



## Digital Lab 2020

**Runs: September 2020 — March 2021**

Open to those working in and for arts, culture and heritage organisations in England

**£250 + VAT per joint Fellowship**

**£150 + VAT per single Fellowship**

### **What is the 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	Thursday 24 September 2020, 4.00pm — 5.00pm
Mentoring Sessions	September, November, January, February
Blog / Vlog posts	3 throughout the programme
Online Workshops	5 — 6 throughout the programme as curated with Mentor
Peer group sessions for discussion	October, November, January, February
Your experiments	On-going throughout the programme
Online Graduation	Wednesday 17 March 2021

## Your commitment to us

- 3 blog/vlog posts (combination)
- 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
- Social media interactions with your Fellows and Mentors, to increase the sharing and networking, and tell the story of your journey as a Digital Lab Fellow

## 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 September 2020 — March 2021.

As it is part of the AMAculturehive programme and funded through Arts Council England, the Digital Lab 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 £250 per Joint Fellow or £150 per Single Fellow.

## Apply for the Digital Lab

Complete the online application form:

[Joint Fellowship](#)

[Single Fellowship](#)

**Deadline: Tuesday 18 August 2020, 12.00pm.**

### Questions?

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

Email: [bea@a-m-a.co.uk](mailto:bea@a-m-a.co.uk)

### Terms and Conditions:

- Each organisation must pay £250 (for two Fellows) as a commitment to completing Digital Lab. If a Fellow leaves the programme this will not be refunded. An invoice will be issued on acceptance of a place on the programme.
- Each organisation must pay £150 (single Fellow) as a commitment to completing Digital Lab. If a Fellow leaves the programme this will not be refunded. An invoice will be issued on acceptance of a place on the programme.
- On making initial contact with their Mentor, each Fellow must agree expectations and the best ways to be in contact with each other and the frequency this should occur.
- Each Fellow/Joint Fellow must commit to 4 online mentoring sessions, at times convenient for both Fellow(s) and Mentor.
- Each Fellow/Joint Fellow must submit 3 blog posts about the progress of their experiment (dates for submitting these blogs will be allocated on successful entry to the Academy)
- Each Fellow/Joint Fellow must commit to 4 Peer Group sessions via Google Hangout, Adobe Connect or Zoom.
- Technical requirements must be met:  
In order to take part in the online sessions Fellows must have a working computer (PC or Mac) with access to the current version or the 2 previous major releases of browsers Google Chrome, Internet Explorer, Mozilla Firefox or Safari; and operating systems MAC OS X, Windows, Chrome, Ubuntu or other Debian-based Linux distributions.

You'll need a webcam and headset (earphones and microphone) and will need to give Adobe Connect or similar access to use this, this may require downloading and installing the latest version of the Adobe Connect plug-in. Ideal bandwidth for group video calls is 3.2mbps.

- If any Fellow feels they can no longer commit to the **Digital Lab** they must inform their Mentor and Bea Udeh (Programme Producer at the AMA) in writing with their reasons for leaving. Once this decision has been made the Fellow may be replaced. No refunds will be given.