

BANFF NEW MEDIA INSTITUTE

CWC/Corus New Media Career Accelerator - 2004

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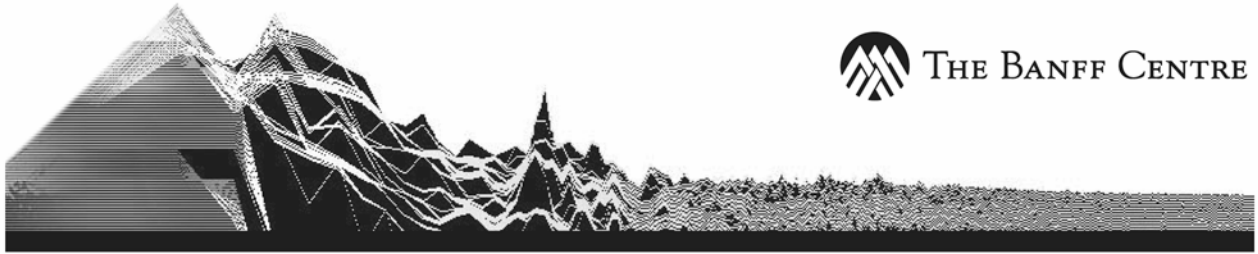
February 28th – March 5th, 2004



ENTERTAINMENT

CWC·AFC





BANFF NEW MEDIA INSTITUTE

CWC/Corus New Media Career Accelerator - 2004

Saturday February 28th

9:00 pm

Meet and Greet

Location: Corbett Hall 2nd Floor Lounge, The Banff Centre

There will be opportunity to introduce yourself and meet other fellows and faculty, share a glass of wine or have a cup of tea and nestle in for a night in the mountains.

DAY ONE: Sunday February 29th

7:00am - 8:30am

Breakfast in the Banff Centre dining room

8:45am - 10:00am

Welcome and brief re-introduction

Location: Classroom JPL 204

- Sara Diamond Executive Producer, TV & New Media, Artistic Director Media Visual Arts, The Banff Centre
- Stephanie MacKendrick, President ,Canadian Women in Communication
- Deborah Beatty, Vice President Corus and Nelvana Interactive.
- Main Faculty

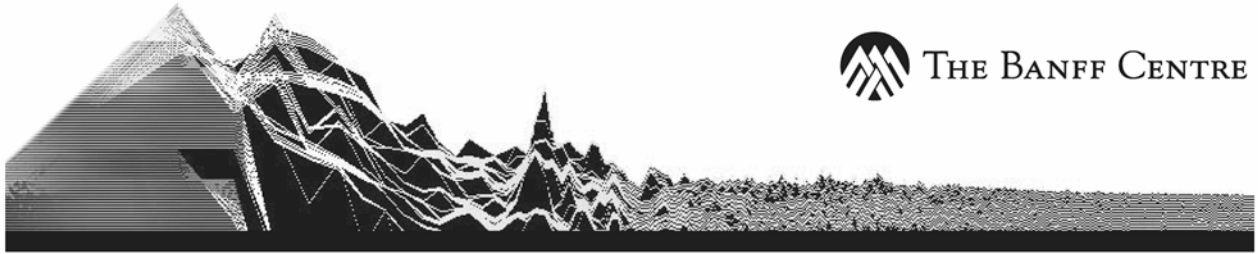
We will review individual learning goals and structure of the program for meeting those goals based on previous discussions with Fellows and their response to the curriculum plan. The goal of this session is to validate the knowledge that the Fellows are bringing into the course.

10:00am - 11:00am

The Current State of Consolidation and Its Implications

Location: Classroom JPL 204

Faculty: Deborah Beatty, Vice President Corus and Nelvana Interactive.



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Keynote address on the current state of the industry, the process of consolidation (concentration of ownership and vertical integration in media) and the knowledge and skills needed to lead in a time of change.

11:00am - 11:15am

Coffee Break

11:15am - 12:30pm

What is New Media? What are the Forms? Old knowledge and New

Location: Classroom JPL 204

*Faculty: Sara Diamond Executive Producer, TV & New Media, Artistic Director
Media Visual Arts, The Banff Centre*

This session will provide an overview of the issues that we will cover during the course. From the challenges of an ever changing landscape, to peer to peer technologies, to consistent technological change, to the need for cross media knowledge, to leading cross-disciplinary teams, to hiring the right skill sets, women leaders will need an adaptive, creative and focused response to the ever changing new media world. This session will also establish definitions that will be of value for the Fellows and provide a glossary of terms as a reference.

12:30pm - 1:30pm

Lunch

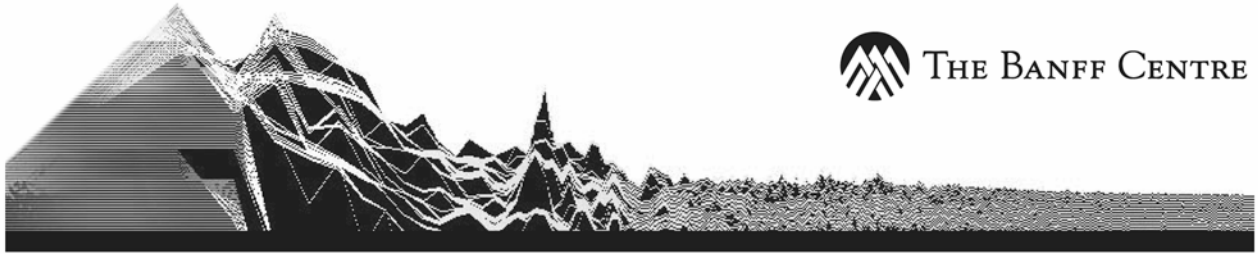
1:30pm - 2:30pm

Content Development for the New "Digitally Organic" Family

Location: Classroom JPL 204

Faculty: Jan Bozarth, President, Blue Arrow Music

Using content as a starting point, we will explore current and future trends in convergent media while presenting case studies of products and programs that have been successful. This presentation is designed to help media professionals explore the possibilities for future new media content as well as identify the changes currently taking place in the attitudes and desires of media consumers.



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2:30pm - 3:30pm

A) Hands on Lab Time- Basic Blog Creation

Location: Donald Cameron Hall Rm 3 (south wing)

Faculty: Elizabeth Vander Zaag, Digital Artist assisted by Iwona Erskine-Kellie

Fellows will receive an overview of hosted and serverside weblogs, their importance, their popularity and how they are best used. As well as an overview of various software and webware packages, an introduction to blogging software and a selection of templates. We will also take a digital photo to manipulate in the next hands on session.

B) Tour of Facilities/Coffee Break

Location: meet at tree main level JPL

Faculty: Sara Diamond, Luke Azevedo, Director of Operations Creative Electronic Environment, The Banff Centre, Dr. Maria Lantin, Technical Advisor, The Banff New Media Institute.

3:30pm - 4:30pm

B) Hands on Lab Time- Basic Blog Creation

Location: Donald Cameron Hall Rm 3 (south wing)

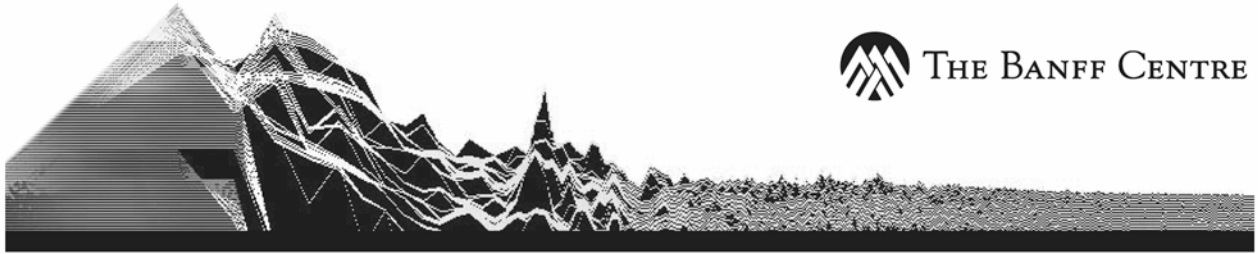
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4:30pm - 6:30pm

Participant Show and Tell

Location: Classroom JPL 204

Faculty: Moderated by Sara Diamond

Each participant shall have 5 minutes to introduce themselves and their work

6:30pm - 7:30pm

Dinner

7:30pm - 8:00pm

Conclusions, check in & Explanation of the Pitching exercise

Location: Classroom JPL 204

8:00pm - 10:00pm

Ceramic Creativity Session (with wine!)

Location: Glyde Hall, studio 8

Faculty: Ed Bamling, Ceramics Facilitator, The Banff Centre

DAY TWO: Monday March 1

7:00am - 8:30am

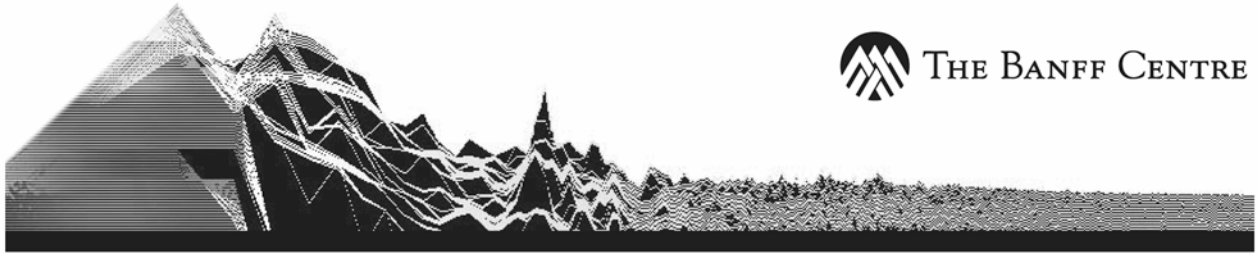
Breakfast in the Banff Centre dining room

9:00am - 9:30 am

Summary and Check in from Previous Day

Location: Classroom JPL 204

*Faculty: Sara Diamond Executive Producer, TV & New Media, Artistic Director
Media Visual Arts, The Banff Centre*



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9:30am - 10:45am

Part A- Financial Management: Planning for a project and then effectively financially tracking it

Part B- Pitching Strategies: Within organizations

Location: Classroom JPL 204

Faculty: *Deborah Beatty, Vice President Corus and Nelvana Interactive.*

10:45am - 11:00am

Coffee Break

11:00am - 12:15pm

\$. Rights and new Media

Location: Classroom JPL 204

Faculty: *Christene Hirschfeld, Partner, Law firm of Boyne Clarke*

What are rights issues in current new media deals? How should deals be negotiated to get the best out of potential properties? Legal issues to consider in online environments.

12:15pm - 12:30pm

GROUP PHOTO

Please proceed to risers set up **OUTDOOR** in the Donald Cameron Amphitheatre, (across from the dining room windows)

12:30pm – 1:30pm

Lunch

1:30pm - 2:45pm

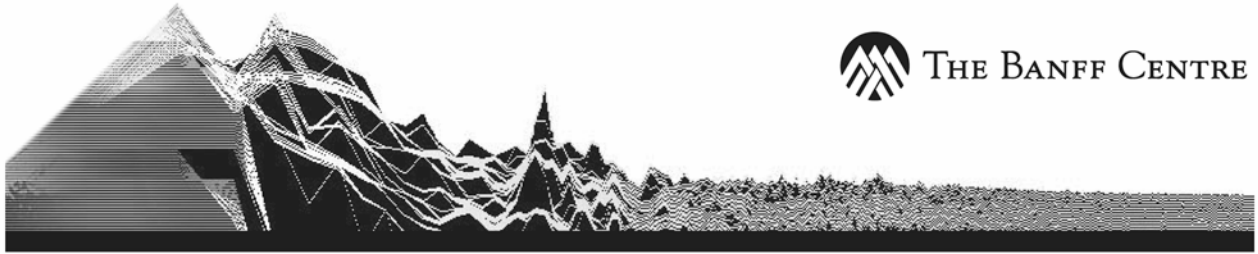
The Lavalife Model and its Experience with the Female Market

Location: Classroom JPL 20

Faculty: *Lally Rementilla, Director of Business Planning and Analysis*

Lavalife Inc.

Fellows will be lead through the fundamentals of a web business, from distribution to pricing. We will also touch on insights into the female market. As an alumni from the 2002 CWC/Corus New Media Career Accelerator, Lally will also speak briefly on how the program effected her career



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2:45pm - 3:00pm

Coffee Break

3:00 pm - 4:15pm

Participant Driven Experiences

Location: Classroom JPL 204

*Faculty: Josephine Reid, Senior Researcher, Hewlett Packard Laboratories
and Elizabeth Churchill, Senior Research Scientist
FX Palo Alto Laboratory Inc*

4:15 pm - 5:00pm

A) Hands on Lab Time: Self Portrait and Exercises in Manipulating Images

Location: Donald Cameron Hall Rm 3 (south wing)

Faculty: Elizabeth Vander Zaag, Digital Artist assisted by Iwona Erskine-Kellie

Each participant will import a digital still into Photoshop. Digital Stills will be created during the 1st ¼ to ½ of the session. Participants may also choose images from the web. Basics of Photoshop such as resizing, hexadecimal colours, converting to jpeg, and basic effects will be covered during the rest of the session.

B) Small Group Mentoring With Faculty and Guest Speakers

Location: see sign up sheet

Faculty: all available faculty and guest speakers

5:00pm - 5:45pm

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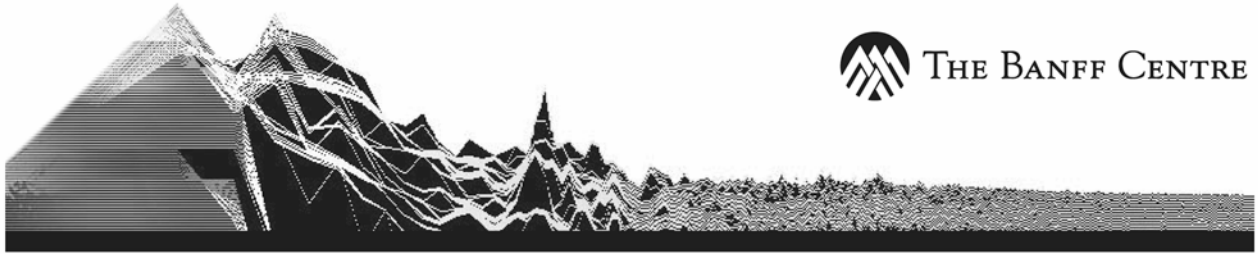
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5:45pm - 7:30pm

Optional Aerobics Class & Dinner

7:30pm - 8:15pm

Check In & Feedback for Day One

Location: Classroom JPL 204

*Faculty: Sara Diamond Executive Producer, TV & New Media, Artistic Director
Media Visual Arts, The Banff Centre*

8:15pm - 8:30pm

Walk to town

Please bring outdoor wear

8:30pm - 10:30pm

Games Night: Show, Tell and Play

Location: Cyber Web Café- 215 Banff Avenue.

Faculty: Jan Bozarth President, Blue Arrow Music

Who says that women and girls do not play games? Find out for yourself, whether you are a player or not, what the pleasures and challenges of interactive games are. We will try out a number of games with high female audiences; look at new forms of games play and design.

DAY THREE: Tuesday March 2

7:00am - 9:00am

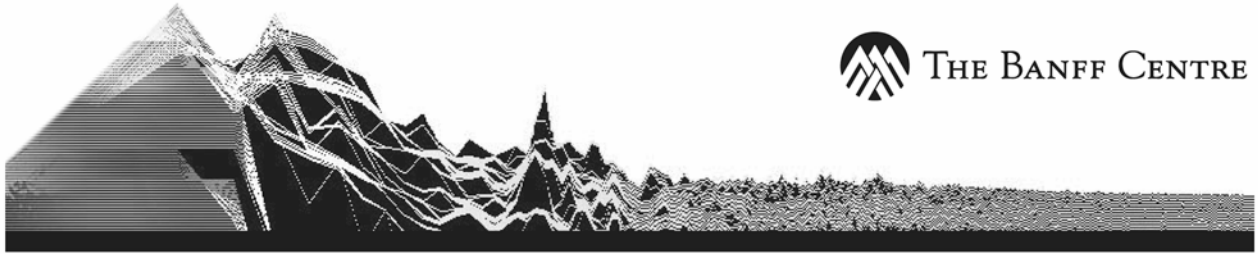
Breakfast in the Banff Centre dining room

9:00am - 9:15 am

Summary and Check in from Previous Day

Location: Classroom JPL 204

*Faculty: lead by Sara Diamond Executive Producer, TV & New Media, Artistic
Director Media Visual Arts, The Banff Centre*



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9:15am - 10:30 am

From Independent to Broadcaster: Reading the New Media Climate in Canada

Location: Classroom JPL 204

Faculty: Roma Khanna, Vice President, Interactive, CHUM Television

10:30am - 10:45am

Coffee Break

10:45am - 12:00pm

Team Management from Top Down to Open Source

Lateral Thinking: Peer to Peer Technologies, Users, Extreme Programming

Location: Classroom JPL 204

Faculty: Roma Khanna, Vice President, Interactive CHUM Television,

Sara Diamond Executive Producer, TV & New Media, Artistic Director

Media Visual Arts, The Banff Centre

Jan Bozarth, President, Blue Arrow Music

Elizabeth Churchill Senior Research Scientist, FX Palo Alto Laboratory Inc

This panel discusses and debates user driven models of interaction and design. It provides our first overview of new technologies and how these enable different roles for audiences, artists, users and designers. These technologies and user response have created new expectations for participation, validation and engagement on the part of users. We will focus on participatory models and content. Chances are that your staff will also have grown up in this environment. How do you relate to them? What do you need to know? What are some of the economic and rights indicators to take into account in this world? How do you work with distributed teams? How do you work with international networks?

12:00pm - 1:00pm

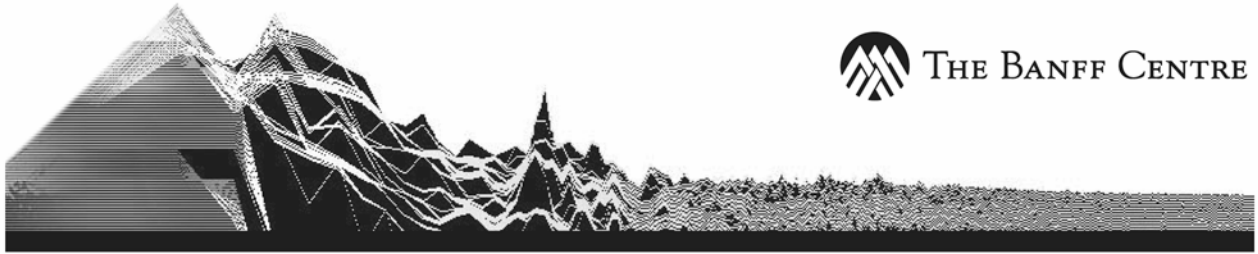
Lunch

1:00pm - 2:15 pm

How to Build a New Media Company

Location: Classroom JPL 204

Faculty: Roma Khanna, Vice President, Interactive, CHUM Television



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2:15pm - 3:15pm

Internal vs. External: Making the Most of New Media Companies (doing it all yourself)

Location: Classroom JPL 204

Faculty: Michel Blondeau, CEO, Ecentricarts. Inc

This talk will introduce the various team roles/responsibilities required to fulfill a new media project and outline the differences between in-house development and outsourcing work

3:15pm - 3:30pm

Coffee Break

3:30pm - 4:30pm

How to Create a Brand?

Location: Classroom JPL 204

Faculty: Michel Blondeau, CEO, Ecentricarts. Inc

4:30pm - 5:30pm

Mobile Bristol - a Case Study

Location: Classroom JPL 204

Faculty: Jo Reid, Senior Researcher, Hewlett Packard Laboratories

5:30pm - 6:30pm

Wireless Future?

Location: Classroom JPL 204

Faculty: Jo Reid, Senior Researcher, Hewlett Packard Laboratories

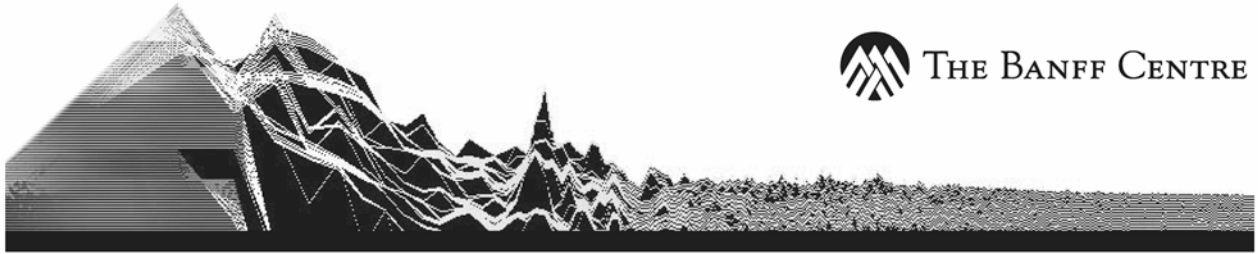
Elizabeth Churchill, Senior Research Scientist, FX Palo Alto Laboratory

Sara Diamond Executive Producer, TV & New Media, Artistic Director

Media Visual Arts, The Banff Centre

6:30pm - 7:30pm

Optional Aerobics & Dinner



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7:30pm - 9:00pm

Improvational Drama, Exercises That Help You Pitch/ Role-play Pitching a Project.

Location: Margaret Greenham theatre

Faculty: Colin Funk, Associate Program Director, Creativity, The Banff Centre

Fellows are divided into teams. Fellows brainstorm a small project. They will define roles, plan the project and look at a management structure. They will develop a design plan based on previous course work, present it to the class and get feedback. This gives the Fellows the opportunity to role-play taking the lead for a team that has a strongly creative and primarily technical.

DAY FOUR: Wednesday March 3

7:00am - 8:30am

Breakfast in the Banff Centre dining room

9:00am - 10:30am

How to Finance New Media?

Location: Classroom JPL 204

Faculty: Christene Hirschfeld, Partner, Law firm of Boyne Clarke

Michel Blondeau, CEO, Ecentricarts. Inc

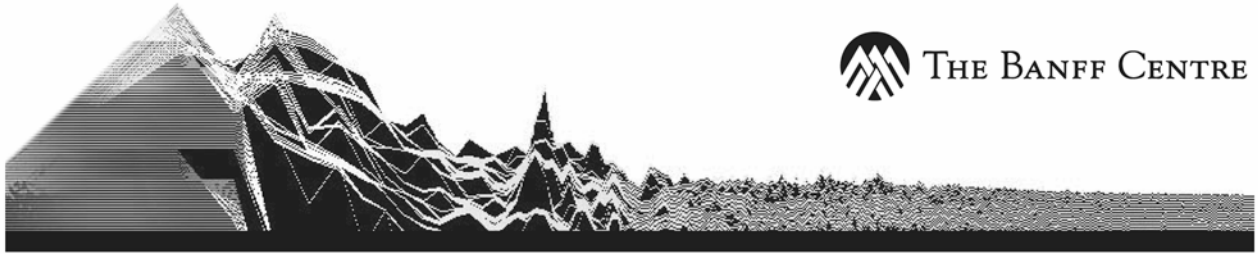
Agnes Zak, Senior Investment Analyst - New Media, Telefilm Canada - Ontario and Nunavut

moderated by Sara Diamond

Putting the new media convergence television deal together. Different perspectives of deal making are explored, from development through to marketing. What is the role of tool making in relation to the content agenda? What issues are of particular importance from inside convergent media, the broadcaster, inside the new media company, inside the Technology Company? What are the stages of financing, the sources in Canada and abroad? Case studies.

10:30am - 10:45am

Coffee Break



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10:45am - 12:00pm

The New Media Budget

Location: Classroom JPL 204

Faculty: Agnes Zak, Senior Investment Analyst - New Media Telefilm Canada - Ontario and Nunavut

Sara Diamond Executive Producer, TV & New Media, Artistic Director Media Visual Arts, The Banff Centre

This practical session walks through all the elements of a new media budget, the challenges in covering the skills, time and resources needed. The usefulness of budget narrative. Should you budget low or high? Smart producers have two budgets or do they? Monitoring your budget and costs (change control). What are the business models or are there any?

12:00pm - 1:00pm

Lunch

1:00pm - 2:00pm

Licensing

Location: Classroom JPL 204

Faculty: Christene Hirschfeld, Partner, Law firm of Boyne Clarke

2:00pm - 3:00pm

Social Computing: Collaboration in Work and Entertainment

Location: Classroom JPL 204

*Faculty: Elizabeth Churchill, Senior Research Scientist
FX Palo Alto Laboratory Inc*

3:00pm - 3:15pm

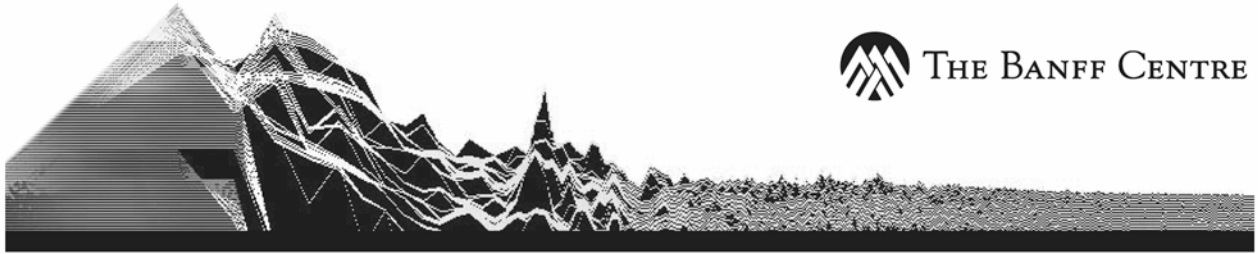
Coffee Break

3:15pm - 4:15pm

A) Hands on Lab Time- The Wonderful World of Weblogs Part II

Location: Donald Cameron Hall Rm 3 (south wing)

Faculty: Elizabeth Vander Zaag, Digital Artist assisted by Iwona Erskine-Kellie
More work on participant blogs including adding images and sounds, and links.



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B) Small Group Mentoring With Faculty and Guest Speakers

Location: see sign up sheet

Faculty: All

4:15pm - 5:15pm

B) Hands on Lab Time- The Wonderful World of Weblogs Part II

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Faculty: Elizabeth Vander Zaag, Digital Artist assisted by Iwona Erskine-Kellie
More work on participant blogs including adding images and sounds, and links.

A) Small Group Mentoring With Faculty and Guest Speakers

Location: see sign up sheet

Faculty: All

5:15pm - 6:00pm

Ski Fitting: Please go to the Sally Borden Information desk and reserve your equipment for the Thursday ski trip.

6:00pm - 7:30pm

Optional Aerobics Class & Dinner

7:30pm - 8:30pm

Artist Presentation: Plasma,

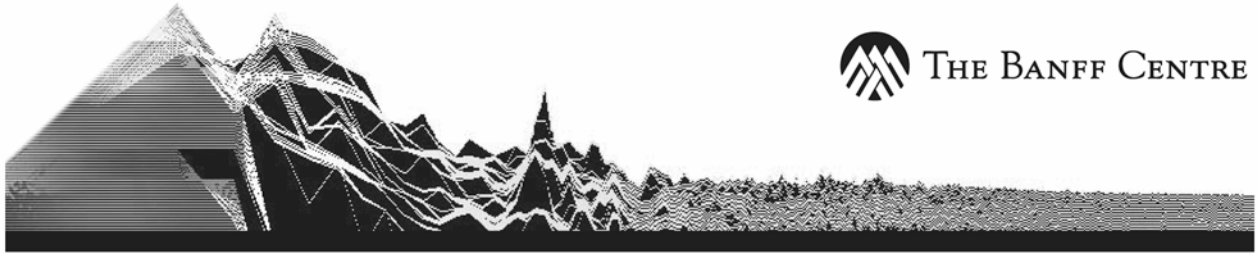
Location: Classroom JPL 204

Faculty: Tom Donaldson and Tina Gonsalves, artists

8:30pm - 9:30pm

Work in groups to develop a pitch for a new media project

Groups will develop a concept, the production, timelines, team and financing plan. The group will plan their pitch, including roles, to be pitched to the entire class on Friday.



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DAY FIVE: Thursday March 4th **CROSS COUNTRY SKI DAY**

7:00am - 8:00am

Breakfast in the Banff Centre dining room

8:00am

Pick up skis, wax skis

8:45am

Meet the Bus for Ski Expedition

Location: road in front of DCH

9:00am – 12:30pm

Cascade fire road Ski

12:30pm

Meet Bus

1:00pm- 2:00pm

Lunch

2:00pm - 3:00pm

Perspectives from different markets?

Location: Classroom JPL 204

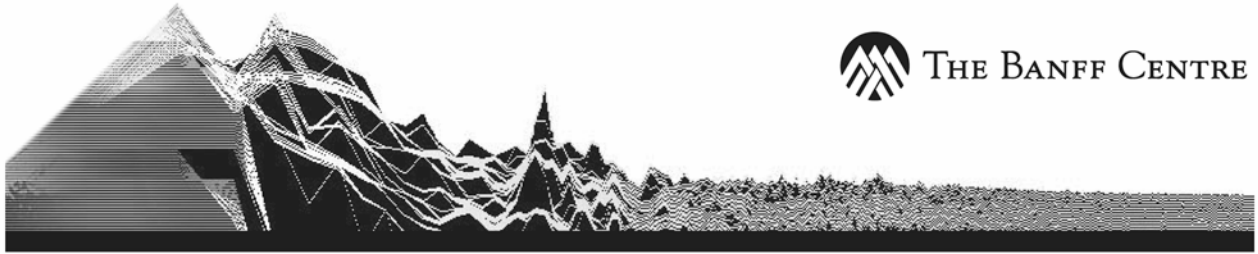
Faculty: Jo Reid, Senior Researcher, Hewlett Packard Laboratories

Jan Bozarth, President, Blue Arrow Music

*Elizabeth Churchill, Senior Research Scientist, FX Palo Alto Laboratory
Inc*

3:00pm - 3:15pm

Break



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3:15pm - 4:45pm

A) Hands on Lab Time - The Wonderful World of Weblogs Part III-

Location: Donald Cameron Hall Rm 3 (south wing)

Faculty: Elizabeth Vander Zaag, Digital Artist assisted by Iwona Erskine-Kellie

A discussion of digital media practice in your enterprise and how fellows can use blogs in work or personal lives. Creating a photo blog. Survey of add-ons.

B) Small Group Mentoring With Faculty and Guest Speakers

Location: see sign up sheet

Faculty: All available faculty and guest speakers

4:45pm - 6:15pm

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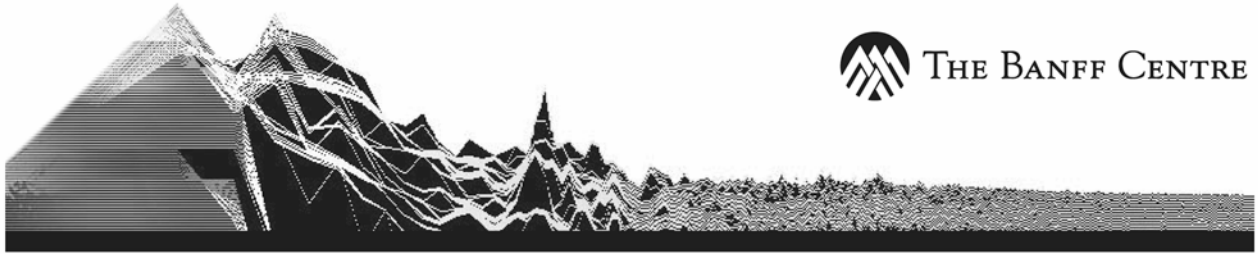
Dinner

8:00pm - 10:30pm

Apres Ski: Informal Evening with Faculty and Fellows

Location: Corbett Hall 2nd Floor Lounge

Relax and enjoy a hot chocolate and tasty treats while sharing stories from your morning activities.



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DAY SIX: Friday March 5th

7:00am - 8:30am

Breakfast in the Banff Centre dining room

9:00am - 9:30am

Explanation of Pitch process and Review

Location: Classroom JPL 204

*Faculty: Sara Diamond Executive Producer, TV & New Media, Artistic Director
Media Visual Arts, The Banff Centre*

9:30am - 10:15am

Case Studies: HorizonZero

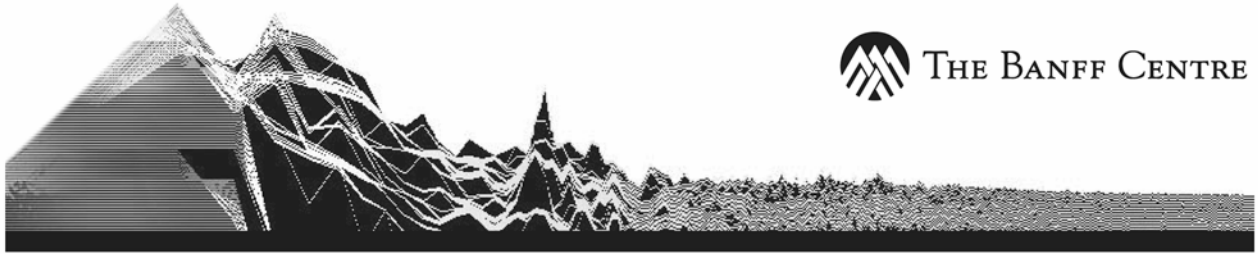
Location: Classroom JPL 204

*Faculty: Sara Diamond, Executive Producer, TV & New Media, Artistic Director
Media Visual Arts, The Banff Centre
Sandra Dametto, Producer – HorizonZero, Banff New Media Institute
Lisa Betteron. Technical Lead – HorizonZero
Banff New Media Institute*

HorizonZero is a collaboration between The Banff New Media Institute and the Culture.ca gateway, with the objective of disseminating to the public the rich array of digital arts and culture in Canada with an emphasis on commissioning and promoting Canadian new media content and innovators in the convergent fields of science, technology, media arts, and research. In this presentation members of the HZ team will provide an overview of the project and a glimpse into the business and production model that generates and sustains this rich cultural resource.

10:15am - 10:30am

Coffee Break



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10:30am - 12:00pm

Research and New Media

Location: Classroom JPL 204

*Faculty: Dr Penny Jennett, Head - Health Telematics Unit, Professor - Faculty of Medicine, University of Calgary
and Sheelagh Carpendale Assistant Professor University of Calgary
Department of Computer Science*

With comments from Jo Reid and Elizabeth Churchill

12:00pm - 1:00pm

Lunch

1:00pm - 2:15pm

Pitching Session: Part I

Location: Classroom JPL 204

Fellows pitch their projects to the group and receive feedback. 4 minutes for pitches per group with 6 minutes of discussion to follow each group.

2:15pm - 3:15pm

Pitching Session: Part II

Location: Classroom JPL 204

Fellows pitch their projects to the group and receive feedback. 4 minutes for pitches per group with 6 minutes of discussion to follow each group

3:15pm - 3:30pm

Break

3:30 pm - 4:30 pm

Program Evaluation: with Faculty

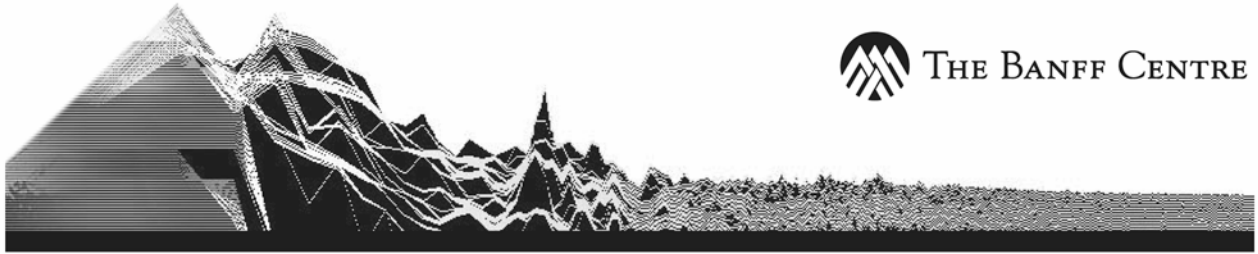
Location: Classroom JPL 204

4:40pm - 5:40 pm

Program Evaluation - Fellows only

Location: Corbett Hall 2nd floor lounge

Faculty: Lori Ward, Coordinator, The Banff New Media Institute



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Get changed!

6:00pm - 6:30pm

Wine and Beer Reception

Location: TransCanada Pavillon Foyer

6:30 pm - 7:30pm

Keynote address

Location: TransCanada Pavillon Room 201

Faculty: Lynn Sutherland, Vice President Programs, Informatics Circle of Research Excellence

7:30pm - 9:30pm

Reception and Banquet Dinner

Location: TransCanada Pavillon Foyer

TRAVEL DAY: Saturday March 6th

7:00am - 8:00am

Breakfast in the Banff Centre dining room

Travel day for Faculty and Fellows