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Who is involved?

Five members of the Federation of Entertainment Unions, namely NUJ, the journalists' union, BECTU, the audio-visual and theatre workers union, Equity, the union for performers and actors, MU, the Musicians Union, and The Writers' Guild of Great Britain are working together with the MDDA, Manchester Digital Developments Agency, to provide learning opportunities for freelance workers in these industries. These training days follow on from our successful series of FEU courses *Find your way in the freelance jungle*, which ran from 2008 to early in 2009. BECTU is coordinating this project, which is part funded by unionlearn in the North West with some help from UK technology company, Mr Site.

What do we hope to achieve?

The Digital Toolkit aims to help media freelances belonging to the participating unions to navigate their way in unfamiliar digital territory. The training days will provide practical assistance in developing your digital skills for the new media world.

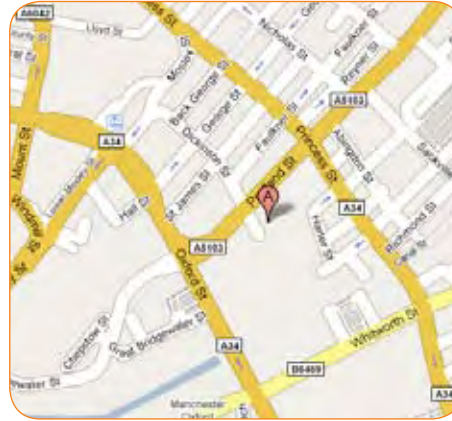
Where will the training days take place?

Most of the training days will take place at the Manchester Digital Development Agency in central Manchester. The final two – in 2010 – will be held at St. Anthony's Centre in Trafford Park. Each training day will start at 9:30 am and will finish at 4:30 pm with a one hour break for lunch and a chance to network. Lunch and refreshments will be provided.

How to book a place

Places are limited and are offered on a first-come, first-served basis. You can only book online. A booking form is available at <http://www.feustraining.org.uk/2009.php>

How to get to the MDDA



Lower Ground Floor, 117-119 Portland Street
Manchester M1 6ED

How to get to St Anthony's Centre



Eleventh Street, The Village, Trafford Park
Manchester M17 1JF

All details are subject to change
For more info, please contact jcrumpton@bectu.org.uk

unionlearn
with the North West TUC

Digital Toolkit

Training Days for Media Freelances

Your world is rapidly turning digital



Our programme of Training Days for members of media unions can show you how to use this change to your advantage

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Create Your Own Website

Friday 11 September 2009, Friday 20 November 2009,
Friday 19 February 2010*

Learners will receive a **FREE COPY** of the award winning Mr Site web building and hosting package, worth £20. Mr Site allows you to create your own website using your own unique domain name. Web designer Grace Jackson and Darren Pendred from Mr Site will guide you through the process of developing your site and show you how to manage and update it. Even if you already have a web presence, Mr Site will allow you to create a separate picture gallery or online shop. **Course fee £50**
See <http://www.feustraining.org.uk/cyw.php>

Researching Resources on the Internet

Friday 25 September 2009

Aimed at any media worker who uses the Internet for research, this one-day introduction will help you make better use of tools to find any kind of resources – from facts to fees, from pictures to people. We'll cover advanced Googling and new search engines, like Bing and CUIL; we will look at popular 'Wiki' sites, and explore directories, mailing lists and the deep web. **Course fee £30**
See <http://www.feustraining.org.uk/rri.php>

Mr Site™



Take advantage of the new digital world

Learn from our interactive training sessions

Writing for the Web

Friday 9 October 2009

Contributing to blogs and websites combines writing skills and an understanding of how the web works. Led by writer and web developer, Gary Herman, this course will centre on practical exercises designed to help you improve your writing so that you can make better use of the web and get your sites and blogs noticed. **Course fee £30**
See <http://www.feustraining.org.uk/wfw.php>

Exploiting Multi-platform Content

Friday 16 October 2009

We live in a multi-platform world, where every idea is interpreted for every sort of medium: the movie, the book of the movie, the game of the movie, the TV documentary about the making of the movie, the website for the movie. On this training day, experienced media trainer Moira Kean will show how to think multi-platform and how to build teams and collaborations to work multi-platform. **Course fee £30**
See <http://www.feustraining.org.uk/emc.php>

Social Networks and Self-marketing

Friday 6 November 2009

Social network sites are being increasingly used by musicians, celebrities, politicians and businesses to promote themselves or their products. This one-day course will take the fear out of Facebook and teach you about Twitter – how you can use

them to advertise your services, raise your profile and build your presence on the web. **Course fee £30**
See <http://www.feustraining.org.uk/sns.php>

Sound and Video: Podcasts and Vidcasts

Friday 29 January 2010*

Experienced sound and video practitioners, Mike Thornton and Andrew Davies, will explain the basics of creating audio and video podcasts for inclusion in your blogs and websites. Make your sites sing and dance! **Course fee £30**
See <http://www.feustraining.org.uk/pvc.php>

Book now to ensure your place

In keeping with our digital theme for these training days, all bookings must be made online. This will make the process smoother and more efficient, saving time and money. A booking form is available here <http://www.feustraining.org.uk/2009.php>

After you have completed it, you will be directed to PayPal where you will be able to pay for the training days you have selected by credit or debit card as well as through PayPal itself. Please note, the PayPal facility is being provided by our project consultant and you will be asked to pay into this account: Mr G P Herman T/A Key Words. This is correct.

*These dates at St Anthony's—see overleaf for venues.