

## Agenda

### 09.30am Tea/Coffee & registration

Chair: Julie Tait, Director of GGA

### 10.00am Welcome from Gwen McLeod, Scottish Arts Council

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

### 10.15am Introduction from Hannah Rudman, AmbITion

Welcome from Hannah who will give an overview of the AmbITion Scotland programme, explain the focus of the event and show how digital developments create benefits and opportunities for any arts organisation.

<http://getambition.com> / <http://consultrudman.com>

### 11:00am Comfort break

### 11.10am Keynote: User generated content – Kyle MacRae, Blether Media

We've all learned by now – or certainly should have - that communication is a two-way street. The former audience is no longer content to passively absorb your stuff; instead, people want to interact, have their say, be involved. And so it's almost a knee-jerk reaction to include 'user-generated content' when developing a project.

But is it always appropriate? Is UGC means to an end or an end in itself? Perhaps it's time for a reality check.

If and when it IS smart to incorporate UGC in the mix, what are the best tools, how do you best use them, and how do you balance the integrity of your projects when everybody's a participant and a critic?

<http://blethermedia.com>

### 12.00pm Questions from the floor and online

### 12:30pm Networking and refreshments

An opportunity to network and share experiences, best practice, advice and information with other organisations that will be embarking on a similar organisational and technological change.

### 1:00pm Close

For more information about the project, Getting Digital or upcoming events contact Ashley Smith Hammond, AmbITion Scotland Project Manager - [ashley@getambition.com](mailto:ashley@getambition.com).

## Biographies

### 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>

### Chair

#### Julie Tait, GGA Director

In 2004 Julie Tait set up Glasgow Grows Audiences (GGA), Glasgow's first audience development agency. Prior to this she had a varied career across Tourism, Sports, Healthcare and Education sectors. This experience has shaped an expertise in managing people, change and performance. Currently, Julie assists cultural organisations to find and reach new audiences providing market intelligence, creative ideas and new strategies for growth.

Prior to establishing GGA as a charity, Julie has worked in marketing, commercial development and training roles and as a consultant (The Lighthouse, Scotland's Centre for Architecture, Design and the City, Fraser Associates; Johnson and Johnson Ltd). She has led teams and been directly responsible for marketing, revenue generation; estates management; retail, visitor services; conferencing and corporate hospitality; sales; staff development and training. Julie is currently vice chair of Glasgow Tourism Skills Initiative, a public/private sector team with a focus on delivering citywide targets for management, leadership and customer service.

In the arts, she has gained experience across a range of venues and events as Marketing Manager (Kyle and Carrick District Council Leisure Services), Head of Marketing and Commercial Development (Glasgow City Council Culture and Leisure Services) where her marketing responsibilities included The Gaiety and Civic Theatres, The Ticket Centre,

Tramway, The Mitchell and King's Theatres (Glasgow), Glasgow's Museum retail and libraries. Julie serves as a Board member for a range of organisations: the booth Scotland, a not for profit online ticketing operation, Network, the UK's association of audience development agencies and Central College in Glasgow.

Julie has an academic background in marketing, education and social science. She has lectured in the further education sector and presented in Scotland, Europe and North America. She maintains a lively interest in all aspects of Web 2.0 as a stimulus for change. <http://www.gga4arts.co.uk>

## Keynote

### **Kyle MacRae, Blether Media Founder**

Kyle MacRae worked as a technology journalist for 10 years before launching Scoopt, the world's first citizen journalism picture agency, in July 2005. Scoopt was an early, successful experiment in social media (before Facebook, Twitter, YouTube and other social sites were big news). Scoopt was a network of amateur photographers selling newsworthy photos and videos to the media. This was an innovative, disruptive model that used the power of web 2.0 technologies and network effects to grow a business with zero spend on advertising. How? By listening to people with an interest in citizen journalism, engaging with and adding value to relevant conversations, offering first class user support, exploiting media interest, and making it easy for supporters to evangelise the business to their friends and contacts. In short, by running a successful social media marketing strategy.

Kyle sold Scoopt to Getty Images, the world's biggest image company, in 2007. Since then Kyle has undertaken social media work for Channel Four and established Blether Media a social media marketing & web development agency based in Glasgow. Blether Media is one of the consultancy firms that will act as Specialist Advisors to participants in the Amb:IT:ion Scotland programme. <http://blethermedia.com>

get:IT

## Links

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

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

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

Rudman Consulting <http://consultrudman.com>

Getting Digital Introduction info and signup on Eventbrite  
Edinburgh, 28<sup>th</sup> January – <http://getambitionintro-edi.eventbrite.com>  
Glasgow, 4<sup>th</sup> February - <http://getambitionintro-gla.eventbrite.com>

Google Map of all current AmbITion Scotland participants [http://bit.ly/getambition\\_map](http://bit.ly/getambition_map)

38minutes – Powered by 4iP

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

Our partners' websites, who host AmbITion content:  
ArtsProfessional <http://www.artsprofessional.co.uk>

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

Own-it <http://www.own-it.org>

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

AmbITion Scotland 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.

For more information about the project, Getting Digital or upcoming events contact Ashley Smith Hammond, AmbITion Scotland Project Manager - [ashley@getambition.com](mailto:ashley@getambition.com).