

Creative Business in the Digital Era Application Pack

Introduction

Creative Business in the Digital Era is a research project examining the way in which businesses are using open intellectual property (IP) as a central pillar of their business model. It culminates in a seminar which will provide attendees with an overview of open IP issues and insight into current practice.

The project is being prepared openly, under a Creative Commons licence, on the Creative Business wiki at www.openrightsgroup.org/creativebusiness

Who should come?

This seminar is aimed at people interested in doing business in the open environment presented by rapidly developing networked communications. You could be a C-level executive or an independent creator, or anyone in between, from any size of company:

- C-level executives, independents, freelances, entrepreneurs, corporates, SMEs
- Musicians, record labels, music publishing companies
- Writers, journalists, publishers
- Film makers, production companies, broadcasters
- Visual artists, photographers, artists, illustrators and designers

When and where is it?

The Creative Business in the Digital Era seminar will be delivered as a single full-day course, and as an evening course repeated on two days:

- Day Course: 17 March 08, 9.00am to 5.30pm
- Evening Course: 18 March 08, 6.00pm to 9.00pm
- Evening Course: 19 March 08, 6.00pm to 9.00pm

All courses will be held at 01zero-one in central London (main entrance is on Hopkins Street):

Westminster Kingsway College
Soho Centre
Peter Street
London W1F 0HS

Cost

This is a subsidised course and is **free** to attendees.

How to apply

There are a maximum of 40 places available for the day course, and 50 places for each of the two evening courses. We are anticipating heavy demand for these courses, so we are asking all applicants to tell us a bit about themselves so that we can select a balanced group of attendees. We will in the first instance be looking at which sector you work in and your level of experience. We will then look for commitment to and interest in open content, as illustrated by the 100 word passage that we ask each applicant to write. Remaining places will be filled by selecting applicants at random.

Please fill in both pages on **separate** sheets of paper and return to: **Creative Business in the Digital Era, Open Rights Group, 7th Floor, 100 Grays Inn Road, London, WC1X 8AL, UK**. Any application form which has not been completed fully will be discarded. **Closing date is 15 February 2008**, and we will respond to all applicants by 29 February 2008.

Please note that your Monitoring Form will not be referred to at any point during the application process, but will instead be analysed after selection has been completed.

Any questions?

Please email Suw Charman at suw@openrightsgroup.org.

Creative Business in the Digital Era Application Form

Name: _____ Email*: _____

Address: _____

Postcode: _____ Phone No.: _____

(* Please note that an email address is required.)

Which course would you like to attend? Please tick one box.

Day Course: 17 Mar 08, 9.00am to 5.30pm

Evening Course: 18 Mar 08, 6.00pm to 9.00pm

Evening Course: 19 Mar 08, 6.00pm to 9.00pm

About You

We would like a wide range of attendees from different backgrounds who are at different stages of their careers. Please can you give us a little information about yourself to help us ensure that a variety of people are given the opportunity to attend.

Sector (you can tick multiple boxes):

Film/TV

Music

Games

Writing/Publishing

Photography

New Media

Art/Graphic Design

Other: _____

Job title: _____

Size of business (number of employees):

1 (you)

2 - 10

11 - 100

101 - 500

501 - 10,000

10,000+

Stage in career:

Early days

Becoming established

Established

Have a long history

Please tell us how open content affects or inspires you, in 100 words or less:

Please tick if you would like to be contacted by the Open Rights Group regarding future events and campaigns.

Please return both pages of this form, on separate sheets of paper, by **15 February 2008** to:

Creative Business in the Digital Era, Open Rights Group, 7th Floor, 100 Grays Inn Road, London, WC1X 8AL, UK.

Creative Business in the Digital Era Monitoring Form

Gender

Male

Female

Ethnicity

Please indicate the ethnic group to which you see yourself belonging by ticking the appropriate box:

Mixed

White and Black Caribbean

White and Black African

White and Asian

Any Other Mixed Background

Asian or Asian British

Indian

Pakistani

Bangladeshi

Any Other Asian or Asian British Background

Please state: _____

Please state: _____

Black or Black British

Caribbean

African

Any Other Black Background

White

British

Irish

Any other White Background

Please state: _____

Please state: _____

Chinese

Chinese

Other Ethnic Group

Any Other Ethnic Group

Please state: _____

Disability

Do you consider that you have a disability? Please tick any boxes that apply to you:

No disability

Hearing impairment

Disability affecting mobility

Mental ill health

Emotional/behavioural difficulties

Other physical disability

Profound complex disabilities

Temporary disability after illness, e.g. post-viral or accident

Multiple disabilities

Other medical conditions, e.g. epilepsy, asthma, diabetes

Visual impairment

Other (please state): _____

Do you consider that you have a learning difficulty? Please tick any boxes that apply to you:

No learning difficulty

Moderate learning difficulty

Severe learning difficulty

Dyslexia

Dyscalculia

Other specific learning difficulty

Multiple learning difficulties

Other (please state): _____

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