



Arts BC DigistARTS:

Fall 2018 Digital Literacy Stakeholder Workshops

The aim of these initial sessions is to explore the digital literacy of BC arts organizations and artists and improve their ability to:

- Think strategically about the role of digital tools in their organizations (and/or practice) and the evolving opportunities offered by digital developments.
- To raise awareness about the ways to optimize digital tools and approaches which respond to current trends, such as: audience engagement and development, marketing and communications, content development, organizational effectiveness, partnership brokerage, fundraising, etc.

Workshop Outline

Total time: Approximately 3 hours (including a 15-minute break)

- **Welcome and introductions**
- **Understanding the DigistARTS project**
- **What does the future of digital look like?**
 - What are we talking about? (e.g. 5G, VR, AI streaming services, robots, 3D printing, blockchain)
 - Current trends – BC specific arts organization data usage of (and comfort with) digital tech
 - Evolving opportunities – case studies from home and abroad
 - Predicting the road ahead – how will digital tools (continue to) change the arts ecosystem?
 - What do we mean by digital literacy?
- **Identifying local opportunities, challenges and knowledge gaps**
 - Rotating table-top exercise exploring the following themes (tbc):
 - i. Digital engagement and marketing (e.g. identifying emerging channels of production, dissemination and discoverability)
 - ii. Organizational effectiveness (e.g. digital strategies)
 - iii. Partnerships and collaboration (e.g. cross-sectoral development)
 - iv. Expanding reach and building audiences through digital tools and content development (e.g. online community building, diversity impact)
- **Plenary session which identifies:**
 - Top priority digital literacy needs; most relevant learning approaches
- **Q&A; next steps**

Developed in partnership with: