



Social Networks Co-Creation Workshop

What: Discussions and co-design activities around audio content and social networks, in connection with digital cultural heritage and geolocation, user generated content, sharing and other possible ways of interaction.

Why: In order to inspire, guide and help the development of [eCreative](#) pilots.

When: The 11th, 12th and 13th of November.

Where: Es Baluard Museum, Palma (Plaça Porta Santa Catalina, 10)

Who:



- multimedia professionals and social networks' end-users
- partners of institutions working around heritage content
- developers/programmers of applications
- artists, designers and creative minds

PROGRAM:

11th November

16:00h: Group visit to Es Baluard exhibitions

18:00-20:0 h: "Bring the noise" (Appetizer activity)

20:30h: Informal, self-paid dinner (Restaurant to be confirmed)

12th November

9:30-10:00h: Welcome

10:00-11:30h: Short presentations - Q & A

11:30-11:45h: Break

11:45-13:00h: Scenario forecast in groups

13:00-14:00h: Lunch

14:00-14:3 h: Collective selection of scenarios

14:30-16:00h: Rapid prototyping (personas, content and interactions)

16:00-16:15h: Break

16:15-17:10h: Presentation of the concepts developed in the groups

17:15-18:00h: Wrap-up for the next day

13th November

9:00-9:10h: Introduction to the business model workshop

9:10-9:30h: Business Model Canvas and examples from Social Networks + Q&A session

9:30-12:30h: Development of business models on Social Networks

12:30-13:00h: Lunch break

13:00-13:30h: Conclusions & next steps around business model

13:30-13:45h: Intro / Q&A about the SCRUM adaptation for development

13:45-14:00h: Break

14:00-15:00h: First selection of concepts and backlogs

Aggregate

Distribute

Engage

Facilitate



Free registration: contact ecreative@platoniq.net or [@platoniq](https://twitter.com/platoniq)