

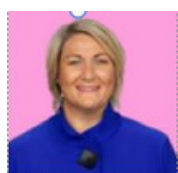


June 5 - 7, 2022

ScheduleFestival Schedule

launcestonfreelancefestival.com.au

Sun: Day 1 2022-06-05

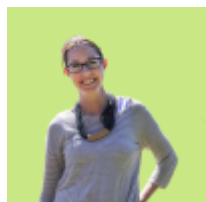


Thriving in a Regional City

4:00-4:30

Susie Bower, Chief Executive Officer at BBAMZ Ltd, officially opens the festival and outlines the benefits for freelancers and digital nomads living in a regional city.

4:30-6:00



Networking drinks with Delamere Vineyard & Red Brick Road Cider

There is nothing like a sparkling from Delamere Vineyards or a cool cider from Red Brick Road Cider. Join our favourite winemakers, Fran Austin and Karina Dambergs, to discover the secrets of their popular brew.



Monday 6th June



09:10-9:45 Room#1

Keynote: Freelancing - The Future of Work

Dr Marcus Bowles discusses the future of freelancing and the skills you need to thrive as a self-employed professional.



9:50 - 10:45 Room#1

Keynote: Working as a freelancer: an editor's perspective

Shona Martyn examines the editor-freelancer relationship including:

- Know your market
- The pitch
- Following the brief
- Your submission - how to present your story effectively
- Writing - understand the audience
- What an editor needs - supporting material, image suggestions, deadlines and word counts
- The editing process and rewrites
- Payment - what you should be paid and when
- Post-publication tips
- Editor-freelancer relationships

10:45 - 11:30 Room#1

Morning Tea

Have a short break and grab a coffee or tea.



11:30 - 12:15 Room#1

In Conversation: Katya Wachtel

Broadsheet is a digital magazine that focuses on the cultural life in Australia's cities. Katya Wachtel, *Broadsheet* Editorial Director, shares insights into her career, the magazine's success and how to pitch local stories.

12:15 - 1:15 Room#1

Keynote: So you want to leave your day job?



Full-time to freelance - frightening, frantic, but oh so fulfilling. Hear Karen Percy's experience of following her passions and chasing a new kind of pay cheque.

Lunch: 12:15 - 1:15pm

Enjoy a fresh selection of wraps and a chia pudding from one of Launceston's most popular cafes.





1:15 - 2:15 Room#2

Workshop: Digital Video tips and tricks

Multimedia consultant Corinne Podger will show you how to maximize the production studio in your pocket, with low-cost apps and equipment to get you filming and editing straight away.



1:15 - 2:15 Room#1

Workshop: Social Media 101 - Tips for targeting an audience

Social media expert Regina Lovitt practically demonstrates using images, keywords, titles and branding to build your online audience.

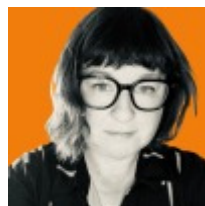


2:30 - 3:15 Room#1

Panel: What are you worth?

Undervaluing your skills and worth as a freelancer is a common problem. Join this lively panel discussion with Fran Molloy, Marina Pullin, Nina Hendy and Corinne Podger and moderator Karen Percy on being paid appropriately including:

- Alternate revenue streams,
- Smart planning
- ABNs, fees
- Tax





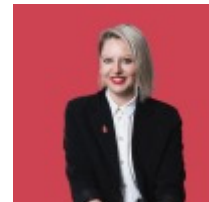
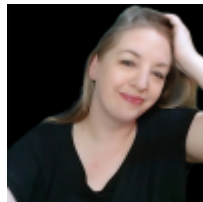
3:15 - 3:50 Room#1 Q&A: Freelancing in film

Got a great idea for a short film, feature or documentary but don't know how to get started? What funding is available? How do you source a crew? ScreenTasmania executive Alex Sangston will answer all your questions on freelancing in the film industry.



3:50 - 4:50 Room#1 Building supportive communities

Find out more about how to build a community of like-minded creative professionals to enhance your networks, workplace and mental well-being. Join Fran Molloy, Meredith Castles, Sarah Norris, Rachel Smith and moderator Shona Martyn on the benefits of being part of a community.



Monday Wrap up 4:50 - 5:00

Wrap up of sessions, dinner arrangement details for the Blue Stone Bar and Grill at The Sebel, comedy show and an overview of Tuesday sessions.

Network Gala Dinner 6:30 - 9:00

The Sebel Townhouse

Enjoy a three-course meal sourced from the fresh produce of the Tamar Valley at the network gala dinner.

Tuesday June 7th



Keynote: It's a Jungal out there 09:00-10:00 Room#1

Jungal is a premium freelancing platform designed to help you to get more done with highly skilled and passionate local people. Marina Pullin, Jungal Director discusses the platform and advantages to freelancers including:

- The start of freelancing – the rich history we forget
- The market opportunity now – global changes and forecast for opportunity How to calculate your real worth (the magical formula)
- How to increase your price (not your worth)
- The future and the forces at play

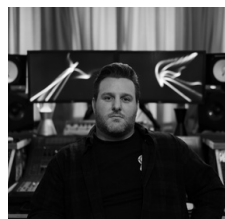


10:00-11:00 Room#1

Panel: Young Entrepreneurs in the creative sector – Plan B is Plan A

Just starting out as a freelance entrepreneur? Join Northern Sound System as they discuss the ups and downs, ins and outs, successes and failures of entrepreneurs in the music business.

- How do you start up?
- What funds are available?
- How do you build a successful business?
- What are some of the pitfalls?
- And is everybody suited to freelancing?



Morning Tea

Enjoy a short break to make a coffee or tea.



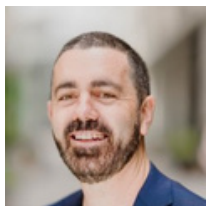
11:15-11:50 Room#1
In Conversation: Rachel Smith

There are shopping lists, birthday lists, wedding lists and wish lists but there is nothing quite like Rachel's List. In this q&a, Rachel Smith explains how she built a thriving freelance business to include a podcast, newsletter and a popular job board.



11:50 - 12:30 Room#1
Storytelling that shapes the world

The Judith Neilson Institute for Journalism and Ideas supports quality storytelling in Australia and Asia through grants, education initiatives and events. Grants manager Bonnie Bley discusses the Institute's approach to supporting the industry, its grants process and how freelancers can meaningfully engage with the Institute.



12:30 - 1.00 Room#1
How freelancers can unlock media distribution budgets for incremental revenue streams

In this session, learn how to unlock powerful new tools and tap into content distribution budgets to provide new revenue streams from your existing client base for incremental effort. Fabulate's Ben Gunn discusses the tactics of distribution and market spend to put more revenue in your pocket.

1:00-1:45
Lunch Break

Join us for another selection of treats sourced from the Tamar Valley.



Concurrent workshops run between: 1:50-2:50

Room#1

Workshop: Turn your freelance skills into short courses

You've got amazing skills and the education market is booming. How can you turn your skillset into an alternative revenue? Join Action Learning Business Development Manager Genevieve Cother, multimedia consultant Corinne Podger and YouTube star Samrat Ghosh, on how to create short courses to sell online.



Room#2



Workshop: Design your freelance brand assets

Join freelance designer Bec Adamzewski in this workshop on designing digital assets for your freelance business.

Room#3



Workshop: Catchwords in digital publishing to get an editors attention

Martin Newman takes you through Search Engine Optimisation (SEO) to get your story ideas in front of an editor.



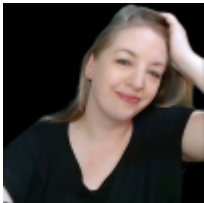
3:00-3:45 Room#1
Superannuation for freelancers

Freelancers are at risk of retiring with little superannuation. Avoid financial traps and minimise the risk of retiring without appropriate funds.



3:50-4:30 Room#1
Keynote: Cybersecurity for freelancers

With cyber-attacks on the rise, and without an employer to protect them, freelancers can be particularly vulnerable. Women in Cyber, a nationwide organisation, will demonstrate ways to keep your data safe, avoid the hackers and where to find help if your devices are breached.



Tuesday Wrap Up - Festival concludes at 4:45pm