

THE CREATIVE SOCIETY PRESENTS...

# THIS IS IT!



Friday 30 May 2014  
The Central Library, **Manchester**

**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 Manchester'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!**

**09.45 REGISTRATION, NETWORK SIGN-UP & INTRODUCTION** with tea and coffee

**10.30 WORKSHOP**

Freelancing & Creative Entrepreneurship with Andrea L Michael

**11.45 MORNING PANEL Young freelancers in action**

Speakers will talk about their projects, how they are making it work in the creative industries and opportunities available for you to get involved in their projects

Holly Ball, Curious Minds

Alec Dudson, Intern Magazine

Annika Edge, Sarah Birch and Tom Byrne, 24:7 Theatre Festival

Lyndsey Wilson and Amy Win, somewhereto\_

**13.15 LUNCH, MARKETPLACE & NETWORK SIGN-UP**

Our event partners are on hand to share information about local opportunities, jobs and career advice.

Join the THIS IS IT! network. Talk to a member of Creative Society staff about support available via our Facebook Group, Facebook Page & LinkedIn Group.

**14.00 CREATIVE CHALLENGE LED BY HYPER ISLAND**

**15.15 AFTERNOON PANEL WITH Q&A : OUR CAREERS SO FAR**

Key local professionals talk about their careers so far. This is your chance to ask questions!

Eleanor Greene, Wall to Wall Productions

Sheni Ravji Smith, MIF, Sharp Futures

Fiona Gasper, Royal Exchange Theatre

**16.00 MANCHESTER CENTRAL LIBRARY TOUR**

An exclusive tour for THIS IS IT! attendees around the newly revamped Central Library! See the new building and how you can use it to develop your creative career.



**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](http://www.thecreativesociety.co.uk) @CreativeSoc

**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](http://www.ccskills.org.uk) @CCSkills

**PANDA** – the performing arts network, was created in 2004. They are a membership organisation who proactively support venues, companies and individuals working in the performing arts sector in the North. They facilitate networks, provide training and consultancy, offer professional advice and guidance, and create connections. [www.panda-arts.org.uk](http://www.panda-arts.org.uk) @panda\_arts

**Manchester Central Library** is newly reopened following a £48 million refurbishment. Complete with BFI mediatheque pods, digital archives and free wifi, it's truly an inspirational 'living room' for the city of Manchester. [www.manchester.gov.uk/centrallibrary](http://www.manchester.gov.uk/centrallibrary) @MancLibraries

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

**MAKE THE MOST OF IT!**

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**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!

**ALEC DUDSON** is the founder of the independent publication *Intern*. Following internships with Domus in Milan and Boat in London, he decided in 2013 to launch the bi-annual print magazine concerned with internships in the creative industries. The publication showcases the work of emerging interns and unpaid creative talent and participates in the ongoing debate about the intern culture that has become central to the career plans of many young people today. [www.intern-mag.com](http://www.intern-mag.com) / [@ThisIsIntern](https://twitter.com/ThisIsIntern) / [@AlecDudson](https://twitter.com/AlecDudson)

**AMY WIN** is a market stall trader, trainer, youth mentor and social entrepreneur. 4Lunch, Amy's first business venture, was founded on the belief that everybody can understand and enjoy good food, and that food based activities can improve employability. She has won awards from O2 Think Big and Shell LiveWIRE. [www.4Lunch.co.uk](http://www.4Lunch.co.uk) / [@4Lunchmcr](https://twitter.com/4Lunchmcr) / [www.facebook.com/4Lunch](https://www.facebook.com/4Lunch)

**ANDREA MICHAEL** is a writer and creative workshop facilitator with an MA in Creative Entrepreneurship. Since becoming a freelancer she has had two novels published, become a writing resident at an East London Gallery and created her own literary festival, Words With Edge. She is currently setting up a creative partnership providing creative workshop facilitation across North London, working with a variety of writers and artists. [www.almichael.com](http://www.almichael.com) / [@ALMichael\\_](https://twitter.com/ALMichael_) / [www.facebook.com/wordswithedge](https://www.facebook.com/wordswithedge)

**ANNIKA EDGE** graduated from Edinburgh Napier University in 2012 with a Masters in International Event and Festival Management. She has international work experience in the events and festival industry and has been working with 24:7 Theatre Festival since 2009, becoming Festival Manager in 2014. This year, Annika is managing the Foot In The Door scheme and also works as a freelance events manager and translator. [@AnnikaEdge](http://www.247theatrefestival.co.uk)

**ELEANOR GREENE** is Head of Drama Development at Wall to Wall productions, where she is responsible for generating new drama projects. She began her career as a runner before becoming a script editor for Red Production Company. She produced the winning script for the Dennis Potter New Writing Competition, which resulted in a commission from BBC Two and the film, Indian Dream. She moved to London to join World Productions where she produced Murder Prevention for Five and Party Animals for BBC Two, before joining Wall to Wall in 2010. [@elzgreene](http://www.walltowall.co.uk)



**FIONA GASPER** is the Executive Director for the Royal Exchange Theatre in Manchester. Recent previous roles have included Executive Producer of Liverpool's 2008 European Capital of Culture programme (2004-2009) and Executive Producer for Contact, Manchester's theatre for young people. Fiona has worked in the cultural sector around the UK for the past 25 years in a range of full time roles and as a freelance consultant. She was awarded an MBE for services to the Arts in June 2009. [www.royalexchange.co.uk](http://www.royalexchange.co.uk)

**HOLLY BALL** works for the arts charity Curious Minds on their work-based learning programmes, supporting Creative Apprentices, paid work experience placements and delivering Creative Traineeships across the North West. She worked on youth leadership development at Find Your Talent in Bolton and at PANDA (The Performing Arts Network), delivering the Future Jobs Scheme fund. She then took a role at Proper Job Theatre Company, coordinating the delivery of *somewhereto\_*, supporting young people to find free space and run their own events and projects. [@curiousfutureNW](https://twitter.com/curiousfutureNW) / [@curiousmindsNW](https://twitter.com/curiousmindsNW)

**LYNDSY WILSON** graduated from the University of Central Lancashire in 2003 and has since established herself as a freelance artist. Lyndsey is now Company Manager for Culturapedia, which includes being Programmer for Spot On Rural Touring, Co-editor of [mailout.co](http://mailout.co) and managing the *somewhereto\_NW* team. [www.culturapedia.co/](http://www.culturapedia.co/) [@wilsonthinking](https://twitter.com/wilsonthinking)

**NEIL MACINNES** is Head of Library and Information Services at Manchester City Council. He is leading the library team through the closure, relocation and re-opening of Central Library. He has worked in public libraries for over twenty-five years. In the last five years, he has led on the Capital Programme in Manchester, which includes the fantastic new Longsight Library and Learning Centre and the new City Library on Deansgate. [www.manchester.gov.uk/centrallibrary/](http://www.manchester.gov.uk/centrallibrary/) [@ManLibraries](https://twitter.com/ManLibraries)

**SARAH BIRCH** is co-director of Colour The Clouds, writing and producing original theatre for children. Recent credits include the award winning *Billy, The Monster and ME!* which premiered at the 24:7 Theatre Festival in 2013, and *Maggie and the Song of the Sea* which was recently performed at Oldham Coliseum. Sarah teaches drama to children of all ages and also runs creative thinking workshops for business students at Salford University and Manchester Metropolitan University. [www.colourtheclouds.co.uk/](http://www.colourtheclouds.co.uk/) [@ctcprods](https://twitter.com/ctcprods)

**SHENI RAVJI-SMITH** is the General Manager for the social enterprise SharpFutures CIC, a creative digital agency committed to supporting young people into employment. Sheni has worked in the cultural and creative industries for the last 20 years, starting her career in children's TV, and has worked as a Producer, Project Manager, Lecturer, Researcher and Creative Consultant. Previously, Sheni has worked with Manchester International Festival, Blaze Festival for the We Play Expo in Preston, GMMAZ, the Greenroom, Curious Minds, and Tate Liverpool. [www.sharpfutures.org.uk/](http://www.sharpfutures.org.uk/) [@sheniravjismith](https://twitter.com/sheniravjismith)

**IdeasTap** is an arts charity that helps creative people get to where they want to be. They work with leading arts organisations to create industry opportunities for their members as well as providing access to funding, competitions, jobs, training and advice. Since launching in December 2008, IdeasTap has awarded more than £1.8 million worth of direct funding and accompanying expert mentoring to emerging artists. Its membership currently stands at 140,000+ and partners include BFI, Magnum Photos, Mother London, The National Theatre, Royal Exchange Theatre and Sky Academy.

**CURIOS MINDS** is an arts charity based in Burnley that works across the North West. They are funded by Arts Council England, Department for Education and Creative & Cultural Skills with the purpose of connecting children and young people with great art and culture. @curiousfutureNW / @curiousmindsNW

**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 exclusive CEP opportunities across the country and in your region and to connect with other creative professionals, join our social networks

**FACEBOOK PAGE!**



Facebook.com  
/ThisIsItEvent

**LINKEDIN GROUP!**



Search THIS IS IT!  
Network on LinkedIn

**FACEBOOK GROUP!**



Email [becky@thecreativesociety.co.uk](mailto:becky@thecreativesociety.co.uk) for an invite

**TWITTER!**



@CreativeSoc  
#ThisIsItNetwork

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](mailto:events@thecreativesociety.co.uk)





**DISCOVER  
WHAT  
IT!  
REALLY  
TAKES**