


THE CREATIVE SOCIETY PRESENTS...

THIS IS IT!



Wednesday 2 April 2014
The Engine Shed, Bristol

THIS IS IT! is a series of regional, live and interactive events designed to develop the future creative workforce. Part of the Creative 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 Bristol's THIS IS IT!, an event to bring young creative minds together to learn from industry professionals. We are here to support your ideas, talent and creativity. This is a starting point for future partnerships and collaboration so get involved, ask questions, meet people and make the most of it!

Get involved during the event! Let us know what you've enjoyed the most on Twitter and Facebook - we'll be awarding prizes for the best tweets and posts.

@CreativeSoc #ThisIsItEvent | Facebook.co.uk/ThisIsItEvent

10.00 WELCOME

10.15 LECTURE An introduction to freelancing and starting a business by BRAVE's Creative Business Advisor, John Hector.

12.00 CREATIVE POW-WOW How to get your projects off the ground. A panel of creative professionals talk about how they're doing it.

Anastasia Emmanuel, Marketing & Community Manager, Indiegogo UK

Carolyn Hassan, Director, Knowle West Media Centre

Hannah Higginson, Engagement Producer, Watershed

Jonny Munday, Co-founder, This University Is Free

Sophie Setter Jerome, Journalist and member of the BFI Film Academy Bristol

13.15 LUNCH

14.00 CREATIVE BRIEFS

Work in teams to respond to a challenge set by Bristol's Creative Skills Hub and leading local employers.

15.15 OUR CAREERS SO FAR Key industry professionals share their top tips to make it in the industry.

Mike Smith, President of Music, Virgin EMI

Sabrina Mahfouz, award-winning performance poet

Sarah Cox, Director at Aardman Animations, Creative Director at ArthurCox Ltd.

16.00 CREATIVE BRIEF PRESENTATIONS A chance to showcase your ideas in front of our panel. This is your opportunity to ask questions and win prizes!

17.00 NETWORKING



The Creative Society is an arts employment charity that helps young people into jobs in the creative and cultural industries through a diverse range of projects. Founded in 2009 by award-winning political journalist Martin Bright, the charity has placed over a thousand young people into work in arts organisations across the country.

www.thecreativesociety.co.uk @CreativeSoc

The West of England Local Enterprise Partnership supports business growth and is working to attract new jobs to Bristol, Bath and Weston-super-Mare – and the surrounding countryside.

www.westofenglandlep.co.uk @C_SkillsHub

Creative & Cultural Skills provide skills and training for the UK's creative and cultural industries. They administer the Arts Council Creative Employment Programme, a £15m fund to create 6,500 new apprenticeships, traineeships and paid internships across the creative sector, with a focus on the Arts Council's footprint; music, dance, theatre, literature, visual arts, contemporary craft, combined arts, galleries, circus, carnival arts, museums and libraries. www.ccskills.org.uk @CCSkills

Engine Shed has been created to generate and encourage innovation through collaboration and networks. Housed in Brunel's original station, Engine Shed houses a number of 'Components' that together make an exciting hub for activity where entrepreneurs, business leaders, academics, students and corporates can collaborate, inspire and be inspired, enable and be enabled. It showcases the strengths and innovations of the Bristol and Bath city region in an informative and inspiring way.

www.engine-shed.co.uk @EngineShed_BB

**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 events where I could pitch the event 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 Jobseeker's Allowance shortly after graduation, I undertook a six 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



SPEAKERS

John Hector is a freelance Business Advisor specialising in the Arts and Creative Industries. John has worked with hundreds of artists, designers, performers, musicians and creative organisations, helping them to develop their creative practice and business. His current clients are BRAVE Enterprise Agency, Bath Spa University, Bristol Music Trust, Bath Cultural Forum and Spike Design. John will talk about the pros and cons of starting up as a freelancer or business and the key issues to think about before you start up.

@BRAVEBristol www.brave.org.uk

Anastasia Emmanuel leads Marketing and Community in the UK for Indiegogo, the world's leading crowdfunding platform. Anastasia encourages crowdfunding growth across the UK through education and empowerment, discovering and supporting campaigners as well as engaging communities through events, workshops, and social media. Anastasia is also a technology reporter and presenter, hosting a weekly tech news video roundup on leading UK technology website, Tech City News.

@MiniAnastasia www.indiegogo.com

Carolyn Hassan is the founder and Director of Knowle West Media Centre. Her role is to develop external relationships and partnership working, as well as to oversee the performance of the team and the design and delivery of the overall programme. In 2009 she was awarded an Honorary Degree of Doctor of Arts in recognition of her outstanding contribution to community cohesion, social justice and support for schools and colleges in the local community.

@Carolynhassan www.kwmc.org.uk

Hannah Higginson is the Engagement Producer at Watershed and is overseeing the partnership with Bristol Youth Links. She has coordinated a range of projects giving people the opportunity to develop their creativity and talents through digital media and film. These include the BFI Film Academy Bristol, talent development scheme Future Producers and the online showcase of young creative talent Electric December. Before working at Watershed she worked in fashion education, coordinating projects about sustainability for Labour Behind the Label and the University of the Arts London.

@HannahHigginson www.watershed.co.uk

Jonny Munday has worked for The British Council and The Creative Society. As a freelance researcher he founded the Office of Cultural Construction, a consultancy interested in the social agency of the arts. He is co-founder of IF, a project offering free humanities courses to young people priced out of today's higher education market. He plays in two bands.

@jonnymunday www.ifproject.co.uk

Sophie Setter Jerome is 17 and currently in her final year of sixth-form. For the last year she's been running a video blog where she's discussed issues about gender, sexuality and race in modern media with a community of like-minded individuals. Sophie is fascinated by how these communities are going to shape the future of media representation, and the power of the internet in bringing otherwise strangers together. She can't wait to hear how those in the industry view the growing influence of the web in their work.

@SophieJoSetter www.bfifab.org.uk/author/sophiecotterill

Mike Smith is President of Music at Virgin EMI, Records. Mike Smith started as an A&R man and has signed Blur, PJ Harvey, Elastica, Supergrass, Teenage Fan Club, Doves, Starsailor, The Beta Band, The Avalanches, Gorillaz, The White Stripes, The Libertines, The Scissor Sisters, The Arcade Fire, and Arctic Monkeys. He was previously Managing Director of Columbia Records and President of Mercury Music.

@65MikeSmith www.virginemirecords.com

Sarah Cox is a multi award-winning animator and producer, who set up ArthurCox with Sally Arthur in 2002. Using a combination of Live Action and Animation, they work closely with Aardman Animation for commercials and branded content. She directed The Tate Movie Project for Aardman, which has won numerous awards including a Children's BAFTA.

www.worldofarthurcox.co.uk

Sabrina Mahfouz writes plays, poems, films, articles and stories. She produces workshops, theatre and events with the aims of making the arts more accessible for all and creating awareness of social issues through creative engagement. Her creative work has been recognized with a number of awards. Most recently these include receiving the 2013 Sky Arts Futures Fund Award; an Old Vic New Voices Underbelly Edinburgh Award; a UK Young Artists Award; The Stage Award for Best Solo Performance; an Old Vic New Voices TS Eliot Award and a Westminster Prize for New Playwrights. Her first book, The Clean Collection, is available from Bloomsbury.

www.sabrinamahfouz.com

THIS IS IT! Alumni is a scheme for former Creative Employment Programme interns and apprentices. As an alumnus, you can benefit from special opportunities and events whilst being part of a national network of young creative talent. You can also make a big difference by mentoring the next generation of interns and apprentices and supporting the next Creative Employment Programme, so make sure you sign up - ask the THIS IS IT! team for a form today.

Keep networking! To keep up with the latest news and opportunities across the country and in your region and to connect with other creative professionals, join our social networks



[Facebook.com/ThisIsItEvent](https://www.facebook.com/ThisIsItEvent) [@CreativeSoc](https://twitter.com/CreativeSoc) [#ThisIsItEvent](https://twitter.com/ThisIsItEvent) [LinkedIn/ThisIsItEvents](https://www.linkedin.com/company/ThisIsItEvents)

We value your opinions and input, so if you have any feedback today, please fill in one of our forms today or email your comments to events@thecreativesociety.co.uk

This event has been made possible the support of all our speakers today; Nicky Williams and Rose Jackson; John Hegarty; Sabrina Mahfouz; Steve Jones and Bristol Hippodrome; Hugo Stanbury and Stage Electrics; Joh and Louisa and Shop Dutty; Frances Baker; Sara Gwynn.



**DISCOVER
WHAT
IT!
REALLY
TAKES**