



BasecampLIVERPOOL
Unit N
Baltic Creative Campus
49 Jamaica Street
LIVERPOOL LI 0AH
UK

EMISEI

5 day observation/shadowing/workshop programme (PACIFICSTREAM, UK
Partner):

Outcomes

- Participants will be exposed to professional workplace ethos and practices.
- Participants will gain a better understanding of creative and digital practices including practical activities.
- Participants will have an opportunity to gain insight into the functions, business operations, and activities within distinct creative industries small businesses (SMEs)
- Participants will gain confidence through participating in activities in the workplace and in particular will gain an understanding of specific technical English
- Participants will also gain an appreciation of how SMEs relate to the wider business community, the city authorities and how the industry supports regeneration.

General activities

Participants will see how things work "behind the scenes." They will be taken on a tour of studio or place of business and provided with an overview of other areas and positions. They will be introduced to other employees and managers and have explained to them the use of various pieces of equipment and software programs, for example. During the tour specifics of the way the company operates, what products and services are produced and what the prerequisites are for employment will be discussed

Individual Shadowing

Every participant has different objectives, so the shadowing experience will reflect their own specific line of work or position and be tailored to their needs. Time will be allocated to answer questions and explain to participants what the individual role and job entails including offering descriptive explanations for why things are done in certain ways. This will be undertaken with patience and understanding to possible limitations of someone working in a second language.

Departmental Shadowing

The entire department/studio/workshop will assist in the observation/job-shadowing efforts. This allows a participant to see how individual positions work and how a team functions as a unit. In particular, provide opportunities for the participants to watch actual design processes; for example, a graphic designer putting together new logo concepts or conducting a client pitch. Participants will be able sit in on a department meeting to see how colleagues brainstorm as a group and work together to solve problems.

Hands-On Opportunities

Opportunities for participants to actually try their hand at a particular task during the observation/job-shadowing process. If a participant has particular knowledge, for example software they will be encouraged to use their skills.

Q&A

The effectiveness of the observation/job shadowing experience will be assessed by conducting a panel question-and-answer session with participants and the key staff. The participants will be invited to ask questions about certain processes or procedures. Not only does this approach broaden the experience, it also provides feedback about ways to make future observation/job-shadowing programmes even better.

	Activity	Location	Tutor
Day 1 10:00	Introduction to programme and Liverpool (Diary project)	Baltic Creative	Roy
11:00	Walkabout	Baltic Triangle	Roy
11:30	Talk on managing a creative SME	Smiling Wolf	Rachael
12:30	lunch	Unit 51	
13:30	Workshop – Social networking/media	Baltic Creative	Sian
16:00	1 st day plenary/discussion	Baltic Creative	Roy, Liriya & Sian
17:00	End of 1 st day		
Day 2 09:30	1 st SME shadowing experience	Various locations	
12:30	lunch		
13:00	Cultural visits -Photography	Tate Gallery, Open Eye Gallery etc	Roy & Liriya
19:30	Group drink and meal	TBA	
Day 3 09:30	Workshop - Use of Twitter in discussion and negotiation	Elevator Studios	
12:30	lunch		
13:30	2 nd SME shadowing experience	Various locations	
16:00	3 rd day plenary/discussion	Baltic Creative	Roy & Liriya
17:30	End of 3 rd day		
Day 4 09:30	3 rd SME shadowing experience		
12:30	lunch		
13:30	Workshop - Design a blog	Baltic Creative	Mike
16:00	4 th day plenary/discussion	Baltic Creative	Roy, Liriya & Mike
17:30	End of 4 th day		
19:00	Theatre/gig	TBA	

Day5 10:00	Evaluation and Dissemination - Complete Blog Diary	Baltic Creative	Roy, Liriya & Mike
12:30	lunch		
13:30	Evaluation and Dissemination – Final workshop/group discussions and round table	Baltic Creative	Roy, Sian, Liriya and Mike
15:00	Good bye drinks	Baltic Creative	

Additional cultural activities will take place subject to flight times etc