

EUScreenXL Conference 2014 Rome

CALL FOR PAPERS AND WORKSHOPS

From Audience to User: New Ways of Engaging with Audiovisual Heritage Online

EUScreenXL¹ welcomes You to the EUScreenXL Conference 2014 on October 30-31 in Casa del Cinema in Villa Borghese, Rome (Italy)!

Attracting audiences and engaging users with content has become a key issue for archivists, broadcasters, educators and anyone publishing content online. With growing amounts of digitised content online, heritage projects and collection holders are increasingly aware of the need to engage with their users. Knowing how and why users interact (or don't) with the resources and their presentation online helps inform what strategies are most insightful for the development of sustainable communities of users to participate in archival projects, enrich collections and disseminate their content. A user-oriented approach is crucial for both promotion and dissemination of online content as well as for developing sustainable future for projects and institutions in the heritage sector.

With the upcoming conference "From Audience to User: New Ways of Engaging with Audiovisual Heritage Online" the EUScreen network wants to address the current challenges for online cultural heritage initiatives and discuss these with archivists, scholars of cultural - and particularly audiovisual - heritage, web designers, data specialists and policy makers.

We invite proposals for papers and workshops that address - among others - the following questions and issues:

- How to read statistics of usage to better understand what users do, want and engage with?
- How to increase usage and encourage engagement of the users - focus on the user experience (UX)?
- How to build and engage sustainable communities with online content?
- How to extract quantitative and qualitative data in order to be more responsive to the needs of the audience/users and those of the professionals?
- Which marketing strategies, business-oriented approaches can be identified as useful for the future development of audiovisual heritage platforms?

Please submit a paper abstract of 250 words including short abstracts and titles of each prospective paper to events@euscreen.eu. Include name, affiliation, address, and e-mail address of each author/participant.

All proposals will be evaluated by the Conference Board.

¹ EUScreenXL is a three-year project co-funded in 2013 under the CIP ICT-PSP Programme. It aggregates a comprehensive body of professional audiovisual content and makes it accessible on the www.euscreen.eu portal. The project consortium consists of 20 leading audiovisual archives, media scholars, technical service providers and the European Broadcasting Union.

Timeline:

Deadline for applications and abstracts: **21st May 2014**

Notification of abstracts acceptance: **9th June 2014**

If you have any questions about submissions, please contact Kamila Lewandowska, EUScreenXL communication specialist (kamila.lewandowska@nina.gov.pl).