

# Enabling: Digital Development in the Arts

Tuesday 21 February 2012, 10 am – 4.15 pm

Bolton College

<http://enablingdigitaldevelopment.eventbrite.co.uk>

## Workshop Overview

### WORKSHOP SESSION 1: 13.40 – 14.40

*(delegates choose to attend one session from sessions A, B and C)*

#### Workshop A

This workshop will comprise 2 presentations on **Community Media and Broadcast:**

##### **How Community Media Can Work for Community Organisations**

*Richard Lace, Community Radio Project Manager, Your Prescap / Your Preston FM*

This session will offer an understanding of how community media can work for community organisations. Richard will discuss the achievements of Preston FM in terms of gaining funding, influencing local policy and supporting and enhancing local public services plus utilising social networks and online resources. He will touch on proposals for community TV across the country and the impact this may have for the future.

##### **Partnership and Broadcast**

*Jason Cooke, Volunteer Co-Ordinator / Trainer, ALL FM*

This presentation will look at the partnership between Manchester Literature Festival and ALL FM in Manchester discussing their arts digitalisation and community media work.

#### Workshop B

##### **Making your Online Promotions Effective and Engaging**

*Liz Hardwick, Freelance Community/Online/Broadcast Media Producer and Trainer, <http://www.lizhardwick.co.uk>*

This session covers how to write and present effective, interesting and engaging content for your online media. Within the hour we will also look at some of the top free resources available to share and promote your content, how to choose which are right for you, and how to monitor your impact online. Ultimately, enabling better relationships with your audiences and stakeholders in a more efficient way. Providing lots of food for thought and helpful links to take away, why would you want to miss out?

#### Workshop C

##### **How to use mobile apps, social networks and other new media for a cross-platform socially engaging communications strategy**

*Marcus Lilley, CEO, marcuslilley consultancy*

This session will provide an opportunity to explore the intersection between social networks, mobile apps and other new media to create innovative and existing cross platform socially engaging communication strategies for the arts and creative sectors. Delivered via PowerPoint presentation and using video examples the session will allow you to share your experiences, pose questions and think of new ideas on how to communicate in an innovative and exciting way.

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## WORKSHOP SESSION 2: 15.00 – 16.00

*(delegates choose to attend one session from sessions A, B and C)*

### Workshop D

#### **Citizen Journalism**

*Karen Shannon, Arts Development Manager: New Media, Lets Go Global, Trafford Council*

Lets Go Global are currently working on the Hash Media 2012 project, which is a citizen journalism project for London 2012. This workshop will give an introduction into how to be a citizen's journalist and how to get a scheme or group running in your local area.

### Workshop E

#### **The Digital World - where fools rush in!**

*Graham Mallinson, Director, d2 Digital by Design Ltd*

This workshop will focus on devising digital strategies for business/arts organisations.

Don't waste your time coming to this workshop if you are 100 per cent confident and believe you know 'exactly' - what, why, and how you are using, or going to use, digital technology. For the rest of you I can guarantee it will save you an absolute fortune!

A significant amount of money is wasted - sadly - by almost every company who 'invests' in digital solutions for their business. Most are blinded by the potential of social media, fantastic websites and other digital channels. Reality is somewhat different.

Based on our work with major national and government organisations such as BBC, Ch4, RNLI, DfE, NHS and the Home Office; this workshop will look at 'your' organisation and map the digital opportunities against it. Helping you guard against unnecessary time and financial investments.

If you want the fast track to digital success - start with this workshop.

### Workshop F

#### **Copyright and the Internet: The changing face of creative content in the digital age**

*Dr Paul Oliver, Musician and research academic, University of Bolton*

With increased accessibility and ever-changing uses of digital content online, it has become vital for creative individuals and organisations to understand how to manage and control the copyright of their own creative content. This session will look at where intellectual property comes from and how it has changed since the inception of the Internet using Creative Commons as an example of how these issues are being addressed and what the future holds.