

THE CREATIVE SOCIETY PRESENTS...

THIS IS IT!

Monday 16 December 2013

The Custom Space, South Shields

THIS IS IT! is a series of regional, live and interactive events designed to develop the future creative workforce. Part of the Cultural Employment Programme, supported by Creative & Cultural Skills and Arts Council England.



What's been the **best** part
of **THIS IS IT!** for you?

Tweet @CreativeSoc
#ThisIsItEvent
to win prizes

We believe young people should be recognised for their talents and passions, regardless of where they come from.

We believe in a fair day's pay for a fair day's work.

We believe the creative industries depend on new ideas and collaboration.

We believe young people are the future of the industry.

We are a network designed to imagine and develop the future creative workforce.

WELCOME!



Welcome to the North East's THIS IS IT!, an event to help you figure out what comes next in your career and how to make the most of your Creative Employment Programme apprenticeship.

Today, it's all about you and your fellow creative professionals. We're here to support your ideas, talent and creativity so you can really contribute to your organisation. This is an event to bring young creative minds together to learn from leading industry professionals.

This is a starting point for future partnerships and collaboration so get involved, ask questions, meet people and make the most of it!

SCHEDULE

12.00 REGISTRATION & LUNCH

12.45 WELCOME TO THIS IS IT! NORTH EAST

Introduction to the Creative Employment Programme and Fair Access by The Creative Society's Founder Martin Bright and Programme Manager, Simon Bunney.

13.00 LET'S GET TO WORK

Interactive workshop with Andrea De La Cruz, The Creative Society

13.45 ARTS AWARD PRESENTATION

Arts Award opportunities with Emma Horsman from The Customs House

14.00 DIARY OF AN ARTS STUDIO MANAGER - part 1

Kevin Meikle's story - what it means to be a creative freelancer

14.30 REFRESHMENT BREAK

15.00 DIARY OF AN ARTS STUDIO MANAGER - part 2

What is creative entrepreneurship? A practical session with Kevin Meikle

15.30 REFRESHMENT BREAK

15.45 GET CREATIVE

Planning your own creative project. A practical session

16.45 PRESENT YOUR IDEAS

17.00 GUEST SPEAKERS

Catherine Scott, The Customs Space

Sylvie Campen, The Sage Gateshead

Frances Baker, Freelance Photographer

Alex Brownless, Arts Thread

18.00 NETWORKING



SPEAKERS

Frances Baker has worked in the media and arts industry since graduating in Photography at Lancaster University in 2010. She currently works as Project and Events Co-ordinator at The Big Society Awards and as a freelance photographer (you might spot her taking snaps of you today!). Like many other graduates, Frances found herself unemployed straight after graduation. She joined the Big Society Network through the Future Jobs Fund programme, which helped young unemployed people find paid work. As well as exhibiting her photography in London, she regularly gives talks to young creatives, advising them in the early stages of their career.

Martin Bright is the award-winning former Political Editor of the New Statesman and The Jewish Chronicle. His idea for The Creative Society captured the imagination of the cultural world in 2009 and attracted the support of politicians from across the political spectrum. Martin is Founder and Chief Executive of The Creative Society. Since March 2009 he has been working closely with ministers, officials and arts organisations to deliver jobs in the creative industries.

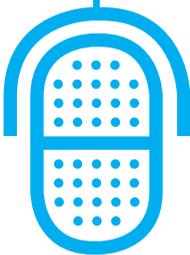
Alex Brownless is the co-founder of Arts Thread, the world's only creative graduate network. Over the last 3 years, Arts Thread has helped hundreds of creative graduates gain employment worldwide. There are approximately 100 institutions promoting 10,000 creative graduates from 20 countries on the Arts Thread digital platform. He has a diverse career, designing for companies such as M&S, Banana Republic and Gap.

Sylvie Campen currently works as an Activity Producer in the Learning and Participation department at Sage Gateshead. Through volunteer work, undertaken after graduating, she was inspired to pursue a career focusing on music education and community work. Her first role in the arts was at Streetwise Opera as an intern before working with chamber orchestra Sinfonia Viva as their Education Administrator. At Sage Gateshead she is responsible for the coordination of various projects, including In Harmony Newcastle Gateshead.

Catherine Scott is the Venue Manager of The Custom Space. She studied Drama at Northumbria University and was a freelance drama worker for a number of years in a variety of settings. Catherine has worked for a number of arts organisations in the North East, including Live Theatre, Northern Stage, The Customs House, Gateshead Youth Theatre and Theatre Hullabaloo as well as Arts Council England. She is also a stand up comedian and travels the country trying to make people laugh.

FACILITATOR

Kevin Meikle is a visual artist and specialises in creating and managing participatory arts projects for marginalized groups. He currently manages a charity that uses participatory arts to improve the health and wellbeing of people with mental difficulties. He is part of the BALTIC Centre of Contemporary Art's Freelance Team and delivers creative workshops designed to engage the public in issues around contemporary art. He has worked with a broad range of groups in this setting, including schools, colleges, youth, community and older people's groups.



**WORKING IN
THE CREATIVE
AND CULTURAL
INDUSTRIES IS A
CONSTANT LEARNING
OPPORTUNITY.**

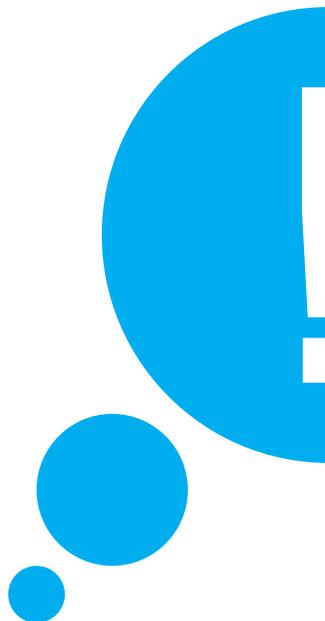
MAKE THE MOST OF IT!

**GET INVOLVED
IN EVERYTHING!**

Everything is relevant, even the smallest tasks.

I started as an intern with a carnival band. My role involved directing and choreographing the carnival performances. I got involved in everything and ended up organising an exhibition. I also kept a look out for potential opportunities with other companies and secured a work placement with Google. This really paid off when shortly after my placement I was offered a job at Def Jam record label.

Josephine Isibor Def Jam



TALK TO EVERYONE!

Everyone is a potential future employer or collaborator.

When taking on the Events Director role at the Accidental Festival at the Roundhouse, I attended networking opportunities where I could pitch the festival and raise awareness. I met my boss Steve Moore in one of these events, I followed up with a meeting and he helped us get a crowdfunding campaign up and running. Four months later I was working for him as events organiser for The Big Society Network, organising events at Number 10 Downing Street!

Andrea De La Cruz Events Organiser, The Creative Society

TAKE THE INITIATIVE!

Don't always wait for someone to tell you what to do.

So many graduates like myself left school or university with the false belief that we would simply walk into a £25,000 a year graduate job. We weren't prepared for the fact that this may not happen and we certainly weren't told that the best way to succeed now is to make our own jobs. After being on Job Seekers Allowance shortly after graduation, I undertook a 6 month paid internship with the British Council. I worked on digitising, cataloguing and curating the Council's archive film collection. This experience gave me the skills and connections to start up my own business Time Image, a heritage asset consultancy.

Sam Milsom Founder of Time Image

YOUR IDEAS COUNT!

Don't leave your passions at the door.

I did my Creative Assistant placement at Proboscis. I found that my employer really valued me putting my ideas forward They not only give me the freedom to create material for projects but they always offered the support and knowledge to help polish and finalise ideas. They must have liked my ideas because they decided to keep once my placement was over!

Mandy Tang Creative Assistant Proboscis



Want more tips, information or just to have a chat with someone about how to make the most of this opportunity? Give us a shout!

Andrea De La Cruz, THIS IS IT! Organiser, The Creative Society

andrea@thecreativesociety.co.uk

02078455830

Becky Birtwistle, THIS IS IT! Partnerships & Communications Officer, The Creative Society

becky@thecreativesociety.co.uk

02078455830

Useful websites:

The Creative Society www.thecreativesociety.co.uk

Creative Employment Programme www.creative-employment.co.uk

Creative & Cultural Skills www.ccskills.org.uk

Nationals Skills Academy www.nsa-ccskills.org.uk

Arts Council England www.artscouncil.org.uk

ARTS AWARD www.artsaward.org.uk

Arts Awards qualifications support anyone aged up to 25 to grow as artists and arts leaders, inspiring them to connect with and take part in the wider arts world through setting personal challenges in the art form of their choice. Through Arts Award young people gain a nationally recognised qualification enabling them to progress into further education and employment.

Thanks to:

Richard Barber and South Tyneside Council; School For Creative Startups; Catherine Scott and The Custom Space; BALTIC Centre for Contemporary Arts; Mike Smith and Virgin EMI.

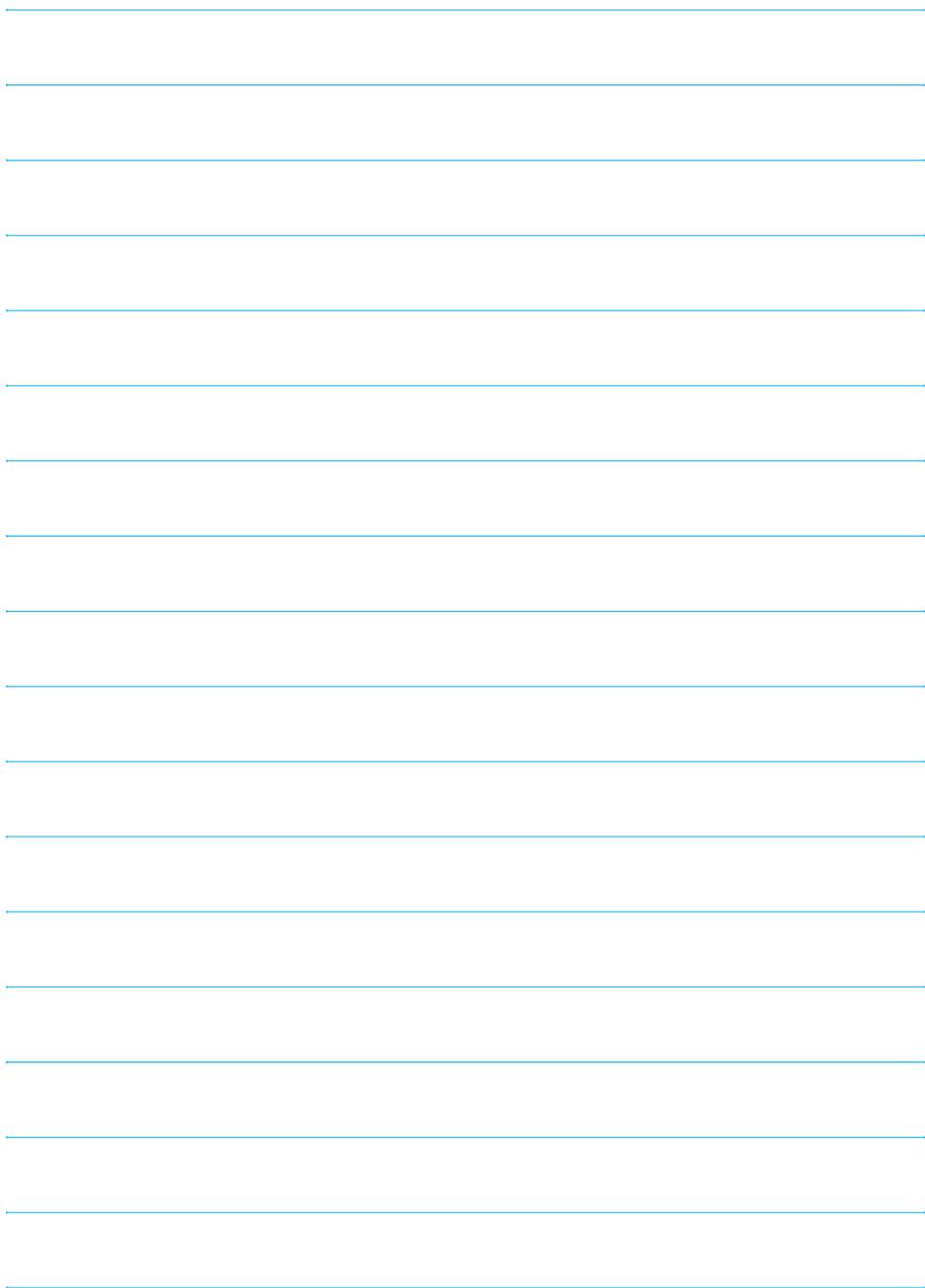


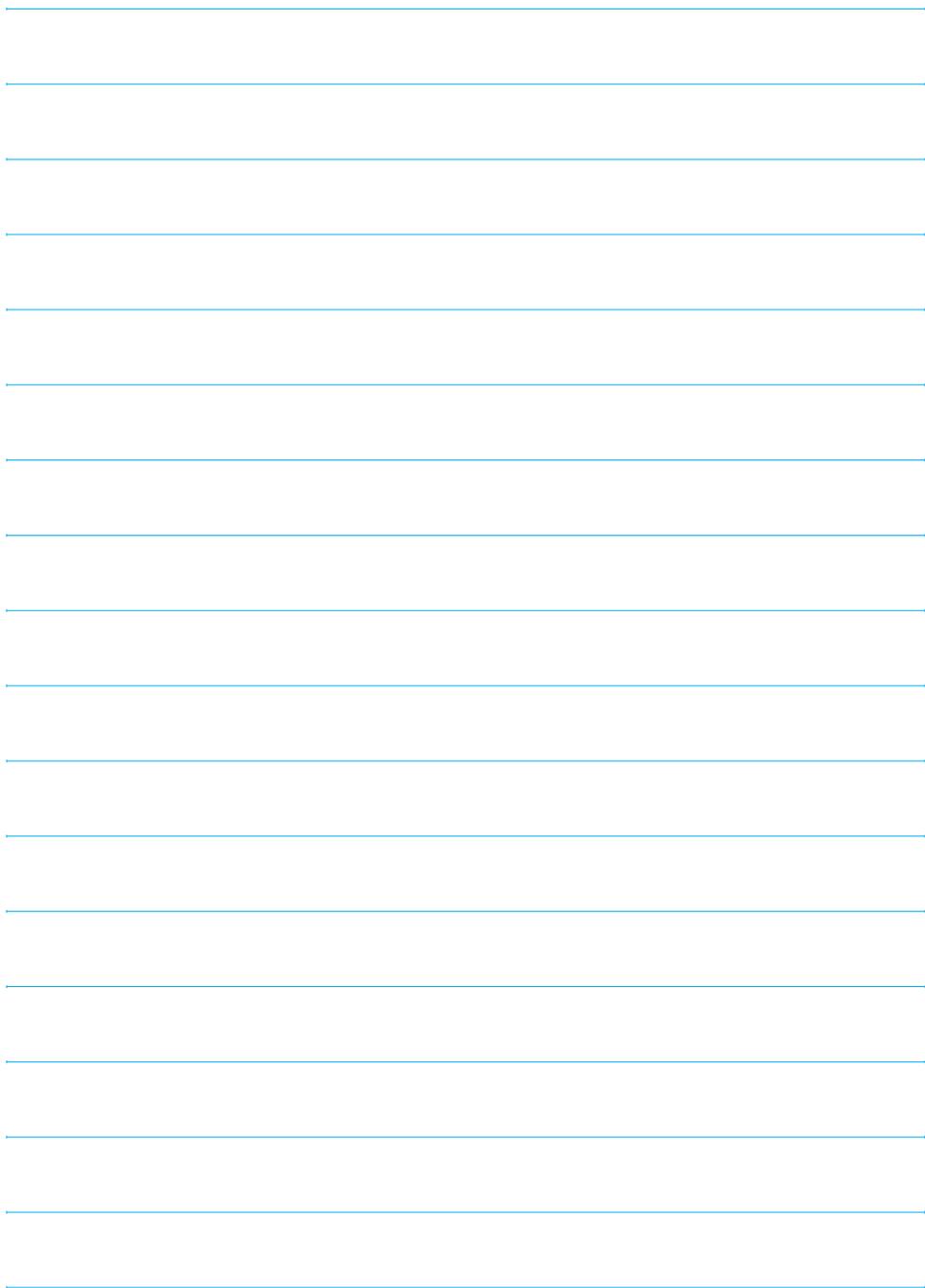
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**DISCOVER
WHAT
IT!
REALLY
TAKES**

