



## **360in360 Immersive Experiences**

**360 Degree Videos, Images, Sounds and Storytelling  
Celebrating Extraordinary People, Places and Experiences**

**Web site: [www.360in360ix.co.uk](http://www.360in360ix.co.uk)**

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## **360in360IX Digital Heritage Roadshow Workshops Project Celebrating Extraordinary UK & European Community Heritage**

### **What is the 360in360IX Digital Heritage Roadshow Project?**

The 360in360IX Digital Heritage Roadshow Project is a three-year plan designed to help communities across the UK (and internationally) to leverage state of the art consumer 360-degree technologies to explore, share and promote their local cultural assets as part of a community social and economic development strategy.

### **What does the 360in360IX Digital Heritage Roadshow Project aim to achieve?**

The project, during the period April 2018 to March 2021 has the following ambitious MINIMUM targets :-

- To deliver 360in360 Immersive Technology workshops in 100 different communities across the UK
- To deliver 360in360 Immersive Technology workshops in 10 different countries at international conferences
- To train 2,500 individuals on how to use 360-degree cameras and software to create and publish immersive experiences
- To create 100 360in360 individual community facebook pages with their own identity to be managed by selected individuals in those communities
- To create and publish 1,000 360-degree photographic images from the 100 communities
- To create and publish 100 virtual tours of local heritage sites in the 100 communities
- To create, edit and publish 100 video stories taken from the 100 communities and to make community generated content accessible to a global audience
- To create, edit and publish 200 360-degree interviews of local community champions
- To set up 100 individual virtual merchandise stores offering discounted personalised marketing material with the 360in360 brand
- To engage 1,000 individuals over the age of 55 in the roadshow workshops
- To establish 100 new commercial and/or non-commercial enterprises offering 360in360 Immersive Experience services
- To create, edit and publish 50 aerial videos of local heritage sites using drone technologies
- To run 6 international webinars on digital heritage technologies and local case studies
- To attract over 500,000 views of 360in360 immersive experience content from Facebook, YouTube and other social media channels

- To organise and host 3 international digital heritage conferences with exhibition space to attract 1500 delegates to physically attend
- To develop an interactive map to showcase individual communities, their local creatives and their cultural heritage
- To kick start community social and economic development based on digital heritage
- To have a positive transformational impact on the lifestyles, health and well-being on 500 individuals over the age of 55 through their engagement in digital heritage.
- To offer special discounts on 360-degree technologies including cameras and software

## **What Types of Workshops/Seminars will be run?**

The plan is to offer 4 different types of workshop which are described in more detail on the 360in360 Immersive Experiences web site and at <http://www.360in360ix.co.uk/workshopformats.pdf>

In summary, the workshops/seminars comprise :-

1. 360in360 "Show and Tell" Seminars and Webinars (1-2 hours)
2. 360in360 "Show, Tell and Create" Workshops (2-3 hours)
3. 360in360 "Show, Tell, Create and Publish" Workshops (4-6 hours)
4. 360in360 Two Day "Hackathon" (2 days)

Each of these activities will aim, directly or indirectly, to create a legacy of 360-degree images, videos, sounds and stories for each community where the workshops are held.

## **What Venues and Facilities are Required for the workshops/seminars?**

The best results and outcomes will be realised where there is access to computers and the internet, such as those found in school and college computer labs or some conference/training centres. The practical workshops are designed for people working in pairs with a recommended maximum of around 30 people / 15 computers.

For the 360in360 "Show and Tell" short seminars, a larger venue with seating in theatre style is suitable and large audiences can be catered for as long as there are suitable audio visual facilities.

For the 360in360 "Show and Tell" Webinars, participants can be located anywhere where there is access to a computer and reasonable internet connectivity

## **How much will the 360in360 Seminars/Workshops cost?**

The objective is to attract sufficient financial support from partners / sponsors / investors / beneficiaries to offer the events free of charge to participants. In the unlikely event that there is zero financial backing from the project beneficiaries, the hourly fee for each type of workshop has been set at £250 which means, for 25 workshop participants, £10 per hour.

This income for the minimum targets shown above should be sufficient to sustain the costs of running the roadshow workshops at venues provided by local partners plus two additional support staff for administration and technical services at a central small office.

## **Where will the Partners/Sponsors/Investors Come From?**

Our aim is to make the 360in360 roadshow as attractive, accessible and affordable to all the stakeholder beneficiaries of 360-degree digital heritage including :-

- Local development agencies
- Heritage organisations
- Schools and colleges
- 360-degree technology product and service suppliers
- Tourism and Leisure Agencies
- Senior Citizen Groups and Independent Living Centres
- Museums, Churches, Art Galleries, Heritage Railways etc.
- Social Entrepreneurs

## **Where can I get more Information?**

The 360in360 Immersive Experiences web site at [www.360in360ix.co.uk](http://www.360in360ix.co.uk) provides many examples of the types of applications 360-degree technologies can be applied to.

You can download an article on 360-degree technologies, the RSA Heritage Index, Cultural Identity and the Silver Economy from <http://www.360in360ix.co.uk/culturalidentity.pdf>

Details of the types of workshops available and their content can be viewed and downloaded at <http://www.360in360ix.co.uk/workshopformats.pdf>

There are a range of partnership/sponsorship/investment options which can be viewed and downloaded at <http://www.360in360ix.co.uk/360in360partnerships.pdf>

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