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NOT THE 'BEST'  
ACADEMIC BUT  
PERHAPS YOUNGER  
RESEARCHERS & POST-  
GRAD STUDENTS WHO  
CAN RELATE THE  
CLOSEST TO COMMUNITY NEEDS

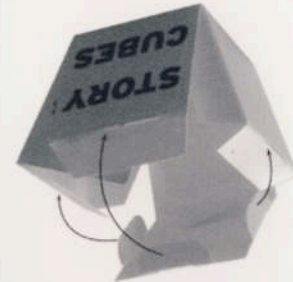
ORGANISATIONS WHICH  
ARE WELL OUTWARDLY  
NETWORK THEREFORE  
PROJECT BECOME GREATER  
THAN SUM OF  
ITS PARTS

"CONNECTORS"  
IN SOCIAL/CVS  
SPACE THAT CAN  
DISTRIBUTE & SEED  
IDEAS.

Who are the  
key people and  
networks that  
engagement  
tools should  
target?

SMALL  
THEATRE/CULTURE  
ORGANISATIONS  
& THEIR  
AUDIENCES.

HOUSING &  
ASSOCIATIONS





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ALL  
SIZES

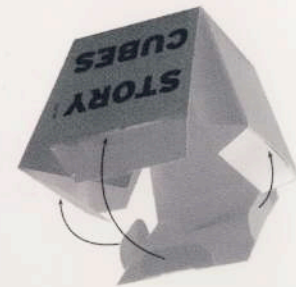
NEVER  
ENDING

FAST  
&  
BLOW


Who are the  
key people and  
networks that  
engagement  
tools should  
target?

NEW  
&  
OLD

BIG  
AND  
Small





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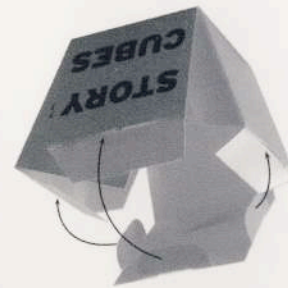
ARTISTS

DISABLED


Who are the  
key people and  
networks that  
engagement  
tools should  
target?

CHILDREN  
AND YOUNG  
PEOPLE

THE  
TIME  
PEOPLE





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Young  
People

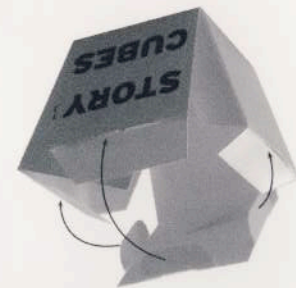
People  
Waiting  
in  
surgeries

connected  
groups  
- school mums  
- dinner ladies


Who are the  
key people and  
networks that  
engagement  
tools should  
target?

Disenfranchised  
groups

Kids in  
the park





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Low ability / SEN pupils.

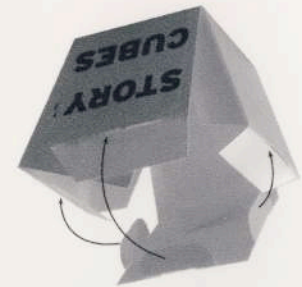
Social Services, children's services

NYR National Year of Reading Literacy Trust.

Who are the key people and networks that engagement tools should target?

Local Authorities.

Teachers / Education Consultants.




Children who  
don't have  
English as a  
1st language

ISME

Special  
Needs

Hard to reach  
communities  
who have  
difficulty accessing  
education.



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*Internet!*

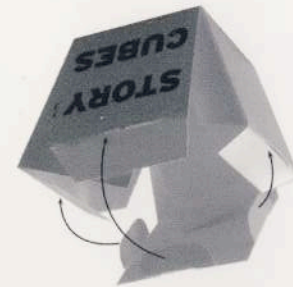
*Person  
Centered.*

*Schools.*

Who are the  
key people and  
networks that  
engagement  
tools should  
target?

*Industry  
heavy  
weights*

*Popular  
culture  
institutions*





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The priority  
spoken

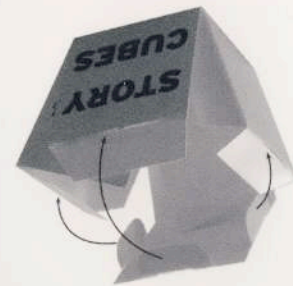
the  
advisors

the disaffected  
youth

Who are the  
key people and  
networks that  
engagement  
tools should  
target?

not just  
the lovely  
+ fearful

the "elders"  
in the  
community







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virtual  
communities  
linked by shared  
cultures

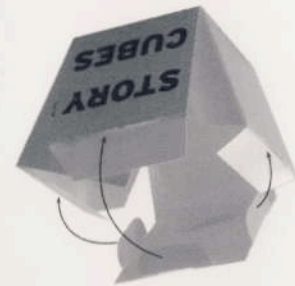
'Secret'  
communities,  
eg. Moshes's  
orthodox  
Jewish  
community

The marginalised  
the disenfranchised  
eg. poor white boys  
of SA/PA.


What local  
communities  
should benefit  
most from  
engagement  
tools?

Artists &  
cultural  
Producers.

'New' communities  
looking for a  
cultural  
pothole  
eg. asylum seekers.





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Children -  
not allowed  
out to play  
so already  
chatting to friends  
online from a  
very young age.

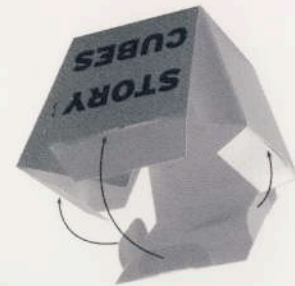
Schools,  
Churches,  
local charities,  
sports clubs.

Families with  
shared  
interests eg.  
safe cycle  
routes to  
school!


What local  
communities  
should benefit  
most from  
engagement  
tools?

Isolated  
older people  
living alone  
maybe with  
disabilities  
- a very isolated  
group

Anyone wanting  
to activate  
people @  
grass roots  
for any local  
campaign





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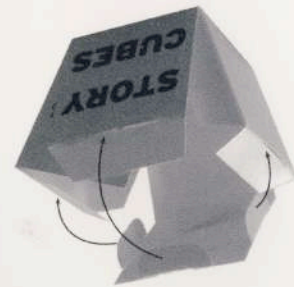
Time in  
charge of  
everybody

A chance to  
make  
some  
money


What  
opportunities  
should  
engagement  
tools  
offer their  
participants?

Feedback  
on how well  
they did

A personal  
profile that  
charts your  
growth





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FUN!

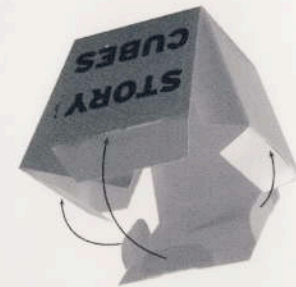
INTERACTION  
&  
LEARNINGS  
↑

NETWORKING


What opportunities should engagement tools offer their participants?

SKILL  
KNOWLEDGE  
TRANSFER

COMMUNICATION  
&  
DIALOGUES





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REINVENT  
THE  
WHEEL

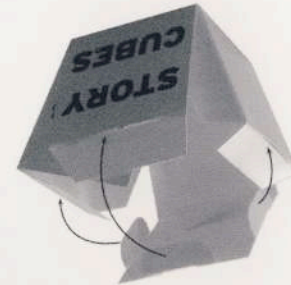
COSTLY

PATRON SING


What  
shouldn't  
engagement  
tools be  
or do?

OBSOLETE

ALL  
SINGING  
AND  
DANCING





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CONFUSE  
AND  
DISTRESS

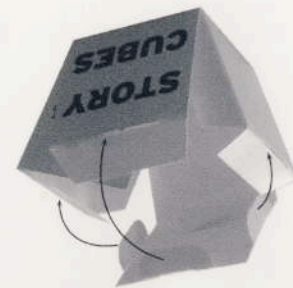
STEAL YOUR  
IDENTITY

IGNORE YOUR  
PRIVACY

What  
shouldn't  
engagement  
tools be  
or do?

INTRUDE  
ON PERSONAL  
SPACE OR  
DATA

PISS YOU  
OFF  
BY NOT  
WORKING





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COMPLETED  
IN 4  
NEED OF  
TRAINING

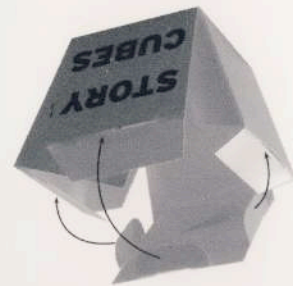
Too  
TECHNOLOGY  
DEPENDENT

RE-DETER-  
MINED BY  
THE CLIENT

What  
shouldn't  
engagement  
tools be  
or do?

DISTRACTION

DRIVEN  
BY  
EVALUATION





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COMMUNITIES & GROUPS  
FEEL MORE ENABLED  
NOT MORE OVERWHELMED  
AS RESULT OF  
COLLABORATION

USING HISTORIC &  
INTERNATIONAL  
KNOWLEDGE & STORIES  
TO SOLVE LOCAL  
ISSUES

UNIVERSITIES  
INVEST IN, ~~RATHER~~  
COMMUNITY, RATHER  
THAN USE COMMUNITY  
AS GUINEA PIGS

**What are  
reasonable  
and achievable  
expectations  
for engagement  
tools?**

HELP COMMUNITIES TO  
JOIN THE DOTS &  
SHARE PROBLEMS  
& SOLUTIONS

YOUNG PEOPLE  
SEE UNIVERSITIES  
AS WELCOMING  
PLACES - ASPIRE  
TO GO







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EASY to use

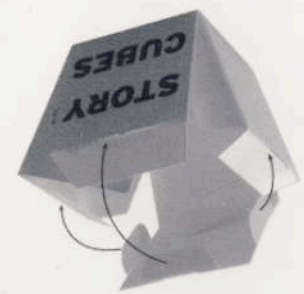
Malleable

Accessible

What are reasonable and achievable expectations for engagement tools?

Measurable

Infinite





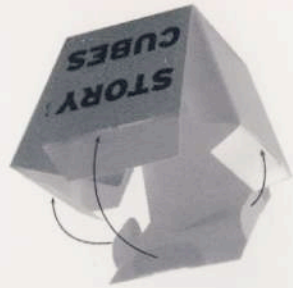
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AV Curator  
short  
between contribution + effect/result

What are reasonable and achievable expectations for engagement tools?

Visible  
connection  
between  
contribution + result



open +  
transparent  
use of the  
contribution

listeners to  
more than  
those who  
share  
easiest

contemplative  
stimulation  
+ go beyond  
the obvious +  
linear



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Let person to  
control  
explaining

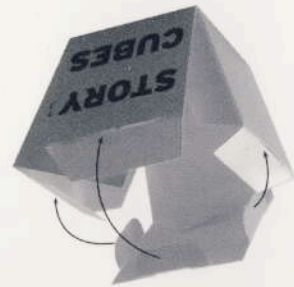
Community  
experience

Simplicity  
From  
The  
beginning

What makes  
engagement  
tools  
sustainable?

Offering  
something  
in return  
for engagement

Clear  
marketing  
about  
Ideas.





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(Cheap)  
Easy to  
Produce.

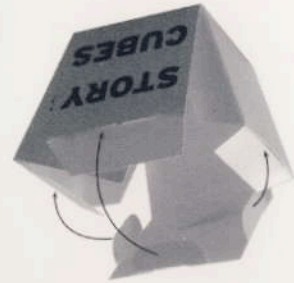
The Results  
have to be  
Share-able  
& Actionable.

\* They're got  
to be EASY  
to use.

What makes  
engagement  
tools  
sustainable?

They're got  
to work  
Visibly.

Tools have  
to be  
flexible  
& Adaptable.





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Empower  
ING

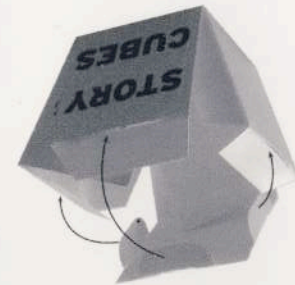
EASY  
TO  
USE

ACCESSIBLE


What makes  
engagement  
tools  
sustainable?

CHEAP!  
(or free)

FUN!





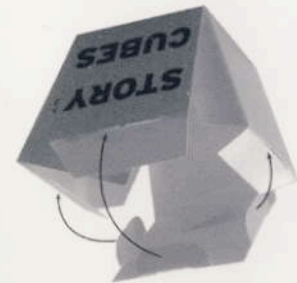
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BIG  
SCREENS

What kinds  
of links to  
the physical  
world should  
engagement  
tools have?

GAFF & WIZ





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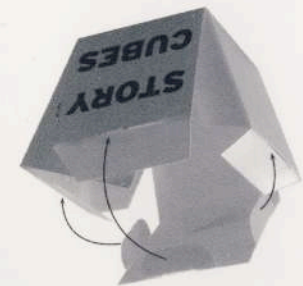
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Music

energy conservation

What themes would inspire people to connect using engagement tools?

mobile games





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LOVE

HIGH  
FIVES

SEX

What themes  
would inspire  
people to  
connect using  
engagement  
tools?

HUGS

KISSES

