

Wednesday 7 October 2015
The Rep / Library of Birmingham

Sharing the learning
from the Digital R&D
Fund for the Arts

Making Digital Work

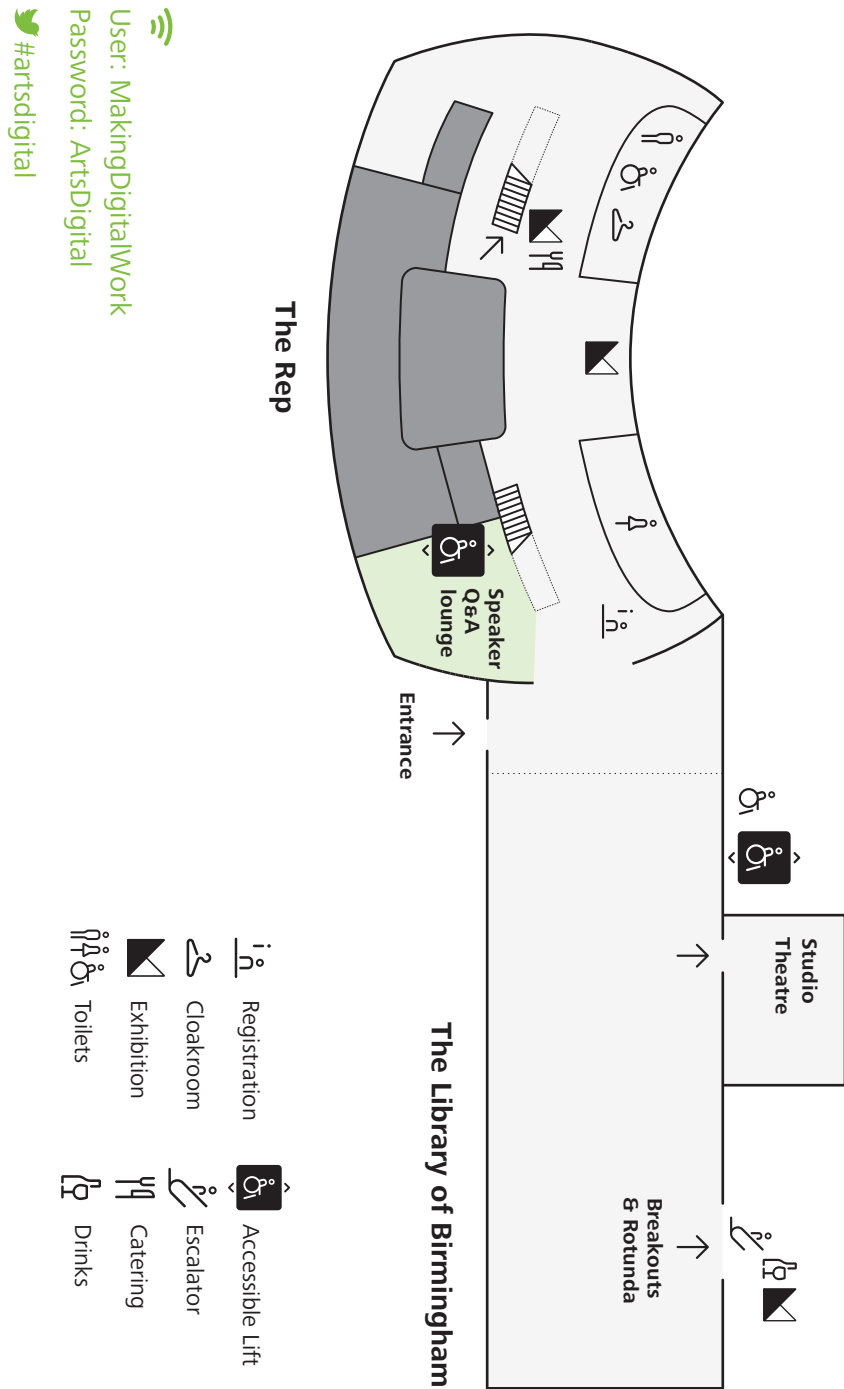
1415	Data: Julie Freeman , Artist & Associate Artist, Open Data Institute <i>Projects:</i> The Audience Agency <i>et al</i> , Tyne & Wear Archives & Museums, FutureEverything	Studio Theatre
1500	Speakers Q&A	The Rep Lounge
	Refreshments, networking, Meet the Projects	The Rep Mezzanine
1530	Business Models: Nicole Yershon , Director of Innovation, Ogilvy <i>Projects:</i> Miracle Theatre Company, Comma Press, Royal Opera House	Studio Theatre
1620	What Next? The Digital Future looks like this... Professor Andy Miah Chair, Science Communication & Future Media, University of Salford, Manchester Anthony Lilley OBE Interim CEO & Creative Director, The Space; CEO, Magic Lantern Productions Catherine Large Deputy CEO, Creative & Cultural Skills David Watson Head of Digital, Hull UK City of Culture 2017	Studio Theatre
1715	Closing remarks: Tim Plyming Director, Digital Arts & Media, Nesta	The Rep Lounge
1720	Speakers Q&A (15 minutes)	The Rep Lounge
	Drinks, networking	LoB Rotunda

0915	Registration & refreshments	The Rep Lobby
1000	▲ Welcome & introduction: Host Rosie Millard , Journalist, Broadcaster, Author Geoff Mulgan , Chief Executive, Nesta ▲ In conversation: Rosie Millard with Darren Henley , Chief Executive, Arts Council England	Studio Theatre
1030	Mobile: Tom Grinsted , Group Product Manager, Guardian News & Media <i>Projects:</i> London Sinfonietta, Bristol Museums, Galleries & Archives, UCAN Productions	Studio Theatre
1115	Speakers Q&A	The Rep Lounge
	Refreshments, networking, Meet the Projects	The Rep Mezzanine
1145	Accessibility: Jo Verrent , Accessibility Consultant, Senior Producer, UNLIMITED <i>Projects:</i> Heart n Soul, Circus Starr, Theatr Genedlaethol Cymru, Extant	Studio Theatre
1245	▲ Keynote Speech: The Risk of Success with Deborah Bull , Director, Culture at King's College London. Introduced by and in conversation with: Hasan Bakhshi , Director, Creative Economy, Policy & Research, Nesta	Studio Theatre
1315	Speakers Q&A	The Rep Lounge
	Lunch, networking, Meet the Projects	The Rep Mezzanine

You can find speaker biographies at: artsdigitalrnf.org.uk

Programme

Map



Welcome

We're delighted that you can join us today at our Making Digital Work event, as we consider the opportunities and challenges arising from our increasing adoption of digital tools and technologies. We're thrilled to be hearing from a host of fantastic speakers, as well as representatives from a number of the projects supported by the Digital R&D Fund for the Arts.

Enjoy the day and the exploration of our key themes: Mobile, Accessibility, Data and Business Models. Do take the opportunity to connect, explore, share and take away learning, tools and advice.

Darren Henley Chief Executive, Arts Council England

Rick Rylance Chief Executive, Arts & Humanities Research Council

Geoff Mulgan Chief Executive, Nesta

The event will be filmed and photographed. If you wish not to be included in video/photographs please make yourself known to a member of staff.

Themes



Mobile

Audiences are increasingly using mobile devices to access information. What are the opportunities for the arts?



Accessibility

How can the arts use technology to reach a public audience, particularly those with disabilities?



Data

How can the arts transform business using data to drive increased audience and revenue?



Business Models

How can the arts tap into new distribution opportunities to generate income?



The Digital R&D Fund for the Arts is a £7 million fund to support collaboration between organisations with arts projects, technology providers, and researchers. It is a partnership between Arts Council England, Arts and Humanities Research Council and Nesta.

The fund has supported over 50 projects over its lifetime.

Find out more about the Digital R&D Fund and the funded projects:

artsdigitalrnd.org.uk



Supported using public funding by
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Nesta...

Breakout Schedule

The sessions you have signed up for are indicated on your badge.

All breakout sessions are located on the first floor of the Library of Birmingham.

1035	M1 Business Model Masterclass	Room 101
1150	M2 Mobile Masterclass	Room 101
1420	M3 Accessibility Masterclass	Room 101
1420	T1 Digital Toolkit Workshop	Room 104
1535	M4 Data Masterclass	Room 101
1535	T2 Digital Toolkit Workshop	Room 104



When taking part in breakout sessions, please use the open public wifi in the Library of Birmingham.

[#artsdigital](https://twitter.com/artsdigital)

Projects

Speaker Q&A lounge

After each session, speakers will be happy to answer your questions one-to-one in a dedicated area located in the Rep ground floor adjacent to registration.

Meet the Projects

There will also be an opportunity to meet some of the teams working on other projects in addition to those presenting in the Studio Theatre. You will be able to try out their technology first hand and ask about their experiences, results and plans. You will find them in different areas of The Rep / Library of Birmingham:

The Rep Mezzanine (Catering Area)

Leicester Museums & Galleries	Leicester Castle Tells Its Story
Orphans of the Storm	Electricomics
The Fitzwilliam Museum	CultureQuest

The Rep Lobby (Ground Floor)

Abandon Normal Devices	Project Dædalus
The Spark Arts for Children	Pop Up Play

Library of Birmingham (Room 104)

Extant	Flatland
National Holocaust Centre	Interact



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Password: ArtsDigital

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