

Inner Ear is a digital media production and promotion company. They are the people behind Radio Magnetic, the UK's longest running internet radio station and have provided expert training, consultancy and production services for a wide variety of clients including the Scottish Arts Council, IC: Innovative Craft, Aye Write! Scottish PEN, The Fruitmarket Gallery, Celtic Connections, Stills Gallery, The Lighthouse, Hebrides Ensemble, RSNO, Channel 4 and Scottish Enterprise.

INNER EAR'S GUIDE TO A LIVELY WEBSITE

- social media marketing made simple

12th March 2010 9:30am - 7:00pm

If the word 'blogging' just makes you think of a lumberjack with a blocked nose and 'podcast' sounds like something from a sci-fi novel, these sessions will help demystify the sometimes cryptic world of online marketing, with an emphasis on making use of social networks.

IC:Innovative Craft and Inner Ear are hosting a day of practical workshops with a fun twist to help you maximise the impact of the web for your own professional development in the field of art and craft.

These three distinct sessions are tailored to makers and artists, of any level, who want to boost their knowledge of how to effectively run their own website and get their message and art to a wider audience:

Podcast Publishing: a step-by-step guide to publishing and promoting audio and video podcasts for web and mobile distribution

Beginners Blogging: a step-by-step guide to setting up a blog on Wordpress.com, adding and editing posts, customising your blog website and connecting your blog to social networks

An Introduction To Audio Programme Making: a creative approach to planning, researching, scripting, recording, editing and producing an audio programme, for podcast or streaming

All of this is available for the special introductory price of £30 and includes refreshments, lunch, digital guides and links to further reference to take away with you all in the beautiful setting of the Dovecot building.

To reserve your place please contact IC:Innovative Craft on **0131 550 3664** or email **info@innovativecraft.co.uk**



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