

THE CREATIVE SOCIETY PRESENTS...

# THIS IS IT!



**Monday 18 November 2013**  
Sadler's Wells Theatre, London

**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.

**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 London'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 internship or 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!

## 10.00 REGISTRATION

### 10.20 WELCOME AND INTRODUCTION

by Sadler's Wells and The Creative Society

### 10.30 THIS IS IT! This is how we are making it

Speeches and panel discussion with UK industry professionals

### 11.00 FIELD GUIDE TO FREELANCING

Everything you need to know about going freelance in the creative industries, by Bracket Creative

### 12.00 LET'S GET TO WORK

Interactive workshop with creative agency The Fishtank

---

### 13.00 LUNCH

A tasty menu from Sadler's Wells kitchen to enjoy with your peers

---

### 14.00 CREATIVE BRIEFS

Work in teams to respond to a challenge set by some of the UK's leading creative organisations

### 15.00 EMPLOYER POW-WOW

A chance to showcase your ideas in front of a panel of creative employers. This is your opportunity to ask questions

### 16.00 NETWORKING



## SPEAKERS

**Alistair Spalding** CEO and Artistic Director, Sadler's Wells Theatre

**Laura Stevenson** Executive Director, Sadler's Wells Theatre

**Louise Ryder** Independent Producer

**Heather Davina Campbell** Trainee Events Producer, Roundhouse

**Cynikal** Musician

**Mike Smith** President of Music, Virgin EMI

**Mikill Pane** Artist

---

## FACILITATORS

**Eva Liparova** The Fishtank

**Alison Coward** Bracket Creative

---

## EMPLOYER POWWOW PANEL

**Rachel Stroud** The Roundhouse

**Sandra Tyler** Fairfield Halls

**Sandra Castell-Garcia** Sadler's Wells

**Zoe Briggs** Ambassador Theatre Group



**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 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





**DISCOVER  
WHAT  
IT!  
REALLY  
TAKES**

