

**Blick Shared Studios**

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51 Malone Road  
Belfast  
BT9 6RY

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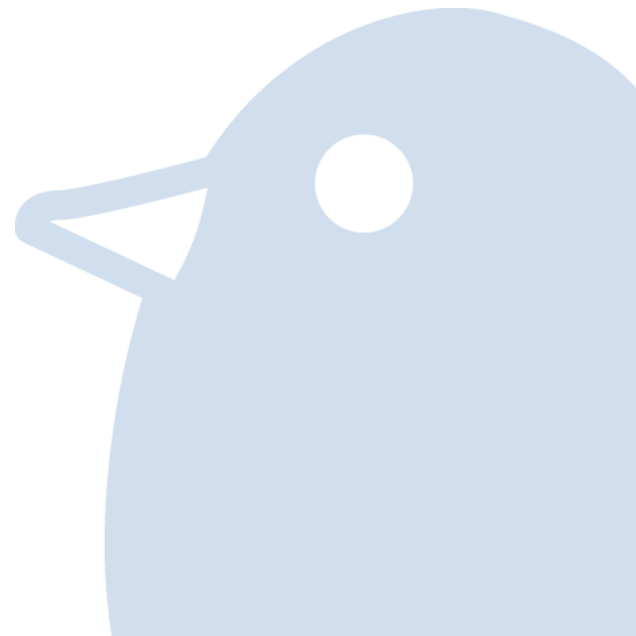
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info@blickstudios.org  
www.blickstudios.org

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**BLICK STUDIOS** creative camp proposal july 2010



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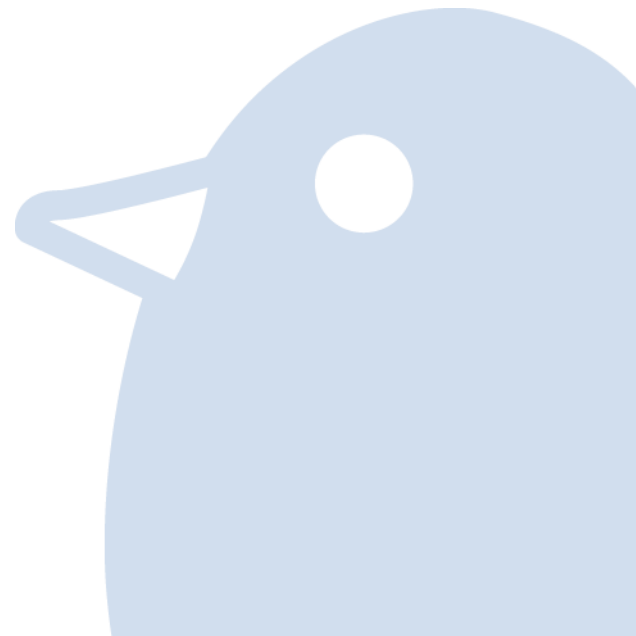


## What is CREATIVE CAMP?

**CREATIVE CAMP** is a continuation of the popular and successful BarCamp series, it is a free gathering that follows the participant led un-conference format; anyone can attend, and anyone can talk about anything they like related to the camp's topic. It is a gathering of people passionate about technology and creativity who want to make things happen with, for example, web, mobile, open source coding, music, design and sustainability. We will invite creative people to give talks, do demonstrations, and show their work and it is these participants who then set the agenda, decide on topics and generate the content, demos and portfolio presentations

The event's purpose is for people from creative industries to meet, network, and learn from each other. This includes Graphic and Web Designers, Artists, Filmmakers, Photographers, Musicians, Fashion Designers, Students, Educators, entrepreneurs and any other creative practitioners who have ideas, innovations, experience or inspiration they want to share.

**CREATIVE CAMP BELFAST** will be held within our premises at **BLICK STUDIOS** on September 27th, 2010.



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### Who we are...

**Blick Shared Studios** ([www.blickstudios.org](http://www.blickstudios.org)) is a social enterprise funded by Belfast City Council and the Department of Enterprise, Trade and Industry Building Sustainable Prosperity programme dedicated to providing support for Northern Ireland's emerging creative talent and assisting small and start up creative businesses within Northern Ireland to grow and develop. Blick provides incubation workspace, affordable meeting rooms and business growth support and networking opportunities to the creative industries.

The **CREATIVE CAMP** event will be facilitated for Blick by **Flock Eco Events**. Flock Eco Events ([www.flockecoevents.com](http://www.flockecoevents.com)) supported by the Creative Industries Innovation Fund, Arts Council and Department of Culture and Leisure is a social enterprise set up within Blick Studios as a trading arm of the original social enterprise. Any profits made by Flock are distributed directly to Blick. Flock is Northern Ireland first project Management Company dedicated to creating events & campaigns in a socially and environmentally responsible manner. Flock uses the creative expertise of the businesses based at Blick managed by the experienced and respected Blick team to provide creative, and innovative socially and environmentally responsible event, design and marketing solutions. Flock will provide overall management of the event, including event administration, coordination of the marketing strategy, organising sponsorship, and facilitating the event on the day.



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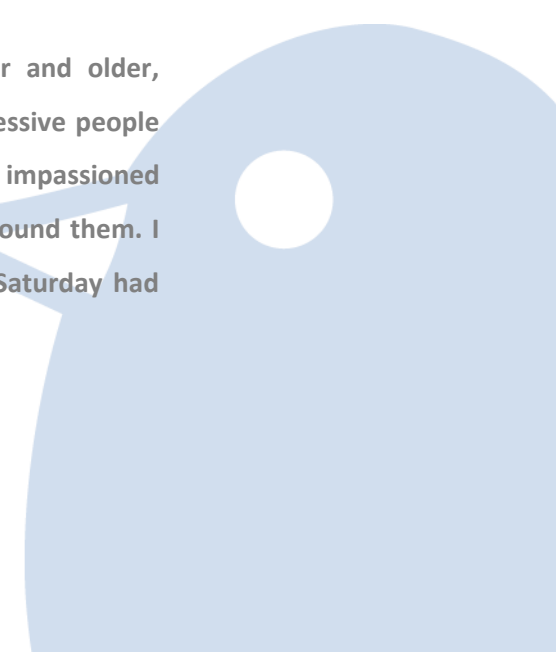
### Our Past experience...

Blick organised the successful Belfast City council funded **Business Blitz** training programme which was aimed specifically at small companies working in the creative industries and involved a mix of evening workshops and clinic days to inspire creative start-ups and equip them to trade in an increasingly competitive market at home and abroad. Blick has also organised a variety of other events including fashion shows, exhibitions, networking events and film screenings including a series of film events for Castlereagh Council and the launch event and follow up workshops for South Belfast Partnership's Botanic Arts Festival. Blick is also currently working with Strabane and Limavady council on Film and Television industry events.

In August 2008 we hosted Belfast's first creative camp. The event was a huge success with over 70 participants and 20 speakers. Feed back from attendees included:

**"Lots of food for thought, and probably the best morning's professional development in the last five or six years."**

**"And then I went to Creative Camp. And met loads of younger and older, talented, fired up, wise, entrepreneurial, savvy, cultured and progressive people giving speeches, sharing secrets of their trades, giving very impassioned manifestos and ideas freely and without prejudice to the people around them. I couldn't help but think that if half of the people in that room on Saturday had been involved with NIIMA it could have been a roaring success."**



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### Overall aim and outcomes

Creative camp is all about enabling the creative industries to perform. It is about creating networking opportunities, providing inspiration, encouraging collaboration and communication, promoting entrepreneurship and facilitating peer-on-peer learning and educating.

The creative industries in Northern Ireland have been recognised as essential to the economic development of the country, as highlighted in the Creative Industries Strategic Action Plan for Northern Ireland. Creative industries are emerging as one of the fastest growing and increasingly important sectors of the economy. The most recent estimates indicate that there are over 2,500 creative enterprises in Northern Ireland, employing some 34,600 people. For example, Northern Ireland is now the leading region in Europe for foreign direct investment in software development and IT technical support centres and as recent press has reported the TV and Film industry has reported a return on investment of 5.5:1.

Creative camp aims to enable local creative companies to improve productivity and fulfil their potential, to enable companies to grow through collaboration and learning, assisting them to compete on a global scale and contribute to the economic prosperity of Northern Ireland.



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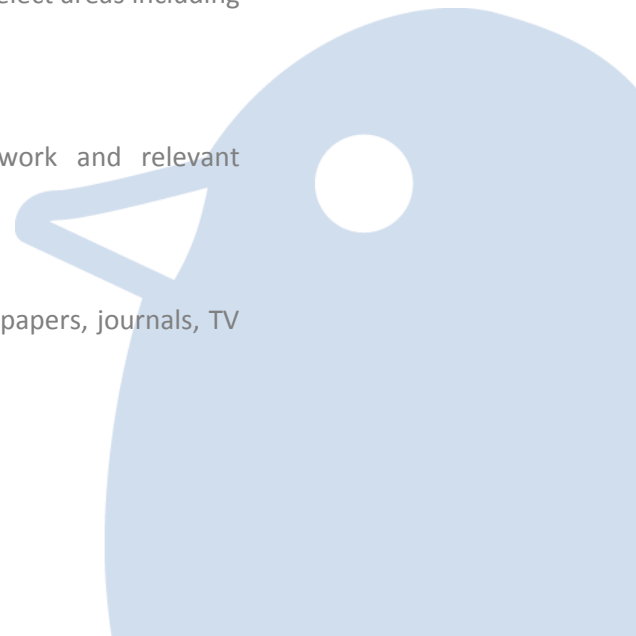


### Target audience

Creative camp is open to everyone but we will be targeting young people aged 17-35 years, this will include recent graduates, students, entrepreneurs, small and start up business owners, creative individuals. We hope to get over 100 attendees on the day.

### How will we be marketing the event?

- Bespoke website designed to allow online registration and information about the event in the run up [www.creativecampbelfast.com](http://www.creativecampbelfast.com)
- Digital marketing including social media marketing, using facebook, twitter and online interaction through blogs and forums
- Email shot- mailing to an established mailing list of key contacts within Belfast Met, the University of Ulster and an established list of regular blick 'creative' users
- Posters and promotional materials- distributed within select areas including local universities and creative organisations
- Word of mouth- through established creative network and relevant creative events in the area
- Professional PR campaign to local press including newspapers, journals, TV and radio



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