

Agenda

14.15pm Arrivals & live eventcast starts

If you're watching online, the link to the eventcast will be live on <http://getambition.com> or <http://getambition.ning.com> from 12pm Thursday 25th February.

14.30 – 14.40pm Kate Park - Welcome on behalf of The Audience Business

14.40 – 14.45pm Hannah Rudman - Welcome from AmbITion

14.45 – 15.45pm Mike Coulter, Digital Agency - Listening Online

Mike Coulter, Social Media Consultant, reveals how can arts organisations can successfully find out what their audiences are saying about them online. He'll also share what the tools are that can help organisations keep track, and what are good strategies for responding to both positive and negative online reactions!

<http://digitalagency.com>

15.45 – 16.15pm Questions from live and online audiences

16.15pm Live eventcast ends

1615 -1645pm: Networking/ tea & coffee at venue

This AmbITion webinar is produced in association with The Audience Business <http://www.tab.org.uk> and Digital Agency <http://digitalagency.com>

Webinar speaker

Mike Coulter

Mike Coulter worked in advertising for over 20 years, building and occasionally dis-mantling brands. In 1997 he discovered the internet, and set up <http://digitalagency.com> to play his part in the digital revolution. His first blog posts, tweets and flickr uploads where in 2006, an activity he's as passionate about today, as he was then (some would say more so). If you want to find out more, or if see he's any good at this social media malarkey, or find out how to contact him; just Google: "Mike Coulter".

More Events!

Webinar 2: Talking Online, 25th March <http://getambitionweb-2edi.eventbrite.com>

Webinar 3: Tracking Impact, 22nd April <http://getambitionweb-3edi.eventbrite.com>

Getting Digital Roadshow North, 18th Mar, Eden Court, Inverness <http://getambitionroadshow-north.eventbrite.com>

Getting Digital Roadshow East, 6th May, Centre for Excellence, Dundee Abertay University (see <http://getambition.com>)

Getting Digital Roadshow Central, 27th May, University of Stirling (see <http://getambition.com>)

Getting Digital Roadshow South, 10th June, University of Edinburgh (see <http://getambition.com>)

Links

All these links are on our social network! <http://getambition.ning.com>

AmbITion's website <http://www.getambition.com>

The Audience Business (TAB) <http://www.tab.org.uk/>

Rudman Consulting <http://consultrudman.com>

Google Map of all current AmbITion Scotland participants
http://bit.ly/getambition_map

38minutes – Powered by 4iP

A creative network for companies and individuals in the creative and digital sector in Scotland and Northern Ireland <http://38minutes.com>

Our partners' websites, who host AmbITion content:

ArtsProfessional <http://www.artsprofessional.co.uk>

Creative & Cultural Skills <http://www.ccskills.org.uk>

Own-it <http://www.own-it.org>

We are on twitter: <http://www.twitter.com/getambition>. Twitter hashtag for this event is #getambition

AmbITion Roadshow tag is [getambition](#). We are using a number of different social network sharing community platforms including [del.icio.us](#), [flickr](#), [Scribd](#), [slideshare](#), [blip.tv](#), [viddler](#), [YouTube](#), [Qik](#). We will be tagging media with 'getambition' and aggregating it on the network, please feel free to do the same.

For more information about the project, Getting Digital or upcoming events contact Ashley Smith Hammond, AmbITion Scotland Project Manager - ashley@getambition.com.