

Social Media and the Arts Museum London | November 13-14, 2009

Thanks for your interest in London, Ontario's first 'Social Media and the Arts' Conference. We're in early days of planning, but we've reserved Saturday, November 14th as our date, booked a facility and have begun logistical and operational planning.

Currently, we're floating the request for sponsorship to gauge interest and potential, and in order to help potential sponsors understand our intentions and plans, here's what we have so far:

- The un-conference will be a day-long event with a night-before mixer/icebreaker.
- Space and facilities for all sessions will be hosted at Museum London.
- Carol Kehoe, Partnerships Manager at Museum London, and Andrea Halwa, Executive Director of The London Arts Council are the initiators and are driving this from inside their organizations as well as providing tactical and strategic support.
- Bill Deys and Titus Ferguson, who organized the successful 'Podcamp London 2009' are on board as the event's planners. They are joined by Adam Caplan, who teaches eCommerce Strategy at UWO and runs his own web video startu.
- The purpose of the conference will be to introduce members of the arts community to the best practices of new and social media, and to foster collaborative communication between members of the social media community and the arts community.
- The 'arts' is a loosely-defined term meant to include those in the performing (theatre, dance, performance), visual (fine arts, photography, painting, etc.), multimedia (film & video, computer) and academic/curatorial artistic communities.
- The event is to be podcamp-style, but with some slight alterations, notably:
 - The inclusion of a paid keynote speaker of some renown in the arts or in the social media community (this is TBD);
 - Three speaker streams: Keynote and invited speakers; Requested topics; and podcamp-style "anyone can present.";
 - Three distinct audience profiles will be addressed: Artist; Art Dealer; Arts Administrator. Social Media practitioners and enthusiasts are welcome and expected, but the focus is on arts education.
- Sessions of interest may include:
 - Social Media Bootcamp for Artists;
 - Building and maintaining the artists' personal brand online;
 - Practical (paid and free) tools for self-promotion and online networking;
 - Ideas and methods for online collaboration and distribution via social media;
- We are currently seeking sponsorship in order to:
 - Ensure the caliber and profile of our keynote speaker can draw interest;
 - Offset the cost of our paid speakers;
 - Offset operational costs at the Museum;
 - Increase the likelihood and amounts of a matching-funds grant.

Thanks again for your interest in this exciting project!