

# Digital Culture Workshop

27th March 2012

Location: Galeri Caernarfon  
Date: 27th March 10am – 4pm

To register visit:  
[www.inventorium.org/events](http://www.inventorium.org/events)

 Twitter: @inventorium  
Hashtag: #digitalcultureworkshop

Do you work in the performance, art or music sector?

Are you interested in joining a workshop focussed on solving some of the business problems in the culture sector?

If you answered YES to any of the above then please bring your knowledge and expertise to the Inventorium Digital Culture workshop which aims to bring together people who are involved in:

- Museums and Galleries
- Venues/Theatres
- Festivals
- Drama
- Dance
- Art
- Music
- Craft
- Promotion

With developers, designers and entrepreneurs interested in exploring new business opportunities.

During the day we will discuss some of the key problems being faced by the culture sector in Wales such as:

- Finding an audience
- Raising money
- Managing events
- Ticketing
- Marketing
- Visitor Experience
- Encouraging people out of their homes
- Competing with 'at home' digital content

We will then work in teams to develop new ideas for how some of these problems could be solved in Wales and how this could lead to the development of new businesses opportunities.

A series of short presentations from people working in this sector will set the scene for the day, speakers include;

**Perryn Clement-Evans**, Ensemble Cymru  
**Matthew Lawton**, National Theatre Wales  
**David Woodford**, Local Artist

More to be announced soon.

# Gweithdy Diwylliant Digidol

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## Ydych chi'n gweithio yn y sector perfformio, celf neu gerddoriaeth?

Oes gennych chi ddiddordeb  
mewn ymuno â gweithdy sy'n  
canolbwyntio ar ddatrys rhai  
o'r problemau busnes y sector  
diwylliant?

Os YDYCH, yna dewch â'ch gwybodaeth  
a'ch arbenigedd i weithdy Diwylliant Digidol  
Inventorium fydd yn dod â phobl at ei gilydd  
sy'n ymwneud ag:

- Amgueddfeydd ac Oriolau
- Theatrau/Lleoliadau
- Gwyliau
- Drama
- Dawns
- Celf
- Cerddoriaeth
- Crefftau
- Hyrwyddo

Gyda ddatblygwyr, dylunwyr a entrepreneuriaid  
sydd â diddordeb mewn archwilio cyfleoedd  
busnes newydd a chyffrous.

Yn ystod y dydd, byddwn yn trafod rhai o'r prif  
problemau sy'n wynebu'r sector diwylliant yng  
Nghymru, er enghraifft:

- Dod o hyd i gynulleidfa
- Codi arian
- Rheoli digwyddiadau
- Tocynnau
- Marchnata
- Profiadau Ymwelwyr
- Annog pobl i ddod allan o'u cartrefi
- Cystadlu â chynnwys digidol 'yn y cartref'

Yna byddwn yn gweithio mewn timau i ddatblygu  
syniadau newydd ar gyfer datrys rhai o'r  
problemau hyn yng Nghymru a sut gallai hyn  
arwain at ddatblygu cyfleoedd busnes newydd.

Bydd cyfres o gyflwyniadau byr gan bobl sy'n  
gweithio yn y sector hwn yn eich paratoi ar gyfer  
y diwrnod. Ymhlith y siaradwyr mae;

**Perryn Clement-Evans**, Ensemble Cymru  
**Matthew Lawton**, National Theatre Wales  
**David Woodford**, Local Artist

Rhagor i'w cyhoeddi cyn bo hir.

