



Be Birmingham Case Study
In Cahoots with Be Birmingham





Brief

To extend the reach, impact and shelf life of a one-day conference on child poverty organised by Be Birmingham on behalf of the City Council and to promote democratic discussion alongside a record of events.

Solution

We produced a range of digital wrap rounds for a traditional conference. A twitter channel was established and used to start conversations between delegates, national figures on the subject and children living in poverty before the conference day.

Two hard-hitting but short pieces of media were created to tune delegates into the problem, one using film the other animated stills using digital techniques. The films were posted on-line just before the event and led to a busy traffic of conversations from the beginning of the conference day which focussed on the conference issues from the beginning. After the event, the films helped to cascade the messages of conference decisions as delegates used them with their own work force.

A Twitterfall was projected at key sites during the summit, providing a commentary on the key speakers contributions and minutes on the conversations of focus groups for all to see. Contributions from beyond the walls of the conference added immediacy and poignancy to discussions, especially when they included the poor themselves. Digitally trained staff helped non-twitter literate delegates to use the technology and provided a recorder for each discussion.

The Twitterfall was captured as a record of the event, augmented by podcasts of the keynote speeches and placed on a web site where the films were also played. Discussions between delegates continued for some weeks after the summit day.

Be Birmingham felt the digital contribution had added to the value of the conference, given its credibility with citizens and that the record and public nature of discussions had a positive effect on the quality of delegates' contributions.

Feedback

"Twitter: innovative... it provided a platform for questions & hopefully a record for me to look back on!"

Conference delegates from Birmingham City Council

"Really useful & helpful. Films excellent. Seemed well planned & the Twitter idea was good."

Sam Monaghan, Barnados

www.youtube.com/bebirmingham

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