*San-Francisco, March 16<sup>th</sup>*

On April 25<sup>th</sup>, 2009, after a year that has put the worldwide banking on the brink of collapse, BarCampBank is back in the Bay Area with BarCampBankSF2 (BCBSF2) to let innovators in financial services discuss the present and future of their industry. BCBSF2 will get underway at 9 AM on Treasure Island. The event has no set speakers, agenda or sales pitches and getting in the door will only set you back \$26. BCBSF2 will attract thought leaders and innovators from all over the world for an intense day-and-a-half of exchanges on the future of financial services.

The financial crisis has set in motion a major transformation of the financial services industry. Outcome is still unclear, but the new financial services industry will eventually be shaped by innovators from within and outside existing financial players. BCBSF2 is the place where these innovators from diverse backgrounds can get together and openly discuss a variety of topics related to the transformation of their industry.

To ensure that the event is highly relevant for all those attending, the agenda will be discussed online beforehand at <http://barcamp.org/BarCampBankSF2> and then set by the participants the morning of the event.

Due to the large number of financial services startups in the San Francisco Bay Area, BCBSF2 will have a particular focus on bringing startups and industry insiders together. So far, participating organizations include SF Fire Credit Union, Wesabe, Kiva, NetBanker, BoulevardR, Zecco, TransFS and many other financial institutions and startups.

This year BarCampBank San Francisco is particularly happy to synchronize its event with [Finovate Startup 09](#) that will happen the following Tuesday. The two events will be a unique opportunity for startups to share their ideas at BCBSF2 and showcase their innovations at Finovate, and for industry professionals to identify and understand important new trends in two distinctly powerful meeting formats.

The aim of BarCampBank is to foster innovation and the creation of new business models in the world of banking and finance. Previous BarCampBanks have been held across the Nation (Seattle, Dallas, Charleston, New-England) and across the world (Paris, Vancouver, London, Madrid).

To attend BCBSF2, participants can register online at <http://bcbsf2.eventbrite.com>

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If you'd like more information about his event, please contact Guillaume Lebleu (contact information above).