

Management Theory at Work in Radio

Words for publicity

Continues academic conferences on Lancaster campus. How will FM survive digital disruption? How to mix marketing with print and social media?

21 so far

Standup Philosopher on how to balance critique and action.

So 30.

Is visual radio just low budget video? Tech options from BETT and Learning Technologies.

Another 14

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PopUp Centre for Bar Management, Performance and Camera Studies

Consider tech from BETT and Learning Technologies

Sound

Mobile Studio from Anderton Tiger

Playout System from Schools Radio

Soundtrap

Video

Padcaster / Verse

RapidMooc

Adobe Spark

Adobe Presenter / Captivate

Schedule

Music Visiting	Quality Circle	Managers Guide	
Music Local		To Self Development	
Mindfulness			Presence , Senge
Critique			
Video (visual radio)	System Review	Learning Company	Learning for Action
FM			Checkland

Not sure of the headings yet. Six hours , 12 - 6 on June 9th. First column for topics, second for format. People from other radio stations might arrive about 4 after another event. Third and fourth for books. Most time for whoever turns up as practice in column one. Possibly some academics on topics in three and four but not sure. There are about 12 seats so intend to book six and leave six open. Plus overflow breakout areas in the bar.

Critique definitely booked, Standup Philosopher, also appearing in the story Telling area. Timings to be worked out but somewhere in the middle.

Another book, The Shape of Engagement, Scott Gould. Current phase is “scatter” , “gather” will be when some guests are confirmed. “Matter” clarified some time after the event.

Tag #mtwr

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