

# MAKING TOMORROW BETTER

Taking Digital Action  
in the Performing Arts

License: Creative Commons CC-BY SA 4.0

**Creating an Action  
Plan: Digital  
Presenting and  
Touring beyond  
COVID-19 (4 of 4)**

**Webinar**

---

Created and presented by  
Inga Petri, Strategic Moves

April 3, 2020  
10 am (PDT) / 2 pm (ADT)

**We acknowledge that we live, work, meet and travel on the traditional territories of Indigenous peoples that have cared for this land now called Canada since time immemorial.**

**In Whitehorse, Yukon we acknowledge that we live on the Traditional Territories of the Ta'an Kwäch'än Council and Kwanlin Dün First Nation, self-governing nations with modern treaties (2002; 2005) negotiated under the Umbrella Final Agreement between the 14 Yukon First Nations and the Governments of Canada and Yukon.**

**The Atlantic Presenters Association acknowledges that we live and work on the ancestral and unceded territories of several Indigenous peoples: the Mi'kmaq, Wəlastəkwiyyik, Passamaquoddy, Beothuk, Inuit of Nunatsiavut and NunatuKavut and the Innu of Nitassinan.**

(1) Facebook x Announcing Webinar Series: Digi x Digital Workshops next week? - x +

digitalartsnation.ca/2020/03/19/webinar-series/

Apps New Tab Liberating Structure... Inga Petri Devices Social Transformati... Other bookmarks

Digital Arts Nation Customize 0 + New Edit Post Howdy, Inga Petri

## Announcing Webinar Series: Digital Actions in the Age of COVID19

By Inga Petri 0 Comments Digital News

On March 13, we postponed a series of workshops slated for the end of March in the four Atlantic provinces, and Pacific Contact in April. We plan to present the postponed workshops in November 2020. In the meantime, we are hosting online digital workshops to discuss practical digital action as well as some comfort and context as we go through this isolation period.



### Fundamental disruption

Within the span of a week live arts organizations and performing and touring artists have seen their way of life fundamentally threatened. This has created a rush toward the digital world by live performing artists. Musicians are giving living room recitals and streaming fully produced concerts. The Met and Berlin Phil made their catalog of digital performances available free of charge. There are local and global digital experiments including Facebook Live and YouTube to connect with each other and audiences. New kinds of digital "festivals" are emerging to fill the void.

Webinars will be delivered through zoom video and audio conferencing.



Digitally powered since 1995. And as a home-based remote worker these last 13 years, Inga has gained a wide repertoire of making the digital world work for her and her clients.

### There is a huge ready audience

Self-isolating individuals and entire locked down communities have one option to stay connected with the outside world: digital. From digital news, entertainment, gaming, streaming to digital dating, from banking and shopping online to email, WhatsApp and other direct communications channels. Life – for a time – simply is digital.

### Meeting the Challenge

But this sudden digital life is a serious challenge for live arts. How do live performers and touring artists shift into the digital world

Search...

#### Recent Posts

- Announcing Webinar Series: Digital Actions in the Age of COVID19  
March 19, 2020
- The power of structured data for events: A Culture Creates Demo Video  
December 28, 2019
- Reflection on Arts, Culture and Digital Transformation Summit in Banff  
December 22, 2019

#### Categories

- Digital News
- New in digital literacy
- Tutorials

#### Follow Us

f t



Atlantic Presenters Association



Canada Council for the Arts

Conseil des arts du Canada

<https://DigitalArtsNation.ca/>

License: Creative Commons BY-SA 4.0

# Thank you to our Panelists so far

## Artists/ Companies

Sarah  
MacDougall

Matthew  
Lien

Vanessa  
LeBourdais

Ivan  
Coyote

Dustin  
Harvey

## Presenters

Tim Yerxa

Krista  
Vincent

## Technology

Mike  
Gravitis

Tammy  
Lee

John  
Charette

Rob  
Hopkins

Caitlin  
Troughton



## **Words of wisdom**

**The future is here: Life is Digital**

**Make friends with technologists and visionaries**

**Be in the business you are in and find your place and space in digital to serve your purpose**



# Navigating big challenges

- COVID-19 = no touring, no presenting, no gathering, no breathing the same air
- Climate Change = fires, storms disrupt festival and events
- Digital / Internet also has a large GHG footprint



# The COVID-19 rush to digital

- Lots of “free”
- Short-term funds have been available to pay artists a fee (\$500 to \$1,000) for streaming gigs from their houses
- Difficult for artists to get paid by audiences as no purpose-built platform exists, there is some experimenting
- Following the money: much of the value generated may not be staying with the artists or arts ecosystem
- Audiences look to the arts and artists when times are tough (Netflix, shows, participation)

# Technology innovation never sleeps

4G

- 2012 first in Canada
- Normal except remote/rural

5G

- City and regions have first installs (2019); none in Canada, but expect some activity by 2021

6G

- Expected in 2030
- Backbone is being researched and built already

# Live arts ↔ performing arts

- Can Live Arts sector own and operate a parallel digital platform? Who else can own it and secure the benefits stay with artists and presenters?
- What skills does live arts ecosystem bring to digital world?
- “How does it all fit together”





# My proposed vision for Performing Arts Presenting

To develop and own the digital distribution platform for the performing arts

What is yours?

# Today's panelists ... but YOU can raise your hand to speak, too

Kevin Korchinski  
OSAC - Regina, SK

Laurie Gillis,  
APA - Halifax, NS

Gillian Reid  
Artist  
representative,  
Halifax, NS

Barb Miller,  
Six Nations Social  
Services  
Administration

Gary Joseph,  
Thru the red door,  
Six Nations

Pam Patel  
MT Space / IMPACT  
festival

Darcy Campbell,  
Confederation  
Centre for the Arts,  
Charlottetown, PEI

Francis Remedios,  
Yard Bird Suite/  
Edmonton Jazz,  
Edmonton, AB

Duncan Sinclair,  
Jazz Yukon,  
Whitehorse, YT



# Conversation → action planning

1. What is your interest in the ideas we've talked about this week?
2. What is your vision - what is the change you wish to see?



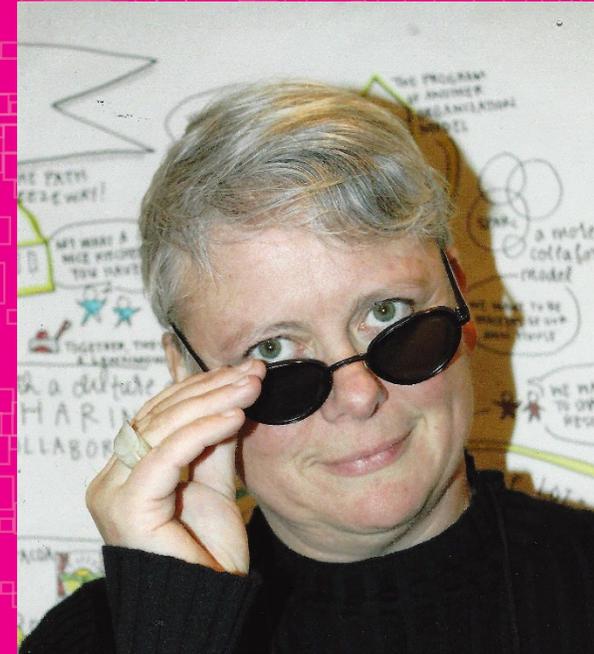
# Conversation → action planning

Want to build an action plan to get ready to digitize the performing arts to the benefit of the arts eco-system?

# MAKING TOMORROW BETTER

Taking Digital Action  
in the Performing Arts

*DigitalArtsNation.ca*



## LET'S STAY IN TOUCH

Inga Petri  
Strategic Moves  
Whitehorse, Yukon  
[www.strategicmoves.ca](http://www.strategicmoves.ca)  
[ipetri@strategicmoves.ca](mailto:ipetri@strategicmoves.ca)  
613.558.8433 (mobile, Canada-wide)  
@ipetri