CREATIVE CAREERS

Newcastle University Students’ Union
Wednesday 28 February 2018
Newcastle University’s Careers Service and NUSU welcome you to Creative Careers, an exclusive event for students and graduates of any discipline interested in developing a career in the creative and cultural sectors.

We are pleased to welcome our keynote speaker, Maria Bota. Maria is Creative Producer for the Great Exhibition of the North and will kick off this event at 9:30 downstairs in The Venue, Students’ Union.

Throughout the day we have a wide range of interesting sessions to choose from. These range from Q&As, talks and interactive activities with a wealth of industry experts.

Make the most of your day and attend as many sessions as possible; have a look at the timetable and session descriptions to help you plan your day. There is space in this programme to make notes of questions to ask and details of contacts you have made. Remember, to succeed in the creative sector it’s vital that you make useful contacts, and today can help you with this.

Make sure you check out the Information Station in The Venue to get further information from speakers, as well as smaller regional organisations and advisers from your Careers Service.

We’re always looking for ways to improve this event, so please give us feedback on our online survey. You’ll receive an email after the day with the chance to win a £25 Intu Eldon Square voucher.

Remember to follow us throughout the day on Twitter, Instagram and Facebook Live.

Marc Lintern, Director of Careers Service

#NCLcreativecareers
# Timetable

**Keynote speaker and welcome**  
Maria Bota, Great Exhibition of the North

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<td>Kate Adie Room</td>
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Information Station (drop-in anytime)

10:30 – 15:00
Level -2

Fire Exit

Entrance from Students’ Union

Information Station

Welcome Desk

Green Room (Speakers Only)

The Venue

Stage area

Entrance to sessions in The Venue

Toilets
Level 1

History Room

Kate Adie Room

MLK Room
KEY EVENTS IN THE DAY

Keynote speaker: Maria Bota
Great Exhibition of the North
9:30 – 10:15, The Venue, Level -2

The Great Exhibition of the North will be a spectacular event that will celebrate the dynamic story of the North of England, how its innovators, artists and designers shaped our present and are inspiring our future. With 25 years’ experience in the arts in a variety of exciting roles, we are delighted that Maria will be kicking off Creative Careers.

Information Station
10:30 – 15:00 (drop-in anytime), The Venue, Level -2

Drop-in throughout the day to engage and build up your contacts with various SMEs (Small and Medium-sized Enterprises) from across the region, voluntary organisations and professional bodies. These include The Great Exhibition of the North, Helix Arts, Jump, Seven Stories, Fertile Ground and Newcastle Gateshead Initiative (NGI).

Staff from the Careers Service will also be there, who can help provide:

- Information about various work experience opportunities in the creative industries
- Insight into the ncl+ Award
- Further information about our Career and Enterprise Modules
MORNING SESSIONS

Community Engagement in the Cultural Sector Q&A
North East Emerging Museum Professionals
10:30 – 11:30, Kate Adie Room, Level 1

These cultural venues are using their collections and creativity to build socially engaging and educative opportunities. Through public participation, engaging with diverse and varied communities, these venues are not only transforming the way we see the world around us, but building new social ventures.

We are delighted to have Hannah Mather from the North East Emerging Museums Professionals Group (NEEMPG) host guest speakers from the Anne Frank Trust, Tyneside Women’s Collective Project, natural history exhibitions company Blue Tokay, Beamish Open Air Museum and Tyne & Wear Museums.

You might also be interested in attending Seven Stories Showcase: Working in a Cultural Venue at 13:15 in the Kate Adie Room.

Magazine and Book Publishing Careers Q&A
Birlinn, Canongate and Inpress Books
10:30 – 11:30, The Venue, Level -2

They say there’s a book in everyone. If you’re aiming for a career in editing, digital management, writing or publicity, this panel session will introduce you to a range of creative roles within the publishing industry.

We are thrilled to welcome host speakers from a wealth of backgrounds including sales, marketing and music.
Getting into Gaming
Teesside University and Animex Festival of Animation and Computer Games
10:30 – 11:30, MLK Room, Level 1

There is a great deal of choice in industry roles, from business and distribution through to art and programming. This talk will look at a variety of games careers, discuss the skills you need, and provide information on tools available to help you get started.

Gabrielle Kent is a Senior Lecturer in Games Development at Teesside University, focusing on gameplay and mechanics, interface design, storytelling and concept art/development. She is also Director of the Animex Festival of Animation & Computer Games, an annual event which brings the world of computer games and animations to audiences of any level of expertise.

Animex will run 14-18 May 2018 at Teesside University.

Freelancing in the Creative Sector
START UP
10:30 – 11:30, The History Room, Level 1

Students interested in freelancing, consulting, contracting work, gigs or any other form of self-employment in the creative industries should come along to this event.

This session will guide you through the pros, cons and practicalities of working for yourself and being self-employed.

Led by Steve Bowden, Start-Up Adviser and freelancer with over 25 years of experience working in the creative industries.
New figures published in the Measuring Music 2017 report reveal that the music industry continued to grow last year across almost every sector of the business, and employment increased by 19%.

With our eclectic blend of musical experts from a rich musical heritage, you will have the opportunity to meet North East based representatives from music development agencies, performance artists and promotors. This is an amazing chance to network with working industry professionals and gain insight into how to make your musical impact without having to follow traditional routes.

The past decade has seen events management in the cultural sector grow and diversify, including an increase in outdoor work, niche and unique festivals of both large and small scale, and the term culture covering more than just the pure arts sector. 2018 offers an exciting landscape to work in the sector especially in the North East with Great Exhibition of the North shining a spotlight on the region and wider North.

Join Phil Douglas (Curious Arts), Vix Leaney (NGI) and Rachel Hamer (Juice Festival and Team Juice) for an interactive session about cultural events management.
Breaking into Journalism Q&A
BBC, We Are Our Media and Trinity Mirror
11:45 – 12:45, The Venue, Level -2

Working as a journalist is many people’s dream career, but it’s a fiercely competitive industry.

Whether you’re interested in broadcast or digital journalism, this panel session with industry experts and professional journalists will give you the inside scoop. You will hear about the realities of life as a journalist, the kinds of skills and attributes required to succeed, as well as hints & tips for breaking into the sector.

You might also be interested in attending ‘Be a Journalist for the Afternoon’ at 15:00 in the Venue, Level -2.
AFTERNOON SESSIONS

Working in Film and TV Production Workshop
Northern Film and Media

13:15 – 14:45, The History Room, Level 1

Interested in working in film and TV? NFM is here to support you.

Northern Film + Media is North East England’s creative industries development agency. They work with businesses and professionals specialising in film, TV and screen-based arts through their talent development projects, events and production service. They support regional commercial film and television production and attract inward investment by promoting the region as a base for incoming film and TV production.

They run NFM Academy which is funded by Creative Skillset and supported by European Regional Development Funds. It aims to equip those interested in a career in film and TV with the knowledge and the skills required to find work. Find out about NFM, how to break into film and TV and how they can help you.

You might also be interested in attending ‘Q+A with the Film Experts’ at 15:00 in the Kate Adie Room, Level 1.

Digital Marketing and Social Media Taster Workshop
JUMP

13:15 – 14:45, The Venue, Level -2

‘If you’re not doing digital then you’re not doing marketing’. Technologies have evolved exponentially shifting marketing activities into the digital and transforming consumer behaviour. Andrew Baxter, Head of Design at JUMP, a successful marketing agency who have created campaigns for Tyneside Cinema, NE1 and the National Trust, will lead this practical workshop to give you the chance to create your own digital marketing campaign, using social media and exciting techniques to engage consumers.

You might also be interested in attending ‘The #ExPRience Sessions: Planning a PR Campaign’ at 15:00 in the History Room, Level 1.
Seven Stories Showcase: Working in a Cultural Venue
Seven Stories, Blackwells and Newcastle University

13:15 – 14:45, Kate Adie Room, Level 1

One of the region’s favourite museums, Seven Stories, the National Centre for Children’s Books, will open its doors to reveal the various roles you can undertake working for such an exciting organisation. You will engage with hands-on activities which will help you understand how the different functions of a cultural organisation work together and how to engage with teams within a museum.

You might also be interested in attending ‘Community Engagement in the Cultural Sector’ at 10:30 in the Kate Adie Room, Level 1.

Q&A with the Film Experts
START UP

15:00 – 16:30, Kate Adie Room, Level 1

Are you an aspiring writer, director, producer, camera operator or editor? Come along to this session to find out more about a career in the film industry.

Film-making is a billion dollar global industry. From Hollywood to the UK independent film sector, the film industry can seem daunting to even the most talented and confident new entrants. Whether you’re looking for a career in documentary or drama, to have your work shown in art house cinemas or multiplexes, or to broadcast on the small screen, our panel will aim to demystify the film business and provide you with an insight into how to get started.

We are delighted to host speakers who have worked on feature films and short films in the UK and across the world but who all got their start right here in the North East of England!

You might also be interested in attending ‘Working in Film and TV Production Workshop’ at 13:15 in the History Room, Level 1.
Be a Journalist for the Afternoon Workshop
News Associates
15:00 – 16:30, The Venue, Level -2

If you’re interested in a career in the media, our hands-on workshop will give you a real taste of what it’s like to be a journalist. We’ll recreate a busy newsroom and get you covering breaking news. On the way, you’ll tackle interviewing, media law, social media and even a bit of shorthand. Not only will you get a glimpse into the industry but also our style of journalism training. At the end you can quiz our award-winning training team, the News Associates, the UK’s number one National Council for the Training of Journalists (NCTJ) journalism school, who will also provide individual feedback on your work.

If you attend this session, please bring a laptop.

You might also be interested in attending ‘Breaking into Journalism Q&A’ at 11:45 in the Venue, Level -2.

The #ExPRience Sessions: Planning a PR Campaign
CIPR
15:00 – 16:30, The History Room, Level 1

Every brand, no matter how large or small, ultimately depends on its reputation for survival and success. Customers, suppliers, employees, investors, journalists and regulators all have an opinion about the brands they come into contact with - whether good or bad, right or wrong. These perceptions will drive their decisions about whether they want to spend time and money with that brand. In today’s competitive market, reputation can be a brand’s biggest asset - the thing that makes it stand out from the crowd. PR is all about managing a brand’s reputation and about communicating more meaningfully with its customers and clients.

You might also be interested in attending ‘Digital Marketing and Social Media Taster Workshop’ at 13:15 in the Venue, Level -2.
SUGGESTED QUESTIONS TO ASK

It’s always good to ask questions when you meet contacts. To help you get started, here are some questions you could ask:

About the career
- What does a typical day look like?
- What skills and experience are employers looking for in this field?

About your suitability for the career
- Are there things I could do to strengthen my chances?
- Are there opportunities that my strengths and characteristics make me suitable for that I might not have thought of?

About resources, opportunities and further contacts
- Do you offer any work shadowing or project opportunities that would allow me to broaden my experience?
- Could you recommend anyone else for me to talk to?

CONTACTS MADE
**CREATING YOUR ACTION PLAN**

After Creative Careers, it’ll be a good idea to put some of the things you have learnt into practice! Here are some suggested action points.

**Skills:** Think about what skills employers were looking for in the sector you are interested in, do you have these already? And are they evidenced in your CV? If you feel you are lacking, think about any activities to help develop these skills.
www.ncl.ac.uk/students/nclplus

**Work experience:** Were there any opportunities mentioned or contacts that you can follow up to secure work experience or attend insight days and other work shadowing opportunities? Use Vacancies Online as a starting point to look for internships and placements.
www.careers.ncl.ac.uk/vacsonline

**Online presence:** Do you have a LinkedIn profile? It is a fantastic way to showcase your skills and experience and to make further connections. You might want to consider creating an online platform or portfolio; websites such as WordPress, SoundCloud and Wix.com are good starting points.

**Contacts:** Get in touch with contacts made, thanking them for their advice and to see if there are any further opportunities you can be involved in or that they may know of. Connect with them on LinkedIn if you have an account!

**Careers Service:** There is so much information available, whether you have a concrete idea about your career path or have no clue where to start. You can find us at www.ncl.ac.uk/careers. We’re based in King’s Gate on Level 1, ready to help you with any query you may have. Just drop-in between 11:00-16:30 and we’ll be happy to help!

**Research:** There are so many places to look online to find out more about your creative career. Try these to start with:

- thecreativeindustries.co.uk
- creativeeconomy.britishcouncil.org
- creativeskillset.org
- ccskills.org.uk
- creativeengland.co.uk
- app.hiive.co.uk

Details of all today’s sessions as well as previous year’s Creative Careers sessions will be available on: www.creativecareersncl.wordpress.com.