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Toolkit Training: Winter 08/09 series

Welcome to the new series of FREE training events to keep you in good working order. These informal sessions are designed for ease of access and for anyone involved in arts & community projects, novice or expert, who needs some fine tuning.

Disseminating information in the Google age

Wednesday 21 January, 1:30pm-5:30pm

During this session we will look at the wide range of free and low-cost electronic tools that are now easily available to make your task simpler and quicker. It will combine the sharing of experiences with others tasked with performing a similar task to your own, with a valuable and insightful presentation by usability and accessibility expert Gordon Plant.

Gordon is lecturer on Interactive Media at Bath Spa University College (www.useranalytics.co.uk). His clients include Arts Council England, the National Council for Voluntary Organisations, the BBC, the Open University, Oxford University Press, Heinemann and Voluntary Arts Network.

How to create your own video viral

Wednesday 4 Feb, 10:30am-4:30pm

A video viral is a short message in video & text format which can be spread via the internet. In this 5-hour workshop we'll use FinalCut & Photoshop to create a short, high-impact video campaign and a website to host it. We'll decide a message, write the text, design the look, record the voiceover, create a short video, encode it for the net & embed it in a website. Can we do this in 5 hours? Yes we can!

Mick Chesterman who will be leading this session is a member of Undercurrents, a group who produce video activist films and trains others in the use of video and web technologies as tools to achieve social change.

Health & safety for the community arts sector

Wednesday 11 February, 10:30am-5:30pm

This session will be spent exploring current Health and Safety myths. The day is designed to free delegates from misunderstandings and negative approaches stemming from the persistent demonisation of Health and Safety in the popular press. The session will cover:

- **Legislation:** A whistle stop tour of Health and Safety legislation focusing on interpreting provisions as they are relevant to delegates own workplaces and activities
- **Duties:** Understanding relative duties and responsibilities under Health and Safety law; freelancer, employer, project manager, employee, venue controller, commissioner of projects
- **Risk assessment:** An in depth look at developing the skill of risk assessment with examples, case studies and practical sessions. Expert consultancy on delegates own risk assessments
- **Specific hazards:** An in depth look at risks and hazards in delegates own work places and with regard to their work activities. Brainstorming appropriate control measures in the light of current guidance and good practice. Insurance and licensing.

Abigail Cheverst is professionally a qualified freelance trainer specialising in health and safety for the voluntary and community arts sector and has worked in the community music sector for over eight years, running festivals and events and organising a wide range of continuing professional development events for community musicians and associated professionals. Abigail has published a range of books, articles and information sheets on health and

safety for the arts including a series of books on health and safety for outdoor community events published by the Voluntary Arts Network.

Filmmaking Opportunities in the North West Monday 16 February, 1-4pm

A session on film funding and training opportunities in Manchester delivered by Wowo Wauters from Workers' Film Association. A session designed to give an overview for budding filmmakers about the funding, training and film development opportunities in Manchester.

Funding for artists & community groups Wednesday 25 February, various times

A series of seminars led by various organisations who provide funding and funding advice to arts & community projects.

10-11am: **Novas Scarman** – Funding and other voluntary & community support they offer

11am-12 noon: **Manchester City Council** – 'Change' grants scheme

1-2pm: **Community Foundation** - 'Grassroots' grants scheme

2-4pm: **Arts Council England, North West** – 'Grants for the Arts' scheme

Advanced film scriptwriting master class Wednesday 4 March, 10.30 - 1.30pm

Manchester-based filmmaker Dana Bruce will lead a session designed to give an overview of the steps involved in writing a film script. The session is for those who have some experience and interest in creative writing and are interested in learning more about the filmmaking process.

Getting ahead in a changing music business Wednesday 25 March, 10:30am-5.30pm

The music industry has changed in the last 10 years and so have the ways in which music is marketed, distributed and consumed. Making your way as a professional musician in this environment requires not just an understanding of the online environment, but a customised plan for your reaching your audience and finding a sustainable strategy. This full-day session introduces key concepts in the contemporary music business, and provides a workshop in which your own music strategy is examined and developed. Andrew Dubber is a Senior Lecturer in Music Industries at Birmingham City University and the author of *New Music Strategies* (<http://newmusicstrategies.com>).

Marketing for artists & community groups Tuesday 31 March, 10:30am-4.30pm

What is marketing? Selecting clients; Listening to your audience; What is your customer buying, really? Strategic and promotional marketing – just some of the subjects that will be covered in this session.

David Parrish helps creative businesses to become even more successful. He is a business adviser, trainer and management consultant working with creative businesses and the agencies that support them. He helps his clients by drawing on his own experience as a creative entrepreneur combined with his knowledge as a specialist professional advisor.

Sessions are at **Green Fish Resource Centre, 46-50 Oldham Street, Manchester M4 1LE**. The room is on the 2nd floor and the venue has excellent access. There is limited parking on nearby streets, however it is close to the city centre and convenient for buses, trams etc. A map with directions can be viewed & downloaded from www.can.uk.com/contacts/contacts_main.htm. Places are free & access costs (e.g. interpretation, disability access etc) can be covered. Light lunch will be provided for the full-day sessions. Priority is given to Manchester-based individuals. To book, please phone Adelle Robinson on **0161 234 2975**, email toolkit@can.uk.com or visit the office at the address above. Confirmation of your booking will be sent out to you a week prior to each session.

These events have been organised by Artsnet and Community Arts North West.

I look forward to seeing you,



Adelle Robinson
Toolkit Information Worker