



Digital Lab

The Digital Lab transforms your digital practice through intensive mentoring, workshops, and peer support — all taking place online. You will be matched with an international specialist who will mentor your work-based experiments, supporting you to develop an agile approach to your online presence.

What will I gain?

- One-to-One sessions from a leading digital expert as your mentor
- Access to high quality AMA online workshops to develop your skills
- Support for experimentation to encourage creative and agile thinking
- A network of Fellows to support you
- Fresh perspectives and increased confidence to be agile in our ever-changing digital world

Who is the Digital Lab for?

The Digital Lab embraces agile working. What this means in practice is identifying challenges and developing creative experiments to test new ways of working. It doesn't mean throwing away strategy and plans but being ready to shift ideas and move forward, building on the results of each new experiment. Experiments can be big or small and whilst not all of them will work, they will help you find what works best for your organisation and your audiences.

Programme timetable

Online Launch Event	2 October 2019, 4-5pm
Mentoring Sessions	October 2019, November 2019, January 2020, March 2020
Blog / Vlog posts	3 throughout the programme
Online Workshops	6 throughout the programme
Facilitated online peer meetups	3 throughout the programme
Peer group sessions for discussion	4 throughout the programme
Your experiments	Throughout the programme
Online Graduation	31 March 2020, 4-5pm

Your commitment to us

- 3 blog or vlog posts
- Time to test and develop your experiments with the support of your Mentor
- Attendance at online meetups and contribution to the Slack channel/Peer Group sessions
- Innovative thinking and willingness to work in an agile way

How will the AMA support you?

Participants of the Digital Lab who are not already members of the AMA receive a 12-month membership as part of their fee for the programme. Being an AMA member gives you access to a wealth of connections across our diverse network of people working to connect arts and culture and the public.

AMA membership is about up-to-date and expert-led training. But more than that, it's about sharing insights with your peers, being inspired and shaping the sector's future.

Single and Joint Fellowships

Whilst we welcome individuals applying to be Single Fellows we also recognise that for effective learning across an organisation it can be beneficial for two people from an organisation to take up a Joint Fellowship. We are looking for people who are committed to experimenting with their digital work to reach and engage more audiences. This may mean you have marketing, digital marketing, outreach, audience development, technology or engagement in your title. We welcome applications from people across departments looking to work together to transform their organisation's digital practice. Please complete either the Single or Joint Fellowship application form.

Apply for the Digital Lab

The Digital Lab takes place between October 2019 – April 2020.

As it is part of the AMAculturehive programme and funded through Arts Council England, it is open to those working in and for arts and cultural organisations in England.

Cost: The programme is heavily subsidised by Arts Council England.

The cost is only £170 per person (AMA member) or £270 per person (non-member, to include a 12-month membership of the AMA).

Download the simple application form at www.a-m-a.co.uk/digital-lab and email to bea@a-m-a.co.uk

Deadline: Midday on Friday 1 July 2019.

Questions?

Please contact Bea Udeh, Programme Producer, for more information.

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