

Agenda

9.15am Tea/Coffee & registration

Live online evencast starts

9.40am Get Thinking!

Welcome from today's Chair: Marcus Wilson, Hi Arts. <http://www.hi-arts.co.uk>

9.45am Introduction to the AmbITION Scotland roadshow, and the world of digital development by Hannah Rudman of AmbITION Scotland <http://consultrudman.com> <http://envirodigital.com>

Hannah will explain the focus of the roadshow and talk about why digital development is essential for the arts sector. Explaining how technological developments and changing cultural behaviours affect the landscape in which we work, Hannah will show how digital developments create benefits and opportunities for any arts organisation.

10.00am Keynote: Bill Thompson, Freelance Writer and Consultant, <http://www.andfinally.com>

Bill Thompson is a freelance writer and consultant, new media pioneer and board member at arts organisation, Writers' Centre Norwich and has done extensive work on digital development in the sector. Bill has been working in, on and around the Internet since 1984. He was the founding head of new media at Guardian Newspapers and led the team that built the first Guardian website in 1994. Bill will help us horizon scan and consider how some of the implications of network culture might inform strategy, artistic development and resource planning.

10.50am Break

11.10am Case Study 1: Jane Hogg, Arts and Theatres Trust Fife - ATT Fife <http://www.attfife.org.uk>

11.40am Case Study 2: Jamie Wooldridge, Ludus Dance and Public Arts at Lancaster University

<http://www.ludusdance.org> <http://www.nuffieldtheatre.com> <http://www.peterscottgallery.com> <http://www.lancasterconcerts.co.uk>

Case studies of two arts organisations' journeys through digital development.

12.10pm Q & A: Your chance to ask questions of the morning's speakers.

12.30pm What's your AmbITION! Share your experience of digital development: participate in small group discussions to share best practice, questions, pitfalls, inspiration and lessons learned.

1.00pm Lunch & Networking

2.00pm What's your AmbITION! Key themes from group discussion before lunch, brought to the floor for conversation.

Live online evencast ends

2.25pm Introduction to Get Immersed! Workshops and Seminars from the AmbITION team

2.30 – 3.30pm Session 1 Get Immersed! Workshops and Seminars

3.35 – 4.35pm Session 2 Get Immersed! Workshops and Seminars

Parallel sessions looking at practical things you can do to turn your organisation into a Web 2.0 organisation. The 3 workshop sessions run for one hour each and then repeated, so you will be able to attend two different workshops. See overleaf for the choice of workshops and location.

4:35pm Sign posting to resources, panel discussion, summary and Q&A

5.00pm Close

Get Immersed! Workshops and Seminars

1. See And Be Seen, Hear And Be Heard

How to use free online tools to help you market your organisation effectively online through social media. Use digital media tools to communicate your message through social networks. Spread the word, increase awareness and reach new audiences.

Digital media production and promotion company Inner Ear (the people behind the UK's longest running internet radio station, Radio Magnetic), demonstrate a selection of effective tools and platforms available to arts organisations that can be used for audience, business and artistic development.

In this hour long introduction to marketing the arts using social media, Inner Ear will guide you through a series of practical examples of how to use tools like blogs, podcasts, streaming media, services like Slideshare, Issuu, Scribd, Ustream, Audioboo and Qik and platforms such as Facebook and Twitter. The session will also be audio and video recorded and available for participants to review after the session.

Inner Ear encourage questions and discussion throughout the session. At the end of the seminar you will be given access to a Delicious feed with many links to useful references, guides and further information. See you this afternoon .

For the workshop you will require: sign-up to the Amb:IT:ion Scotland online network (you will implement examples of these free tools during the workshop); a Wi-Fi enabled laptop; or mobile phone capable of internet access.

<http://www.innerear.co.uk> and sign-up at <http://getambition.ning.com>

30 people maximum per session.

2. Intellectual Property

Intellectual Asset Centre & a local lawyer will give an overview of the intellectual property (IP) issues around digital content and some of the solutions. Intellectual property advice from people who know that content and live experience is the business of the arts. <http://www.ia-centre.org.uk>

45 people maximum per session.

3. Digital Video for Beginners

If you've ever wanted to create digital video, this is the workshop for you. New Media Scotland, a national development agency for new media practice, will give insight into what content might exist in your organisation, and how you might capture and disseminate it! <http://www.mediascot.org>

25 people maximum per session.

Join the online social network!

<http://getambition.ning.com>

Biographies

Chair

Marcus J Wilson

Marcus is Development Manager with HI~Arts. Formerly Marketing and Events Manager with a range of venues and festivals in Yorkshire and London, Marcus is an experienced marketer, web developer and trainer, and divides his time between the Highlands and Edinburgh. In 2003, Marcus won a national Broadband Britain Award for establishing the Northings Arts Journal for HI~Arts. Northings is now one of Scotland's leading online sources of cultural event listings, features, reviews and podcasts, and is currently developing to become a social networking platform. Between 2003 and 2005, Marcus project managed development of the booth online ticket service (<http://www.thebooth.co.uk>), a service which has since rolled-out nationally. In 2009, Marcus was tutor-in-residence at the week-long Theatrical Management Association's (TMA) Druidstone Essentials of Arts Marketing course. Currently, he sits on the Reference Group member for the Scottish Arts Council's AmbITion project.

<http://www.hi-arts.co.uk>

AmbITion Lead

Hannah Rudman

Hannah Rudman of Rudman Consulting, is Lead Consultant of AmbITion Scotland, having been director of the AmbITion pilot in England. She advises on national cultural policy around digital development in the UK; is Specialist Advisor to the Mission Models Money programme; Specialist Advisor to IC:Innovative Craft; Specialist Advisor for Scottish Arts Council for whom she wrote "Getting Digital"; and is a Lecturer at Edinburgh Napier University's School of Computing. Hannah is also Arts Professional's "Harnessing IT" columnist; and on the boards of Milk With 2 Sugars and New Media Scotland. <http://consultrudman.com>

Hannah also runs Envirodigital – a change agency that encourages organisations to become environmentally sustainable through digital developments. Envirodigital helped to establish the new National Theatre Wales, and is helping to ensure AmbITion Scotland's environmental sustainability through providing eventcasting.

<http://envirodigital.com>

Keynote

Bill Thompson

New media pioneer Bill Thompson has been working in, on and around the Internet since 1984. Formerly head of new media at Guardian newspapers, where he established the paper's first website in 1994, he writes a weekly column for BBC News online and appears weekly on 'Digital Planet' on the BBC World Service. Bill is a Visiting Fellow of the Journalism department at City University, a trustee of the Cambridge Film Trust and a member of the board of Writers' Centre Norwich. He is currently working with the BBC on plans to make its archive more widely accessible.

<http://www.andfinally.com>

Case Study #1

Jane Hogg

Jane is a respected marketer and specialist in tourism, cultural, arts, and educational marketing, with a career that began with theatre marketing and over the years she has worked with several theatres, museums, galleries and

festivals across the UK.

She is a certified management consultant and worked for 10 years as a Director of a large consultancy in Scotland, then with her own consultancy working for many clients including the Scottish Arts Council, Arts Council England, Edinburgh Ticketing Portal and for the National Library of Wales on developing a marketing strategy for the mass digitalisation of their collection. Most recently for Arts Council England she was an assessor for a Night Less Ordinary and for the Scottish Arts Council she undertook the first stage Amb:IT:ion assessments.

In April 2009 she decided to return to a more hands on role and join the Arts and Theatres Trust Fife for a short time to establish a centralised marketing and audience development department for the four venues managed by the trust and develop a long term marketing strategy. This has been a joy and a great opportunity to return to the very heart of why she works in the cultural sector – great night outs. So far a truly jaw-dropping range of entertainment (Nazareth, Strictly Come Dancing, panto and then the National Theatre thrown in for good measure). Moreover to work with an organisation who fully understand the need to embrace digital technology, try new things and learn as they go along.

<http://www.attfife.org.uk>

Case Study #2

James Wooldridge, Public Arts at Lancaster University

James Wooldridge is the Marketing Officer of the newly formed Public Arts at Lancaster University (incorporating The Nuffield Theatre, Lancaster Concerts Series and the Peter Scott Gallery) prior to this he was Head of ICT and Marketing at Ludus Dance in Lancaster.

Describing himself as a 'wannabe geek' James is very interested in discovering how new technologies can be used artistically within conventional art forms and how social platforms can help arts organisations engage with their audiences. Within his role at Ludus he developed the Company's e-commerce facilities, e-marketing and merchandising. In his new role he's currently leading the re-brand of the Public Arts and developing combined communication, marketing and e-commerce strategies as the three venues become one organisation.

<http://www.ludusdance.org> <http://www.nuffieldtheatre.com> <http://www.peterscottgallery.com>

<http://www.lancasterconcerts.co.uk>

Intellectual Property Workshop

The Intellectual Asset Centre

The IA Centre exists: "to assist Scottish businesses to maximise the economic potential of their intellectual assets". Funded by the Scottish Government, the Centre is the first of its kind in Europe and is a trailblazer in the field of intangible asset management. The Centre works with companies and organisations across Scotland regardless of size, sector or status and offers a free advice, guidance and one-to-one service tailored to the companies' individual needs. It aims to raise awareness & understanding of IA, their value, identification, protection, management and exploitation for business benefit; demonstrate how IA impact upon the development of strategy, products processes, services, markets and supply and distribution channels; and delivers a bespoke service to identified sectors including the creative & cultural industries.

<http://www.ia-centre.org.uk>

The Intellectual Assets Centre's Business Service Partner leading this event is:

Euan Duncan, McClure Naismith

Euan is a Partner in McClure Naismith's Corporate Unit, specialising in intellectual property (IP) protection and commercialisation; software licensing and IT system development; all e-commerce IT and internet regulatory issues, media contracts and sponsorship. His clients include a number of UK banks (including an on-line/virtual bank) and various other financial institutions and he has been involved in Court of Session actions relating to claims of trade infringement; passing off and unregistered domain rights. Euan's recent experience includes giving advice on internet related agreements including website design, content supply and provision of services; the application of EU legislation to IP rights; advising dot.com start-ups and domain name infringement protection.

<http://www.mcclurenaismith.com>

Digital Video Workshop

Mark Daniels, New Media Scotland

Mark Daniels is a curator interested in smart spaces and responsive environments. He trained as an architect at Kingston University before completing the MA Art as Environment at Manchester Metropolitan University. He was the inaugural Director at Northern Architecture in 1998 where he curated a diverse range of subjects including love hotels, sitooteries and science fiction cinema. As International Co-ordinator he was responsible for the look and feel of the 2004 Liverpool Biennial. An increasing interest in new media led him to Folly in Lancaster, and now New Media Scotland in 2008.

<http://www.mediascot.org>

Luke Collins, OB:Meeja / New Media Scotland

A deep relationship and facility with digital platforms is fundamental to Luke's practice as an artist and his role as Producer for NMS. Luke had full responsibility for the project management and production of NMS exhibitions at CCA and Inspace as well as for managing talks and events programmes produced with partner organisations CCA and DCA.

Luke's career as an artist has rapidly developed with the production of large complex video projects for Transmission and CCA, Glasgow and Studio Voltaire, London. A residency at PRIM (a media production facility in Montreal) in summer 2010 will concentrate on live streamed video.

Despite leaving NMS at the beginning of 2010 Luke continues to work closely with the organisation in a freelance capacity. Through his new and nascent project OB:Meeja (Oscar Box Media), Luke is building on a developed base of freelance video editing and production jobs for clients including; Frieze Art Fair, the Collective Gallery and Dundee Contemporary Arts; and artists such as Kate Davis, Mel Brimfield and Duncan Campbell.

<http://www.obmeeja.org> (in development) <http://www.mediascot.org>

See And Be Seen, Hear And Be Heard Workshop

Dougal Perman, Inner Ear

Dougal Perman is the managing director of digital media production and promotion company Inner Ear (In 2001 Dougal co-founded Inner Ear's flagship project, Radio Magnetic, the UK's longest running internet radio station). Over the past nine years, Dougal has created content and consulted on social media marketing campaigns for a variety of arts organisations, music businesses, marketing agencies, consumer brands, corporate private and public sector clients. Dougal is also a board member of the Scottish Music Industry Association. When not engaged in arts business, Dougal tries to find the time to make music, DJs in bars, clubs and festivals and is always having a go at

creating things and dreaming up wild ideas. He likes cooking too.
<http://www.innerear.co.uk> <http://www.radiomagnetic.com>

Andy Colgan, Inner Ear

Andy McColgan is Inner Ear's production manager, a role which also doubles as Radio Magnetic's station manager. Andy manages Radio Magnetic's content, contributors and social media presence. Before coming to Inner Ear, he managed the online community for The Tennents Mutual, a crowd sourced music festival run by experiential marketing agency Better Days. For the Glasgow Short Film Festival, Andy has curated an evening celebrating Glasgow music videos. In his spare time he makes music and writes beat poetry that would make Aidan Moffat and Ivor Cutler (RIP) raise an eyebrow.

<http://www.innerear.co.uk> <http://www.radiomagnetic.com>

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Rudman:consulting
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Links

All these links are on our social network! <http://getambition.ning.com>

AmbITion's website <http://getambition.com>

The AmbITion Toolkit <http://toolkit.getambition.com>

Glasgow Grows Audiences (GGA) <http://www.gga4arts.co.uk>

Rudman Consulting <http://consultrudman.com>

38minutes – Powered by 4iP

A creative network for companies and individuals in the creative and digital sector in Scotland and Northern Ireland <http://www.38minutes.co.uk/>

Our partners' websites, who host AmbITion content:

ArtsProfessional <http://www.artsprofessional.co.uk>

Creative & Cultural Skills <http://www.ccskills.org.uk>

Own-it Intellectual Property Advice for Creative Businesses <http://www.own-it.org>

We are on twitter: <http://www.twitter.com/getambition>. Twitter hashtag for this event is #getambition

AmbITion Roadshow tag is [getambition](#). We are using a number of different social network sharing community platforms including [del.icio.us](#), [flickr](#), [Scribd](#), [slideshare](#), [blip.tv](#), [viddler](#), [YouTube](#), [Qik](#). We will be tagging media with 'getambition' and aggregating it on the network, please feel free to do the same.

Getting Digital Roadshows:

Roadshow North (Inverness) <http://getambitionroadshow-north.eventbrite.com>

18th March 2010, Eden Court, Inverness

Roadshow East (Dundee)

May 6, 2010, Centre for Excellence, Dundee Abertay University

Roadshow Central (Stirling)

May 27, 2010, Stirling Management Centre, University of Stirling

Roadshow South (Edinburgh)

June 10, 2010, Edinburgh First, University of Edinburgh

Webinars:

Getting Digital Webinar 2: Talking Online <http://getambitionweb-2edi.eventbrite.com>

25th March 2010, Surgeons Hall, Edinburgh

Getting Digital Webinar 3: Tracking Impact <http://getambitionweb-3edi.eventbrite.com>

22nd April 2010, Surgeons Hall, Edinburgh