



Newcastle College

Commercialpolis Newcastle

Target Audience - "The Lives of Others"

13th - 17th November 2017



Commercialpolis Newcastle

Target Audience - "The Lives of Others"

Day - 1 - Monday

13th November

am

6°/4°C



Chilly with sun and clouds



09H15

Arrival
NEWCASTLE COLLEGE - Performance Academy
Google maps - <https://goo.gl/maps/Egsk3qQ4gTL2>

09H25

Deni Chambers - Director of Creative & Digital Industries
Welcome to Newcastle College

09H35

Sjoerd Wanrooij - Commercialpolis - Project Coordinator
Presentation of the week program

09H55

Pre-work presentation of students videos
Carousel Brief - "Local Products"

- BELGIUM
- SPAIN
- PORTUGAL
- UNITED KINGDOM
- THE NETHERLANDS
- FINLAND
- SWITZERLAND



10H55

Coffee Break



11H15

Graham Stouph/Nick Jordan - Newcastle Coordinators
"The Lives of Others"
Project Briefing Presentation & Distribution of Teams

Teams

- Howay man!
- Canny
- Why aye man!
- Haddaway man!
- Gannin yem
- Workyticket

12H00 - 13H00

Buffet Lunch available in the Chefs' Academy





Commercialpolis Newcastle

Target Audience - "The Lives of Others"

13H15 - 14H15

"Story then. Story now. Story tomorrow."

Presentation/Workshop with **Chris Rickaby**



Scriptwriting, TV Production (Programmes), TV Commercials, Digital, Online Film, Cross Platform, Press, Print, Direct Marketing, Website Copy, Social Media, Corporate Comms.

My first marketing job was on the research side, working on brands like Pepsi and Panadol for a strategic consultancy.

Then I became an ad copywriter and produced work for Volkswagen and Ready Brek at Doyle Dane Bernbach.

I spent nearly twenty years as a Creative Director at three UK companies. Along with my business partners I started my own integrated marketing agency, Different, in 1999. Now called Everything Different it is one of the UK's top 100 agencies. (Source: Campaign)

I left a few years ago so I could broaden my experience as a writer. I have written and produced various TV programmes for ITV and FIVE, developed other scripts and projects with three production companies, and created an award-winning cross-platform novel called Shuffle.

Award recognition:

D&AD, New York Festivals, Royal Television Society, Creative Circle, One Show, Digital Book World Publishing Innovation, Campaign Press, Campaign Direct, Roses, IPA Business to Business, World Travel Awards, Fresh Awards, Scottish Advertising Awards, Heist Education Marketing, Media Guardian Innovation Awards, Red Planet

14H30 - 15H30

Pitching Ideas

Presentation/Workshop with **Keith Bell**



Keith Bell is an award winning feature film producer with credits that include **Dog Soldiers, The Descent, The Tournament** and **Harry Brown**. Keith has an excellent reputation in working with new and emerging talent and putting production value on the screen. He also has a strong track record in working with Directors on their feature film debuts (**Neil Marshall, Scott Mann, Daniel Barber**) and recently produced **Gary Young's** first film **Two Graves** featuring **Katie Jarvis** and **Dave Johns**.

This session will focus on how a narrative needs to be pitched in under 1 minute at the development stage and sold at the same time at the marketing stage. Feature films tend to be 90-120 minutes long but getting them financed and publicised the focus is on a quick pitch to get people interested.

Day - 1 - Monday

13th November

pm

6°/4°C



Chilly with sun and clouds



16H24



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13th November

pm

6°/4°C



Chilly with sun
and clouds



16H24

15H30 - 16H45

"The Fruit That Rules The World and The Dancing Eyebrows."

Presentation/Workshop with

Sue Storey and **Oeil Jumratspila**



Sue is Head of Copy at e>everything d.fferent with over 25 years' of advertising and marketing experience including concept generation, campaign copywriting and content for L'Oreal, O'Neill, P&G, One North East, the NHS, COI, several universities, Barker and Stonehouse, Land Securities and Carpetright among many others.

Oeil is a Senior Copywriter at e>everything d.fferent with over 6 years' creative experience thinking and writing for clients including NE1, Carpetright, University of Sunderland, Nuby, Barker and Stonehouse, Land Securities, Newcastle High School for Girls, DFDS Seaways, L'Oreal and Channel 4.

Oeil is also an accomplished writer of short stories and a published poet.

In their presentation they will deconstruct the medium of the story to see how and why they engage people, and sift out this the key learnings from this for you to use in your own work.

16H45

Sjoerd Wanrooij

Commercialpolis - Project Coordinator

Summary of the day

17H00

End of Day

20H00

Welcome Dinner with Staff & Students

Prima Ristorante

40-46 The Side

Quayside

Newcastle upon Tyne

Tyne and Wear

NE1 3JA

Google maps - <https://goo.gl/maps/43fYR5CxWvz>



Commercialpolis Newcastle

Target Audience - "The Lives of Others"

Day - 2 - Tuesday

14th November

am
pm



9°/5°C
Cloudy with a little
rain



07H14

16H24

0845H - 09H00

Shooting Location Recce
(for students and teachers)

We will meet at Newcastle College to travel by coach to carry out a location recce in preparation for "The Live of Others" project



12H30

Return Coach to Newcastle College



-OR-

09H00 - 12H00

ECVET Meeting
Room PA001
(for coordinators only)



13H00 - 14H30

Buffet Lunch
Available in the Chefs' Academy



Students Brainstorming Ideas & Research



15H00 - 16H30

Presentation/Workshop with
Dan Appleby



I've spent the last 15 years in creative, strategic marketing agencies in London and Newcastle after realising that the life of an English teacher wasn't for me.

I've worked across most marketing disciplines with some fantastic clients, picking up a few awards along the way.

I currently lead the frankly awesome Client Services team at Drummond Central and am the IPA City Head for the North East.

Drummond Central is an award-winning agency that's proud to be a member of the IPA. We're a strategic marketing, creative, social and digital agency and we love nothing better than raising the profile of pioneering, non-traditional brands through a creative yet highly considered approach; brands like bet365, Atom Bank and DPD.

We also love making waves; our #DrummondPuddleWatch live stream made headlines worldwide after becoming the top trending topic on Twitter UK and No.2 worldwide.

We don't believe in boundaries but believe in getting results. If there's a smarter way, a harder-working solution, we'll find it. It's a philosophy we sum up in one phrase: Takin' care of business.

16H45

Sjoerd Wanrooij
Commercialpolis - Project Coordinator
Summary of the day

17H00

End of Day



Commercialpolis Newcastle

Target Audience - "The Lives of Others"

From 09H00 - ALL DAY

Shooting - "The Lives of Others"
On Location



Groups will spend the day shooting on location in response to "The lives of Others" client brief



16H30

Return Coach to Newcastle College



19H00

Seasonal Evening Supper for Staff and Students at Chefs' Accademy Restaurant



Our award winning chef's accademy restaurant overlooks the fabulous Tyne Valley and is run entirely by students.

The menus feature some of the region's finest produce and there is always something to tempt, from light starters through to hearty mains and sumptuous, indulgent puddings.

Our professional cookery students fuse fresh, seasonal produce and inspired presentation to create a memorable dining experience, while our knowledgeable, attentive contemporary hospitality students working front-of-house are at hand throughout your meal to ensure you and your guests enjoy a relaxed dining experience.

Take your time to dine, unwind and relax after the days shooting in our light and airy dining room set against stunning views over the Tyne.

AFTER DINNER

Talk with **Mike Baister**
Commercial Photographer



I've been a commercial photographer creating images and short films for advertising/design companies and a wide range of direct clients for over twenty years. I studied a HND in photography at Newcastle college and then went on to Sunderland University to study Photography/Video and Digital Imaging. After all of that, I've won a few awards, had work featured in the Royal Academy and other exhibitions, achieved about everything I'd set out to achieve, but the work I'm most proud of, is next weeks!

Day - 3 - Wednesday

15th November

am
pm

9°/4°C

Periods of sun
and clouds



07H14
16H24



Commercialpolis Newcastle

Target Audience - "The Lives of Others"

Day - 4 - Thursday

16th November

am
pm



10°/5°C
Cloudy



07H14

16H24

09H30 - ALL DAY

"The Lives of Others"

Students work in progress

Groups will use this whole day editing their footage and preparing their presentations in response to "The Lives of Others" brief



12H00 - 13H00

Buffet Lunch - PA036

17H00

End of Day

-OR-

09H30 - 12H00

Staff Meetings

Room PA001



12H00 - 13H00

Buffet Lunch - PA035



13H30 - 16H30

Staff Meetings

Room PA036





Commercialpolis Newcastle

Target Audience - "The Lives of Others"

09H30

"The Lives of Others"
Final Film/Commercial Presentations



The student teams will present their final films/commercials and also a "making of..." film



14H00

Cultural Tour of Newcastle



17H00

Ends

Teams

- Howay man!
- Canny
- Why aye man!
- Haddaway man!
- Gannin yem
- Workyticket

11H00 -11H30

Coffee Break & Evaluation of Work



11H30 12H30

Commercialpolis Newcastle Final
Conclusions by Sjoerd Wanrooij & Staff

12H30 - 13H30

Buffet Lunch - PA035



Day - 5 - Friday

17th November

**am
pm**

8°/2°C
Morning rain,
then a shower



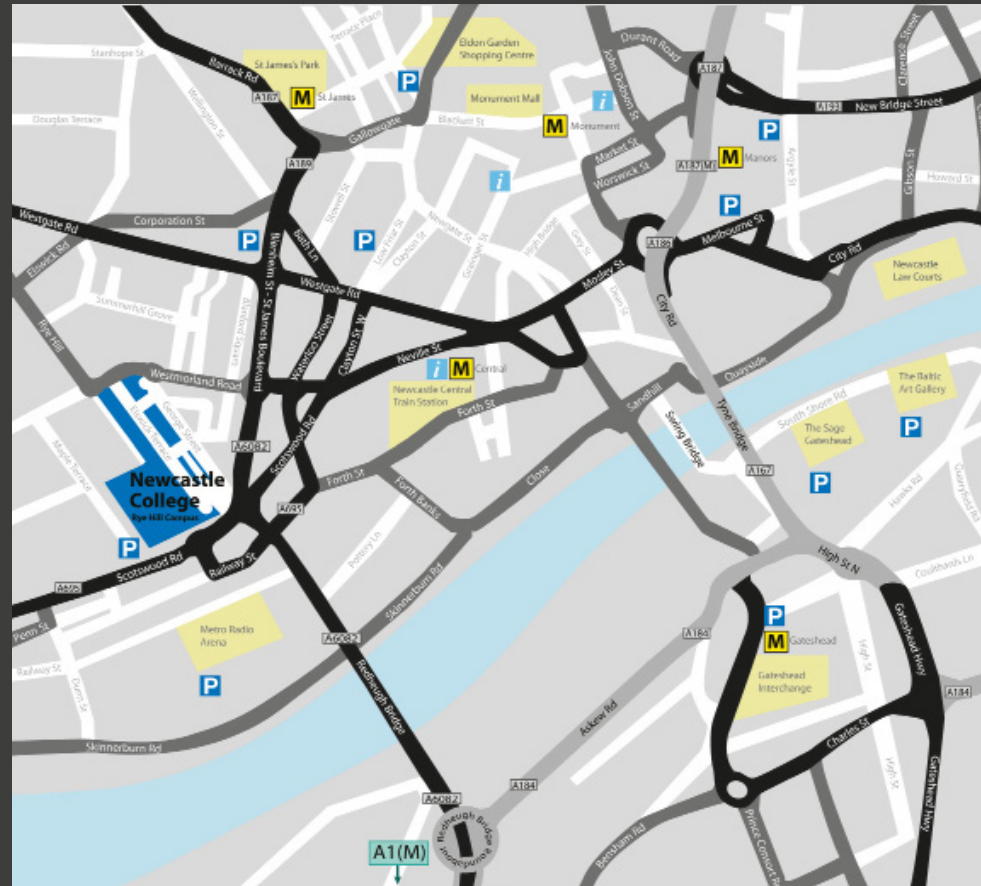
07H14
16H24



Commercialpolis Newcastle

How to get to Rye Hill Campus

Google maps - <https://goo.gl/maps/Egsk3qQ4gTL2>



By bus

The following bus services stop close to the college on Westmorland Road and Rye Hill: numbers 1, 30, 31, 32 and 32a.

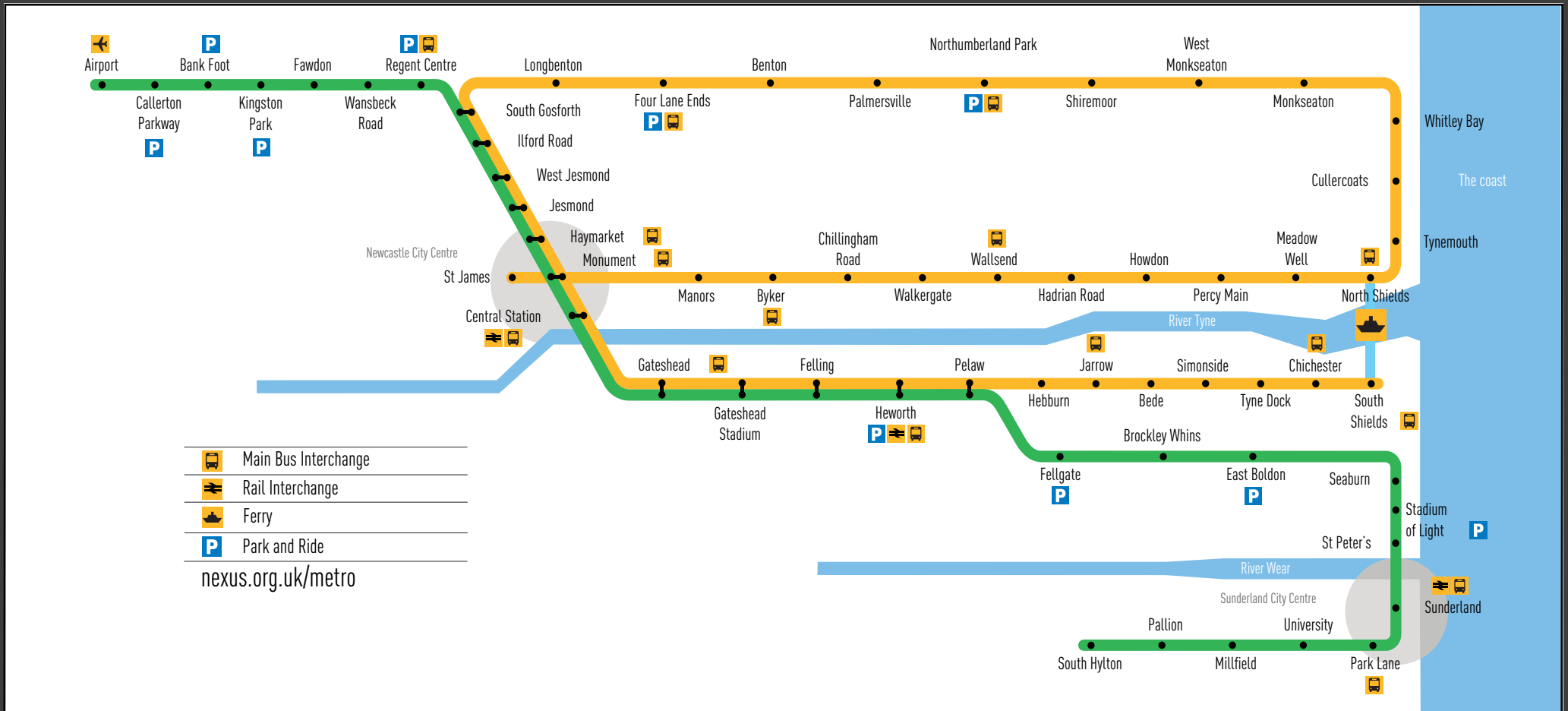
The following bus services stop close to the college on Scotswood Road: numbers 8, 21, 22, 80, 602, 604, 610, 632 and 633.

By train or Metro

Newcastle Central Station is only ten minutes' walk from Rye Hill Campus. Turn left out of Central Station, following Neville Street and then Westmorland Road. You will pass Times Square and the Centre for Life on your left. Continue up Westmorland Road, past the Discovery Museum on your right, to the top of the hill where the road bends left. You will come directly to the campus on your left hand side.



Commercialpolis Newcastle
Tyne & Wear Metro





From Newcastle with love
13th - 17th November 2017



PROJECT FUNDED BY THE EUROPEAN UNION



Erasmus+