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

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**PROGRAM:**

**11th November**

16:00h: Group visit to Es Baluard exhibitions

18:00-20:00 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

14:00-14:30h: 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: Business Model Canvas and examples from Social Networks + Q&A session

9:10-9:30h: Conclusions & next steps around business model

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

12:30-13:00h: Lunch break

13:00-13:30h: Intro / Q&A about the SCRUM adaptation for development

13:30-13:45h: First selection of concepts and backlogs

13:45-14:00h: Break

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

**Free registration:** contact ecreative@platoniq.net or @platoniq