



JULIE BALLANDS
– Outreach Officer for Culture Shock, Tyne and Wear Museums

Julie is currently working on Culture Shock – a large scale digital storytelling project for Tyne and Wear Museums. She is also a freelance filmmaker, with a particular interest in working with people and communities whose voices aren't often heard in mainstream media. She has previously delivered digital storytelling projects for Tyneside Cinema, Gallery of Modern Art, Glasgow and North East African Community Association.

www.twmuseums.org.uk



LAURA CROW
– Outreach Officer for Culture Shock, Tyne and Wear Museums

Since completing her degree in animation, Laura has worked freelance as an animator and facilitator for organisations based in North East England. She currently works as an assistant outreach officer for the project, Culture Shock, with Tyne and Wear Museums, helping to produce 1000 digital stories inspired by museum collections.

www.twmuseums.org.uk



DAVE BRIGGS
– Digital Enabler

Dave Briggs is a digital enabler - helping people and organisations decide what they need to do with the social web, then equipping them with the tools and skills they need. An author of a prolific, well-read and respected blog on digital engagement, clients past and present include 10 Downing Street, BERR, IDeA, UK Online Centres and Cisco, amongst others.

<http://davepress.net>



FRANCES CROXFORD
– Consultant and Account Manager at Jane Wentworth Associates

Frances has worked with Jane Wentworth Associates since 2006 as a brand consultant and account manager. Her clients include the Natural History Museum, Scottish Opera, Glasgow School of Art and Sheffield Galleries and Museums Trust. Previously, she spent eight years as Product Developer for Tate, and has worked on exhibitions including Matisse/Picasso, Olafur Eliasson and the Terry Frost retrospective at St Ives.

www.janewentworth.com



STEVE BRIDGER
– Social Media Evangelist

Steve Bridger is an experienced online community builder and mentor, encouraging charities to find and promote an authentic voice for their organisations, particularly through storytelling and fundraising networks. He is an award-winning blogger, a contributor to several reports on online fundraising and a sought-after conference speaker. In the UK he is Flickr for Good Evangelist.

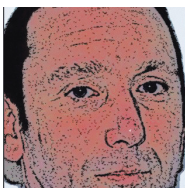
www.stevebridger.com



MARK ELLIS
– Senior Producer, **sounddelivery**

Mark is an experienced radio news journalist, podcast and programme producer. He worked at the BBC for more than eight years, delivering social action campaigns on issues including homelessness, domestic violence and social exclusion; and was a news editor shaping the BBC news agenda for Cambridgeshire and the south coast. As a senior producer at **sounddelivery** Mark has created audio slideshows, video content, podcasts, and has led many training sessions in podcasting and social media.

www.sounddelivery.org.uk



PAUL CLIFFORD
– E-learning Officer, Access and Learning, Museum of London

Paul Clifford has been involved in creating blended learning sessions in museums for over 10 years using handheld devices, cutting edge applications and open source software and the social media phenomena.

www.museumoflondon.org.uk



LUCIE FITTON
– Inclusion Officer, Museum of London

Lucie has managed the inclusion programme at the Museum of London for four years. The programme aims to engage those at risk of social exclusion with their heritage, and provide them with opportunities to gain new skills. Lucie previously worked for a number of years in the welfare to work sector with long-term unemployed people. Prior to this she worked in mentoring and youth work, and taught English as an additional language. She has a BA in Ancient History & Archaeology and an MA in Museum Studies.

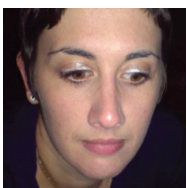
www.museumoflondon.org.uk



PATRICK FORBES
– Head of Documentaries at Oxford Film and Television

Patrick is one of Britain's leading documentary film makers. His BBC4/2 series on the National Trust won the Bafta and Grierson awards for best factual series. His subsequent BBC 2 series on Russia's oligarchs has been seen worldwide, and also won an award for best documentary series. The BBC has just transmitted his series on English Heritage to critical acclaim.

www.oftv.co.uk



KATE FOX
– New Media Manager, Mersey Basin Campaign

Kate is New Media Manager for the Mersey Basin Campaign. In the course of her work, she has blogged from the backseat of a solar-powered 2cv, recorded audio clips on the deck of a North Sea oil tanker, and facebooked in the guise of a wooden salmon named Samantha. Most importantly she managed to persuade her CEO that social media is worth doing.

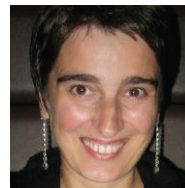
www.merseybasin.org.uk



JUDE HABIB
– Director, **sounddelivery**

Jude set up **sounddelivery**, a social media training and production company, in 2006 to help non-profit organisations embrace the changing media landscape and find new ways of getting their messages across. A key part of the work that **sounddelivery** does is train organisations to create their own podcasts, social networks, blogs and other social media to bring their stories to life and reach new audiences. In her former life Jude spent twelve years working for the BBC as a reporter, producer and project manager. She spent five years developing and delivering social action campaigns through radio, TV, online and mobile phone. She is passionate about storytelling and believes social media has an important role to play in the Cultural and Heritage Sectors.

www.sounddelivery.org.uk



ALI HOLDER
– Information Development Librarian, Westminster Libraries

Ali Holder has worked for Westminster Libraries for over 10 years, initially as a general reference librarian and latterly as one of a team of Information Development Librarians, maintaining and developing the website as well as using, promoting and training staff in their ever-expanding range of online information resources.

<http://www.westminster.gov.uk/libraries/>



FRANCIS NIELSEN
– Outreach and Social Inclusion Officer, Wolverhampton Arts and Museum Service

Francis has worked for Wolverhampton Arts and Museum Service for six years in many different roles. For the past year and a half she has worked as the Outreach and Social Inclusion officer, developing audiences for the three sites under the Wolverhampton Arts and Museum service umbrella.

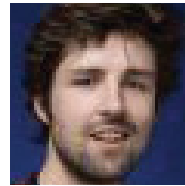
www.wolverhamptonart.org.uk



DAN PHILLIPS
– Deputy Director, Their Past Your Future, Imperial War Museum

Formerly policy adviser for history in schools and for the heritage sector within the Department for Education and Skills, he has been at IWM for 6 years, managing a range of educational activities online and off. But he doesn't do facebook.

www.theirpast-yourfuture.org.uk



CHEWY TREWHELLA
– Developer Advocate, Google

Chewy's job is to make technical things accessible and relevant to non-technical people. He is particularly knowledgeable about Google's APIs and webmaster programmes. He's has a BEng in Software Engineering, and he's been with Google since November 2005.

www.google.com



NICK REYNOLDS
– Editor, BBC Internet Blog

Nick has had the following jobs in the BBC: Senior Producer, World Service Radio, Commissioning Editor, World Service, Senior Adviser, Editorial Policy, assistant web producer BBC Music Online and is Currently Editor, BBC Internet blog. His personal blog is

<http://nickreynoldsatwork.wordpress.com/>



JOHN VINCENT
– The Network

John has worked in the public sector since the 1960s, primarily for Hertfordshire, Lambeth and Enfield library services. In 1997, he was invited to become part of the team that produced the UK's first review of public libraries and social exclusion, and, from this, co-started "The Network - tackling social exclusion" (which now has some 140 organisational members across the UK). John runs courses and lectures, writes, produces regular newsletters and e-bulletins, and lobbies for greater awareness of the role that libraries, archives and museums play in contributing to social justice. 2009 is The Network's 10th anniversary year

www.seapn.org.uk



MARTHA ROBERTS
– Communications Co-ordinator, National Trust

After an MSc in science communication, Martha worked for BBC Wildlife Magazine, where she started a monthly wildlife podcast from scratch before moving to the National Trust press office where she has been producing wildlife and countryside, and news-linked podcasts on all aspects of the charity's work.

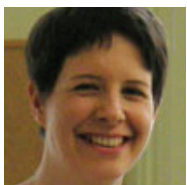
www.nationaltrust.org.uk



ANDREW WILSON
– Co-Director, Blink

Andrew Wilson is co-director of Blink a not-for-profit creative technology research organisation working across the cultural, technology and commercial sectors, with an eight year track record including the Guardian's text message poetry competition; City Poems in Leeds and Antwerp, commended in the British Interactive Media Awards, and Bluevend, installed in Tate Britain and featured in the Independent on Sunday.

www.blinkmedia.org



MADELEINE SUGDEN
– Content Manager, KnowHow NonProfit

After web roles at universities and RNIB, Madeleine is currently Content Manager for KnowHow NonProfit, a new website for people working in charities and nonprofit organisations funded by the Big Lottery Fund. The site is a mix of relevant and practical content, a charity soap opera, e-learning modules and forums where users can share experience. Through her work on large sites she is committed to developing content which is useful, interactive, accessible and meets the needs of the audience. She is a keen museum and gallery visitor.

www.knowhownonprofit.org

Masterclasses

Can you dig it?

DAN PHILLIPS – Deputy Director, Their Past Your Future, Imperial War Museum

An overview of digitisation outputs at the Imperial War Museum, and creative ways to use and respond to museum objects in the virtual world. From source material for site visits, to blogs and online exhibitions, this workshop will shine a light on digitisation and its possible outcomes, including social networking applications from radiowaves.co.uk

Social Networking; The Challenge of Keeping Up With Youth Culture

FRANCIS NIELSEN – Outreach and Social Inclusion Officer, Wolverhampton Arts and Museum Service

Through the presentation of a live case study, this master class will look at how organisations respond to changing social networking mediums.; how they are used by young people to communicate with each other and how to make use of them to convey your message and engage with new audiences.

My other handheld is an iphone. . .

PAUL CLIFFORD – E-learning Officer, Access & Learning, Museum of London

How the Museum of London is delivering a plethora of blended learning sessions in its galleries for the full range of museum audiences using a range of mobile devices including PSPs, iphones and ipods, applications like Twitter, Quick Response barcodes and augmented reality.

Web Content – Build and Engage Your Audience

MADELEINE SUGDEN – Content Manager, KnowHow NonProfit

Does your web content engage, inform and entertain your audience? Five questions will help transform your site.

Group Tweeting – finding your organisation's voice on Twitter

ALI HOLDER – Information Development Librarian, Westminster Libraries

Relative newcomers to Twitter, Westminster Libraries took the plunge in early 2009, having realised that this was a very useful bandwagon to be on. Ali will discuss the hows and whys of their approach, issues encountered and lessons learned so far. Of particular interest are the possible conflicts between an organisational, 'official' voice and the more chatty, personal interaction favoured on Twitter. Also how the rest of the organisation (in this case the Council as a whole, as well as the library management) perceive and engage with Twitter and other Web 2.0 sites.

The Power of Blogging

DAVE BRIGGS – Digital Enabler

Heard about blogging and want to start your own – but don't know where to start? This session will provide The What, Why and How of blogging, discuss the pros and cons and will look at how you can create a personal voice for your organisation in words.

Picture This

STEVE BRIDGER – Social Media Evangelist

Learn how you and your organisation can achieve the maximum benefit from digital storytelling - with top tips for embracing the Flickr photo-sharing community.

Podcasting: From nothing to something beautiful

MARTHA ROBERTS – Communications Co-ordinator, National Trust

Lessons from how we at the National Trust entered the audio world, learning to make beautiful, useful and interesting podcasts from nothing, and why you should bother.

How can we use social media to promote social inclusion?

JOHN VINCENT – The Network and Lucie Fitton, Museum of London

Lots of us are experimenting with using social media - and we're reaching new audiences too. But how can we ensure that we use media to effectively target and reach people who would not normally get involved in museums and cultural heritage? This Masterclass will look at how social media can build partnerships and other networks which begin to reach beyond the usual targets.

Succeeding online using free Google tools

CHEWY TREWHELLA – Developer Advocate, Google

In this session, you'll get a chance to see how to use things such as Google Analytics, Google Website Optimiser, Google Webmaster Tools and more to control and optimise your online presence. This interactive session will enable you to ask questions on anything Google.

Building up your social media presence from scratch – and with very little money

KATE FOX – New Media Manager, Mersey Basin Campaign

One small organisation's adventures in new media. Pick the brains of a low-tech, low-budget outfit that's blogged, facebooked, videoed, minidisked and twittered since 2006.

Pocket-sized film productions and texting ghosts

ANDREW WILSON – Co-Director Blink

Visitors' own mobile phones are a huge potential resource for even the smallest organisations. Two detailed case studies, and a demo with live monsters.

A Storyteller's Journey: from story circle to broadcast

JULIE BALLANDS AND LAURA CROW – Outreach Officers for the project Culture Shock, Tyne and Wear Museums

Using the example of Tyne and Wear Museums' Culture Shock project, this session looks at how to engage audiences in digital storytelling projects within the museum and heritage sector. Lessons learned about how to adapt the process to suit different groups will be shared, alongside an overview of the process and equipment needed to run your own successful project.

Surgery Sessions

Hands on practical workshops going through the How To of a range of social media applications.

Podcasting: The ins and outs

MARTHA ROBERTS – Communications Co-ordinator, National Trust

MARK ELLIS – Senior Producer, sounddelivery

A practical approach to how to get started, from equipment, interview technique to downloading free editing software – come and have a go.

My other handheld is an iphone . . . interactive

PAUL CLIFFORD – E-learning Officer, Access & Learning, Museum of London

A practical guide to using PSPs and iphones in museum galleries including the best applications and accessories. Come and create.

Mobile Phones – Five Minute Vulcan Mind Meld

ANDREW WILSON – Co-Director, Blink

Five minute one-to-one brain exchange sessions. How could you try out mobile phone ideas with your visitors and how much might it cost?

Google Notes and Queries

CHEWY TREWHELLA – Developer Advocate, Google

Chewy answers all your Google related questions and shows you the latest Google applications for cultural and heritage sectors.

The Art of Storytelling Through Twitter

ALI HOLDER – Information Development Librarian, Westminster Libraries

KATE FOX – New Media Manager, Mersey Basin Campaign

If you're not using Twitter within your organisation this practical surgery session will use live demos to show you the what, the why and the how of Twitter? Happy Tweeting.

World Press for Good Blogging

DAVE BRIGGS – Digital Enabler

Tempted to set up your own website, but don't know where to start? This session will show you how the blogging tool Wordpress can be used to create simple websites – and integrate into your existing web presence.

Afternoon Panel Discussion

Social Media, Storytelling and Building Brands – Bringing Stories to Life

FRANCES CROXFORD,
Consultant and Account Manager
at Jane Wentworth Associates

PATRICK FORBES,
Head of Documentaries at Oxford Film and Television

NICK REYNOLDS,
Editor BBC Internet Blog

HOSTED BY JUDE HABIB,
Founder/Director sounddelivery

THE SOCIAL MEDIA EXCHANGE is all about making connections, sharing ideas and knowledge and getting to grips with new ways of working.

Getting Involved on the Day:

Tag your material #smex09

All the material from the day will be available on

www.socialmediaexchange.org.uk

And you'll be able to continue the conversation and discussion online.

	CONFERENCE HALL	ROOM 1 & 2	SEMINAR 2	SEMINAR 3	ROOM 4	SEMINAR 4	ROOMS 3,5 & 6
9:00-9:45	REGISTRATION AND BREAKFAST						
9:45-10:15	Jude Habib						
10:30-11:10	OPENING INTRODUCTION	KATE FOX Mersey Basin Campaign Building your social media presence from scratch	MADELEINE SUGDEN KnowHow NonProfit Web Content – Build and engage your audience	ALI HOLDER Westminster Libraries Group Tweeting – Finding your organisations voice on Twitter.	DAN PHILLIPS Imperial War Museum Can you dig it?	ANDREW WILSON Blink Pocket-sized film productions and texting ghosts.	<p>PLEASE NOTE These rooms are available throughout the day for your own sessions or to allow re-runs of earlier popular masterclasses</p> <p>ALI HOLDER Westminster Libraries KATE FOX Mersey Basin Campaign The art of storytelling through Twitter</p>
11:25-12:05	MASTERCLASS 1	JOHN VINCENT The Network LUCIE FITTON Museum of London Using social media to promote social inclusion	CHEWY TREWHELLA Google Succeeding online using free Google tools.	MARTHA ROBERTS The National Trust Podcasting: from nothing to something beautiful	DAVE BRIGGS Digital Enabler The power of blogging	JULIE BALLANDS AND LAURA CROW Tyne and Wear Museums A storytellers journey; from story circle to broadcast	
12:20-13:00	MASTERCLASS 2	KATE FOX Mersey Basin Building your social media presence from scratch	FRANCES NIELSEN Wolverhampton Arts and Museum Service Social Networking: the challenge of keeping up with youth culture	PAUL CLIFFORD Museum of London My other hand held is an i-phone	DAN PHILLIPS Imperial War Museum Can you dig it?	ANDREW WILSON Blink Pocket-sized film productions and texting ghosts.	
13:00 -14:15	Networking and Surgeries	JOHN VINCENT The Network LUCIE FITTON Museum of London Using social media to promote social inclusion	ALI HOLDER Westminster Libraries Group Tweeting – Finding your organisations voice on Twitter.	STEVE BRIDGER Social Media Evangelist Picture This	MADELEINE SUGDEN KnowHow NonProfit Web Content – Build and engage your audience	JULIE BALLANDS AND LAURA CROW Tyne and Wear Museums A storytellers journey; from story circle to broadcast	
14:20-15:00	MASTERCLASS 3	PAUL CLIFFORD Museum of London My other hand held is an i-phone . . . interactive	CHEWY TREWHELLA Google Google notes and queries	MARTHA ROBERTS The National Trust MARK ELLIS sounddelivery Podcasting: the ins and outs	DAVE BRIGGS Digital Enabler WordPress for good blogging	ANDREW WILSON Blink Mobile phones; five minute vulcan mind meld	
15:05-15:50	LUNCHTIME						
16:00-17:00	MASTERCLASS 4						
	SURGERIES						
	ROUND-UP						
	Panel Discussion and Round up						

Surgeries will run informally throughout lunchtime

Coffee, tea and treats served throughout the day