

CWC/Corus New Media Career Accelerator
February 24th – March 3rd, 2006

ORGANISING PARTNERS:



ENTERTAINMENT

CWC•AFC

Visit www.banffcentre.ca/bnmi for more information.

Special thanks to the Creative Electronic Environment, IT/S, and Technical departments at The Banff Centre, and to MCR MicroComputer Rental in Calgary for making this event technically savvy!

WORKSHOP PROGRAM

FRIDAY FEBRUARY 24

TECHNICAL RUN THROUGH

8:30pm – 9:30pm

TransCanada PipeLines Pavilion (TCPL), Room 201

*ALL PRESENTERS FOR THE DAY MUST ATTEND - see technical run through schedule for times.

MEET AND GREET

8:00pm – 10:00pm

TransCanada PipeLines Pavilion (TCPL) Foyer

There will be opportunity to introduce yourself and meet other fellows and faculty, share a glass of wine or have a cup of tea and nestle in for your first night in the mountains.

SATURDAY FEBRUARY 25

BREAKFAST

7:00am - 9:00am

Banff Centre Dining Room

TECHNICAL RUN THROUGH

7:30am – 9:00am

TransCanada PipeLines Pavilion (TCPL), Room 201

*ALL PRESENTERS FOR THE DAY MUST ATTEND - see technical run through schedule for times.

WELCOME AND ORIENTATION

9:00am - 10:00am

TransCanada PipeLines Pavilion (TCPL), Room 201

Susan Kennard, *Director and Executive Producer, The Banff New Media Institute, The Banff Centre*

Stephanie MacKendrick, *President, Canadian Women in Communications*

Deborah Beatty, *Vice President Corus and Nelvana Interactive*

SATURDAY FEBRUARY 25

Faculty Introduction:

Marty Avery, *Chief Catalyst, What If?*; **Jane Arnot**, *Senior Director, Business Development, CanWest Global Communications, Inc.*; **Michel Blondeau**, *CEO, Ecentricarts Inc.*; **Jan Bozarth**, *President, Blue Arrow Music*;

Lili Campbell, *President and Creative Director, Footprint Strategic Communications Inc.*; **Sheelagh Carpendale**, *Canada Research Chair and Associate Professor Department of Computer Science and Faculty of Communication and Culture University of Calgary*; **Iwona Erskine-Kellie**, *BNMI Assistant & New Media Artist*; **Susannah Gardner**, *Creative Director, Hop Studios, Author, 'Buzz Marketing with Blogs for Dummies'*; **Judy Gladstone**, *Executive Director, Bravo!FACT and MaxFACT (Foundations to Assist Canadian Talent)*; **Cristi Hawtin**, *Global Product Manager, ALIAS Systems*; **Christene Hirschfeld**, *Partner, Boyne Clarke Barristers & Solicitors*;

Penny Jennett, *Professor - Faculty of Medicine, University of Calgary*;

Cheryl L'Hirondelle, *Independent Interdisciplinary Artist*; **Jo Morrison**, *Creative Director, NESTA Future Labs*; **Lally Rementilla**, *VP of Business Planning and Analysis, Lavalife Corp.*; **Elizabeth Vander Zaag**, *Media Artist*

Introductions to the program, faculty, and participants.

THE CURRENT STATE OF CONSOLIDATION AND ITS IMPLICATIONS

10:00am - 11:00am

TransCanada PipeLines Pavillion (TCPL), Room 201

Introduction by: Susan Kennard, *Director and Executive Producer, The Banff New Media Institute, The Banff Centre*

Deborah Beatty, *Vice President Corus and Nelvana Interactive*

Keynote address on the current state of the industry, the process of consolidation (concentration of ownership and vertical integration in media) and the knowledge and skills needed to lead in a time of change.

COFFEE BREAK

11:00am - 11:15am

SATURDAY FEBRUARY 25

CASE STUDY: SHORTS IN MOTION: PHASES I AND II

11:15am - 12:15pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Introduction by: Susan Kennard, *Director and Executive Producer of The Banff New Media Institute, The Banff Centre*

Judy Gladstone, *Executive Director, Bravo!FACT and MaxFACT (Foundations to Assist Canadian Talent)*

Case study of a project conceived at the CWC / Corus New Media Career Accelerator workshop in 2004: Discussion of the growth of a project, involving both new and old media, from conception to execution, including identifying appropriate partners, marketing and the launch.

LUNCH

12:15pm - 1:15pm

Banff Centre Dining Room

CONTENT DEVELOPMENT FOR THE NEW "DIGITALLY ORGANIC" FAMILY

1:15pm - 2:00pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Introduction by: Susan Kennard, *Director and Executive Producer of The Banff New Media Institute, The Banff Centre*

Jan Bozarth, *President, Blue Arrow Music*

What's new for girls in the gaming world not what's out, what's coming? Girls Use of cell phones, IM's, and Blogs - Girls, phones, talking, gossip, diaries and secrets.

Today's female consumers comprise the most powerful buying group in history. Savvy businesses are listening to women and girls and making a space for their ideas, issues and desires. Within the context of 'The Digital Family', we'll identify who is using what digital media and technology, and consider how this affects the family, communications and entertainment. What formats are delivering this new material and how do various formats cross over? A case study of a new media brand in development.

SATURDAY FEBRUARY 25

MMORPG AS A MARKETING TOOL?

2:00pm – 2:45pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Introduction by: Susan Kennard, *Director and Executive Producer of The Banff New Media Institute, The Banff Centre*

Marty Avery, *Chief Catalyst, What If?*

Who says you can't make money playing 'video' games? Massively Multiplayer Online Role-Playing Games (MMORPG's) are growing loyal players and international economies. Busy people use MMORPGs to connect, unwind and make money. Social theorists and architects are using MMORPGs to test concepts and build models. How big is this phenomenon? Where will it go? What are the implications for the future?

WEB 2.0, SOCIAL SOFTWARE AND BLOGS: TECHNOLOGIES THAT ARE TRANSFORMING OUR LIVES

2:45pm – 4:00pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Introduction by: Iwona Erskine-Kellie, *BNMI Assistant & New Media Artist, The Banff Centre*

Susannah Gardner, *Creative Director, Hop Studios, Author, Buzz Marketing with Blogs for Dummies*

Elizabeth Vander Zaag, *Media Artist*

This panel will introduce you to the technology trends in the Web 2.0/social software space. Get a grasp on the business and cultural implications of these next-generation ideas, with examples of how they are being used online today. Bonus: Jargon brush-up! Learn buzzwords and tech-speak galore while we tour wikis, blogs, RSS, photo-sharing and more. We'll wind up this session with an overview of how blogs are changing the way businesses reach and interact with customers.

If you have a laptop with you, be sure to bring it to this session, so you can look at some of the great web sites we'll be touring.

COFFEE BREAK

4:00pm - 4:15pm

SATURDAY FEBRUARY 25

PARTICIPANT SHOW AND TELL

4:15pm – 6:15pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Susan Kennard, *Director and Executive Producer of The Banff New Media Institute, The Banff Centre*

Each participant shall have 5 minutes to introduce themselves and their work

EXPLANATION OF THE PITCHING EXERCISE

6:15pm- 6:45pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Marty Avery, *Chief Catalyst, What If?*

Nothing happens without committed resources. Given two minutes, what will you say to attract collaborators, investors and customers to you? Once you have their eyes and ears, what will you say and do to gain their trust? This presentation covers key concepts for persuading the right money and people to support your project or business. Learn the foundational *Mind Set and Approach* to create the winning pitch.

Structure and Content, Delivery Style, Closing, and Follow up will be outlined to prepare for the forthcoming pitching exercise.

DINNER*

6:45pm - 8:00pm

Banff Centre Dining Room

NOTE: *Last service in the dining room is at 7:30pm. After dinner, please change into something that will be fitting for the play-with-clay session.

THE TACTILE VOICE - CERAMIC CREATIVITY SESSION

8:00pm - 10:00pm

Glyde Hall, Studio 17

Ed Bamiling, *Ceramics Facilitator, Visual Arts Department, The Banff Centre*

This is a hands-on creativity session which offers Fellows the opportunity to explore visual imagery through the tactile medium of clay. The module embraces concepts of communication, self-awareness, cooperation, team-building, brainstorming, some creative risk-taking and enjoyment - in an informal, supportive environment with license to experiment and indulge one's imagination.

Wine and Beer will be served.



SUNDAY FEBRUARY 26

BREAKFAST

7:00am - 9:00am

Banff Centre Dining Room

TECHNICAL RUN THROUGH

8:30am – 9:00am

TransCanada PipeLines Pavilion (TCPL), Room 201

*ALL PRESENTERS FOR THE DAY MUST ATTEND - see technical run through schedule for times.

HIGHLIGHTS OF THE PREVIOUS DAY

9:00am - 9:30am

TransCanada PipeLines Pavilion (TCPL), Room 201

Susan Kennard, *Director and Executive Producer, The Banff New Media Institute, The Banff Centre*

PITCHING STRATEGIES: WITHIN ORGANIZATIONS

9:30am - 10:30am

TransCanada PipeLines Pavilion (TCPL), Room 201

Deborah Beatty, *Vice President Corus and Nelvana Interactive*

COFFEE BREAK

10:30am - 10:45am

\$, RIGHTS AND NEW MEDIA

10:45am - 11:45pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Christene Hirschfeld, *Partner, Boyne Clarke Barristers & Solicitors*

What are rights issues in current new media deals? How should deals be negotiated to get the best out of potential properties? Legal issues to consider in online environments.

SUNDAY FEBRUARY 26

WINNING BY OFFERING THE BEST OF OFFLINE AND ONLINE TO ADVERTISERS AND CONSUMERS

11:45am - 12:30pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Jane Arnot, *Senior Director, Business Development, CanWest Global Communications, Inc.*

Online is often a very small but important and fast moving part of a traditional company - especially a multi-media company like CanWest. Working together with colleagues in all areas of the company requires sensitivity, time and the ability to understand all perspectives. We will cover some of the ways that CanWest has been successful by aligning all of our assets to deliver true-multi media offerings in our Classifieds business that bring the best of all worlds to our advertisers and consumers.

LUNCH

12:30pm – 1:30pm

Banff Centre Dining Room

THE LAVALIFE MODEL AND ITS EXPERIENCE WITH THE FEMALE MARKET

1:30pm - 2:45pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Lally Rementilla, *VP of Business Planning and Analysis, Lavalife Corp.*

Fellows will be led through the fundamentals of a web business. Topics include entering new markets, gaining distribution, user analytics, pricing and revenue models. We will also touch on insights into the female market. As an alumna of the 2002 CWC/Corus New Media Career Accelerator, Lally will also speak briefly on how the program affected her career and how she was able to make a transition from telecom to new media.

COFFEE BREAK

2:45pm - 3:00pm

SUNDAY FEBRUARY 26

GROUP A) HANDS ON LAB TIME – BASIC BLOG CREATION AND DIGITAL PHOTO MANIPULATION

3:00pm - 4:30pm

TransCanada PipeLines Pavilion (TCPL), Room 202

Elizabeth Vander Zaag, *Media Artist*

Assisted by: Susannah Gardner, *Creative Director, Hop Studios, Author, Buzz Marketing with Blogs for Dummies*; and **Iwona Erskine-Kellie**, *BNMI Assistant and New Media Artist, The Banff Centre*

Bring your most creative idea for a blog to this lab workshop in which you will set up a blog. We'll begin by talking about developing a blog strategy, and then dive straight into the technology. You will receive an overview of available blog software, walk through setting up a basic blog, and get familiar with using blog software to post entries and photos. Before you leave, you'll have your photo taken, learn to resize it and put it online.

Before you leave the session, you'll also get a chance to play with recording audio to post to your blog.

GROUP B) SMALL GROUP MENTORING WITH FACULTY AND GUEST SPEAKERS

3:00pm - 4:30pm

Location: See sign up sheet in TCPL Foyer

Faculty: All

GROUP B) HANDS ON LAB TIME – BASIC BLOG CREATION AND DIGITAL PHOTO MANIPULATION

4:30pm – 6:00pm

TransCanada PipeLines Pavilion (TCPL), Room 202

Elizabeth Vander Zaag, *Media Artist*

Assisted by: Susannah Gardner, *Creative Director, Hop Studios, Author, Buzz Marketing with Blogs for Dummies*; and **Iwona Erskine-Kellie**, *BNMI Assistant and New Media Artist, The Banff Centre*

Bring your most creative idea for a blog to this lab workshop in which you will set up a blog. We'll begin by talking about developing a blog strategy, and then dive straight into the technology. You will receive an overview of available blog software, walk through setting up a basic blog, and get familiar with using blog software to

SUNDAY FEBRUARY 26

post entries and photos. Before you leave, you'll have your photo taken, learn to resize it and put it online.

Before you leave the session, you'll also get a chance to play with recording audio to post to your blog.

GROUP A)

SMALL GROUP MENTORING WITH FACULTY AND GUEST SPEAKERS

4:45pm – 6:00pm

Location: See sign up sheet in TCPL Foyer

Faculty: All

DINNER

6:00pm – 7:00pm

Banff Centre Dining Room

ARTIST PRESENTATION

7:00pm – 8:00pm

TransCanada PipeLines Pavilion (TCPL), 201

Cheryl L'Hirondelle, *Independent Interdisciplinary Artist*

This presentation will emphasize Cheryl's personal approach to New Media as an artist. Her background as a self-trained, DIY artist will add valuable insights and give fellows the opportunity to hear about New Media from a unique and Indigenous perspective.



MONDAY FEBRUARY 27

BREAKFAST

7:00am - 9:00am

Banff Centre Dining Room

TECHNICAL RUN THROUGH (IF REQUIRED)

8:30am – 9:00am

TransCanada PipeLines Pavilion (TCPL), Room 201

HIGHLIGHTS OF THE PREVIOUS DAY

9:00am - 9:30am

TransCanada PipeLines Pavilion (TCPL), Room 201

Elizabeth Vander Zaag, *Media Artist*

INTERNAL VS. EXTERNAL:

MAKING THE MOST OF NEW MEDIA COMPANIES (doing it all yourself)

9:30am – 10:15am

TransCanada PipeLines Pavilion (TCPL), Room 201

Michel Blondeau, *CEO, Ecentricarts Inc.*

This talk will introduce the various team roles/responsibilities required to fulfill a new media project and outline the differences between in-house development and outsourcing work.

TRANSFORMING SPACE

10:15am - 11:00am

TransCanada PipeLines Pavilion (TCPL), Room 201

Jo Morrison, *Creative Director, NESTA Future Labs*

Digital technologies enable us to have new and varied relationships with physical space. Jo Morrison will discuss three projects that Futurelab has developed that give learners the opportunity to re-imagine space.

BREAK

11:00am – 11:15am

MONDAY FEBRUARY 27

TEAM MANAGEMENT FROM TOP DOWN OR LATERAL APPROACH: PEER TO PEER TECHNOLOGIES AND COLLABORATION TOOLS

11:15am – 12:15pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Michel Blondeau, *CEO, Ecentricarts Inc.*

Jan Bozarth, *President, Blue Arrow Music*

This panel discusses and debates user driven models of interaction and design. How do these new technologies enable different roles for audiences, artists, users and designers? These technologies, and user responses, have created new expectations for participation, validation and engagement on the part of users. We will focus on participatory models and content. Chances are that your staff will also have grown up in this environment. What do you need to know? What are some of the economic and rights indicators to take into account in this world? How do you use these tools to work with distributed teams and international networks?

WHAT MAKES FOR GOOD COLLABORATION?

12:15pm – 12:45pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Cristi Hawtin, *Global Product Manager, ALIAS Systems*

Collaboration, techniques, guiding principles, business benefits.

Case Study: Alias Visualization Studio – Discovery/Concept phase, business requirements gathering, ALIAS collaborative software (Portfolio Wall-demonstration).

LUNCH

12:45pm – 1:45pm

Banff Centre Dining Room

DIGITAL TOOLS FOR PERFORMANCE

1:45pm – 2:30pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Jo Morrison, *Creative Director, NESTA Future Labs*

Young people can create and share their own interactive multi-media artworks using new and emerging digital tools. Jo Morrison describes *The Jungulator*, an interoperable audio-visual tool for 16 - 18 year olds, and *Virtual Puppeteers*, a real time virtual puppet theatre for primary school children, and shows how their development with users helped to create exciting new performance tools.

MONDAY FEBRUARY 27

BREAK

2:30pm – 2:45pm

GROUP A)

HANDS-ON LAB TIME:

BLOG DESIGN AND PODCASTING

2:45pm - 4:15pm

TransCanada PipeLines Pavilion (TCPL), Room 202

Susannah Gardner, *Creative Director, Hop Studios, Author, 'Buzz Marketing with Blogs for Dummies'*

Assisted by: Elizabeth Vander Zaag, *Media Artist; Iwona Erskine-Kellie*, *BNMI Assistant and New Media Artist, The Banff Centre;* and **Jonathan Cohrs**, *Audio Admin Associate, The Banff Centre*

In this hands-on workshop, we'll look at customizing a blog to your tastes and purposes, from background colors to graphics. You'll get a feel for what you can do yourself, and what you might need help with from a graphic designer, and you'll get a peek at that most challenging of HTML code: *Cascading Style Sheets*. Before you leave the session, you'll learn how to use an RSS newsreader, and do a little news aggregation on your blog as well.

Our final lab time will be devoted to editing a short audio recording and posting it to your blog. Get up to speed on the cutting-edge of blog technology: podcasting.

GROUP B)

COFFEE BREAK/TOUR OF FACILITIES

2:45pm - 4:15pm

Meet at indoor tree, Main Level JPL

Luke Azevedo, *Director of the Creative Electronic Environment, The Banff Centre,*
Maria Lantin, *Research Faculty, The Banff New Media Institute;*
and **Cindy Schatkoski**, *Program Manager, Banff New Media Institute*

MONDAY FEBRUARY 27

GROUP B)

HANDS-ON LAB TIME:

BLOG DESIGN AND PODCASTING

4:15pm – 5:45pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Susannah Gardner, *Creative Director, Hop Studios, Author, 'Buzz Marketing with Blogs for Dummies'*

Assisted by: **Elizabeth Vander Zaag**, *Media Artist*; **Iwona Erskine-Kellie**, *BNMI Assistant and New Media Artist, The Banff Centre*; and **Jonathan Cohrs**, *Audio Admin Associate, The Banff Centre*

In this hands-on workshop, we'll look at customizing a blog to your tastes and purposes, from background colors to graphics. You'll get a feel for what you can do yourself, and what you might need help with from a graphic designer, and you'll get a peek at that most challenging of HTML code: *Cascading Style Sheets*. Before you leave the session, you'll learn how to use an RSS newsreader, and do a little news aggregation on your blog as well.

Our final lab time will be devoted to editing a short audio recording and posting it to your blog. Get up to speed on the cutting-edge of blog technology: podcasting.

GROUP A)

COFFEE BREAK/TOUR OF FACILITIES

4:15pm – 5:45pm

Meet at indoor tree, Main Level JPL

Luke Azevedo, *Director of the Creative Electronic Environment, The Banff Centre*
Maria Lantin, *Research Faculty, The Banff New Media Institute*;
and **Cindy Schatkoski**, *Program Manager, Banff New Media Institute*

BRANDING NEW MEDIA

5:45pm - 6:30pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Lili Campbell, *President & Creative Director, Footprint Strategic Communications Inc.*

Research is telling us that as many as 50% of consumers change their minds about a brand as a result of using the Internet. Is this because of the online experience on the brand site or is it the impact upon the brand from decentralized consumer postings on online forums and blogs that say more about a brand or the services it offers than the official site?

We will also discuss the effect of mobile technologies on the brand.

MONDAY FEBRUARY 27

DINNER

6:30pm – 7:30pm

Banff Centre Dining Room

WALK TO TOWN

7:30pm – 7:45pm

Please bring outdoor wear.

Meet the group at the Kiln Coffee Shop.

GAMES NIGHT

7:45pm – 8:45pm

Cyber Web Internet Café, 215 Banff Avenue

Jan Bozarth, *President, Blue Arrow Music*

Find out whether you are a player or not and what the pleasures and challenges of interactive games are. We will try out a number of games with high female audiences.



TUESDAY FEBRUARY 28

BREAKFAST

7:30am - 9:00am

Banff Centre Dining Room

TECHNICAL RUN THROUGH (IF REQUIRED)

8:30am – 9:00am

TransCanada PipeLines Pavilion (TCPL), Room 201

HIGHLIGHTS OF THE PREVIOUS DAY

9:00am - 9:30am

TransCanada PipeLines Pavilion (TCPL), Room 201

Elizabeth Vander Zaag, *Media Artist*

RELATIONSHIP MARKETING (WITH EXERCISE)

9:30am – 10:30am

TransCanada PipeLines Pavilion (TCPL), Room 201

Marty Avery, *Chief Catalyst, What If?*

You've heard "It's not what you know it's who you know." This is only half true, but that half can make or break you. This interactive workshop focuses on how to make what you know more successful by creating productive relationships with the people you need to know. We'll cover Who You Know, Who You Need to Know, and Best Practices for Getting Connected and Staying Connected with Ideal Financing Partner, Prospects and Influencers.

GROUP PHOTO

10:30am - 11:15am

Donald Cameron Amphitheatre

Please proceed to risers set up **OUTDOOR** in the Donald Cameron Amphitheatre, (across from the dining room windows)

TUESDAY FEBRUARY 28

BREAK

11:15am - 11:30am

PRODUCT MANAGEMENT IN NEW MEDIA

11:30am – 12:30pm TransCanada PipeLines Pavilion (TCPL), Room 201

Cristi Hawtin, *Global Product Manager, ALIAS Systems*

Why is 'knowing' your customer so important in the new media world? We'll consider the Product Management lifecycle - best practices and good organizational, customer and team management skills - a balance between strategy and tactical.

LUNCH

12:30pm – 1:30pm Banff Centre Dining Room

LICENSING

1:30pm - 2:00pm TransCanada PipeLines Pavilion (TCPL), Room 201

Christene Hirschfeld, *Partner, Boyne Clarke Barristers & Solicitors*

HOW TO FINANCE NEW MEDIA

2:00pm – 3:15pm TransCanada PipeLines Pavilion (TCPL), Room 201

Christene Hirschfeld, *Partner, Boyne Clarke Barristers & Solicitors*

Michel Blondeau, *CEO, Ecentricarts Inc.*

Different perspectives of deal making are explored, from development through to marketing. What is the role of tool making in relation to the content agenda? What issues are of particular importance from inside convergent media, the broadcaster, inside the new media company, inside the technology company? What are the stages of financing, the sources in Canada and abroad?

TUESDAY FEBRUARY 28

BREAK

3:15pm - 3:30pm

THE NEW MEDIA BUDGET

3:30pm - 4:15pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Lally Rementilla, *VP of Business Planning and Analysis, Lavalife Corp.*

This practical session walks through all the elements of a new media budget, the challenges in covering the skills, time and resources needed. The usefulness of budget narrative. Should you budget low or high? Smart producers have two budgets or do they? Monitoring your budget and costs (change control) – what are the business models or are there any?

PROJECTS, PERFORMANCES AND TECHNOLOGIES

4:15pm - 5:00pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Cheryl L'Hirondelle, *Independent Interdisciplinary Artist*

How do technologies constrain what we can make? Are cultural values built into tools? How do these manifest? What are some ways of approaching this problem? Indigenous and Tribal communities worldwide still have much to offer in the way of innovation. This session will look at a few successful case studies worldwide, and will shed insight into protocols and relevant strategies and issues around access.

SKI FITTING FOR THE CROSS-COUNTRY SKI TRIP

5:00pm - 6:00pm

Sally Borden Building

Please go to the Sally Borden Information Desk and reserve your equipment for tomorrow's cross-country ski trip.

DINNER

6:00pm - 7:30pm

Banff Centre Dining Room

TUESDAY FEBRUARY 28

**IMPROVISATIONAL DRAMA
EXERCISES THAT HELP YOU PITCH/ ROLE-PLAY PITCHING A PROJECT**

7:30pm - 9:00pm

TransCanada PipeLines Pavilion (TCPL), Foyer

Colin Funk, *Associate Program Director, Creativity, The Banff Centre*

Fellows will be divided into teams to brainstorm a small project. In this exercise you will learn to more effectively engage your team members, become a better listener, and develop a stronger sense of self-confidence and leadership presence. Fellows will define roles, plan the project and look at a management structure. They will also develop a design plan based on previous course work, present it to the class and get/give feedback. This gives the Fellows the opportunity to role-play taking the lead for a team that is strongly creative and primarily technical.



WEDNESDAY MARCH 1

BREAKFAST

7:00am - 9:00am

Banff Centre Dining Room

HIGHLIGHTS OF THE PREVIOUS DAY

9:00am - 9:30am

TransCanada PipeLines Pavilion (TCPL), Room 201

Jo Morrison, *Creative Director, NESTA Future Labs*

PICK UP YOUR LUNCH

9:30am – 10:00am

TransCanada PipeLines Pavilion (TCPL), Foyer

AND THEN:

PICK UP YOUR CROSS-COUNTRY SKIS - SALLY BORDEN BUILDING

MEET THE BUS FOR SKI EXPEDITION TO THE CASCADE FIRE ROAD

10:00am – 2:00pm

Out front of the Sally Borden Building

Location: Meet the bus out front of the Sally Borden Building

A brown bag lunch will be provided.



WEDNESDAY MARCH 1

BREAK

2:15pm – 2:30pm

WORK IN GROUPS TO DEVELOP A PITCH FOR A NEW MEDIA PROJECT

2:30pm – 3:00pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Groups will develop a concept, the production, timelines, team and financing plan. The group will plan their pitch (including roles) to be pitched to the class on Friday.
Led by: Marty Avery, Chief Catalyst, What If?

MENTORING SESSIONS WITH FACULTY AND GUEST SPEAKERS

3:00pm – 5:00pm

Location: See sign up sheet in TCPL Foyer

Faculty: All available faculty and guest speakers

APRES SKI: INFORMAL EVENING WITH FACULTY AND FELLOWS

5:00pm – 6:30pm

TransCanada PipeLines Pavilion (TCPL) Foyer

Relax and enjoy a hot chocolate and tasty treats while sharing stories about your morning activities experienced so far.

DINNER AND FREE TIME

6:30pm – 7:30pm

Banff Centre Dining Room

THURSDAY MARCH 2

BREAKFAST

7:00am - 9:00am

Banff Centre Dining Room

TECHNICAL RUN THROUGH (IF REQUIRED)

8:30am – 9:00am

TransCanada PipeLines Pavilion (TCPL), Room 201

HIGHLIGHTS OF PREVIOUS DAY

9:00am - 9:30am

TransCanada PipeLines Pavilion (TCPL), Room 201

Marty Avery, *Chief Catalyst, What If?*

ROUNDTABLE DISCUSSION: POLICY AND NEW MEDIA

9:30am – 10:30am

TransCanada PipeLines Pavilion (TCPL), Room 201

Michel Blondeau, *CEO, Ecentricarts Inc.*

This is an opportunity for the Fellows and Faculty to engage in discussion and debate about policy issues.

BREAK

10:30am – 10:45am

RESEARCH AND NEW MEDIA

10:45am - 12:00pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Penny Jennett, *Professor - Faculty of Medicine, University of Calgary*

Sheelagh Carpendale, *Canada Research Chair and Associate Professor
Department of Computer Science and Faculty of Communication and Culture,
University of Calgary*

LUNCH

12:00pm - 1:30pm

Banff Centre Dining Room

THURSDAY MARCH 2

PITCHING WORKSHOP

1:30pm – 3:45pm

TransCanada PipeLines Pavilion (TCPL), Room 201

Marty Avery, *Chief Catalyst, What If?*

Fellows pitch their projects to the group and receive feedback. 4 minutes for pitches per group with 6 minutes of discussion to follow each presentation pitch.

Each Fellow will be pitching to the group something she is passionate/knowledgeable about, could give to others, and would like to get from others, express her needs. Then instead of feedback on the pitch, the people in the room can contribute connections and ideas.

This session will be voice recorded and shared/circulated afterwards.

BREAK

3:45pm – 4:00pm

PROGRAM EVALUATION: FACULTY

4:00pm – 5:00pm

TransCanada PipeLines Pavilion (TCPL), Room 201

PROGRAM EVALUATION: FELLOWS

5:00pm - 6:00pm

TransCanada PipeLine Pavilion (TCPL), room 107

Emily Paige, *BNMI Coordinator, The Banff New Media Institute*

RECEPTION AND BANQUET DINNER

6:30pm - 9:30pm

FUZE, 2nd Floor, 110 Banff Avenue, Clock Tower Village

Join Faculty, Staff and Fellows for a final farewell dinner at one of Banff's finest restaurants.

One taste and you'll know why they use the word finer to describe the dining experience at Fuze. Their award-winning Chef has literally traveled the globe to bring you the best the world has to offer. From traditional French, to the flavours, spices and ingredients of India, Asia, Canada and elsewhere, the food at Fuze is truly a worldly experience.



"2005 Best New Restaurant in the Canadian Rockies" - WHERE Magazine
"Canada's Top 100 Wine Savvy Restaurants" - Wine Access Magazine
"Canada's Best New Dining Trends 2005" - enRoute

FRIDAY MARCH 3

BREAKFAST

7:00am - 9:00am

Banff Centre Dining Room

TRAVEL DAY FOR FACULTY AND FELLOWS