

July 2020



Hi,

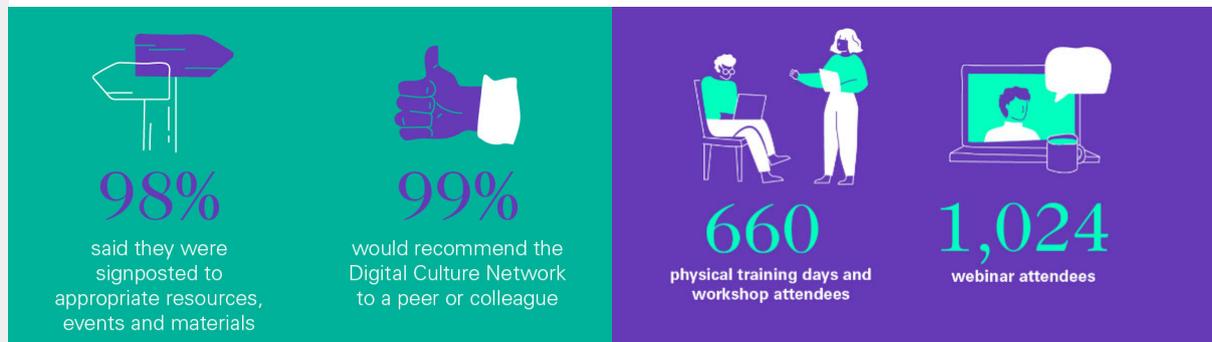
The Digital Culture Network is one! Read on to find out about what we've achieved so far, our plans for the next year and a new resource to support you.

It's been one year!



In the past year, we have provided one-to-one support to more than 700 organisations across all parts of England and all art forms. We have partnered with Google Arts and Culture to develop and deliver a series of training events. We've also developed our own successful training events and resources.

[Find out how our year has gone >>](#)



We've loved receiving feedback from you. A staggering 99% of you would recommend us to your peers or colleagues! If you've not been in touch with us yet, maybe now is the time to find out how we can help you. [Contact the Tech Champions >>](#)

We've met 660 of you in person at our training days and workshops and 1,024 through our webinars. We've loved meeting you and hope to see more of you at our upcoming events.

[View the full infographic >>](#)

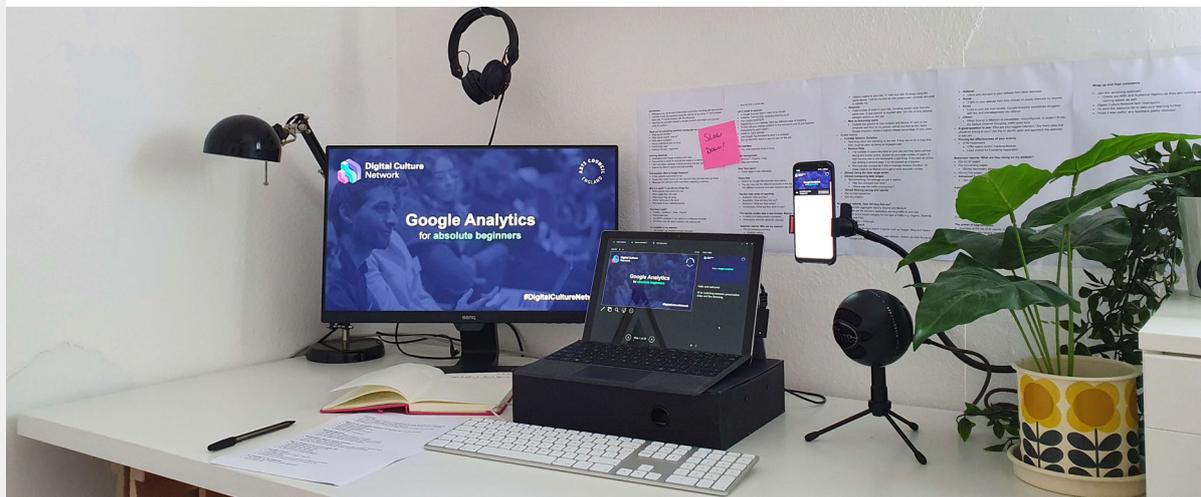
New webinars

We're excited to reveal our full schedule of Tech Champion-led webinars for 2020! These sessions have been developed in response to your most frequently asked questions and cover the whole breadth of our expertise.

Registration's now open for the first six webinars, including introductory sessions to SEO, Online Retail and TikTok, a repeat of our successful CRM webinar run in partnership with Tessitura and sessions exploring how you can up your Twitter and Instagram reach and engagement.

Check out the full list below and book your places today!

Now booking



Thursday 30 July, 2pm - How to take your Instagram account to the next level

Learn what you could be doing on Instagram to build a more engaged and loyal audience. [Book now for our Instagram webinar >>](#)

Thursday 6 August, 2pm – SEO explained in one hour

A one-hour crash course for arts and cultural organisations to learn everything they need to know about Search Engine Optimisation. [Book now for our SEO webinar >>](#)

Thursday 20 August, 2pm – How to take your Twitter profile to the next level

Learn how to make your organisations' Twitter account work harder and reach further. [Book now for our Twitter webinar >>](#)

Thursday 3 September, 2.30pm – Revisioning 2020: Achieving Customer Relationship Mastery

A highly interactive online CRM workshop for arts and culture organisations led by CRM software specialists Tessitura Network. [Book now for our CRM webinar >>](#)

Thursday 24 September, 2pm – A beginner’s guide to TikTok

Learn how and why this short form video app could be an important part of your social media activity. [Book now for our TikTok webinar >>](#)

Thursday 1 October, 2pm – Getting started with online retail: launch to success

An opportunity for arts and cultural organisations to learn how to successfully plan and launch an online shop. [Book now for our online retail webinar >>](#)

Coming soon

Save a space in your diary now and keep an eye on our newsletter to find out when booking opens for our next round of webinars.

How to track marketing campaign performance

Thursday 15 October, 2pm

Website content strategy

Thursday 5 November, 2pm

Using data to make smarter SEO and PPC decisions

Thursday 12 November, 2pm

What’s the point of email marketing?

Thursday 26 November, 2pm

How to make video content that's loved and shared

Thursday 10 December, 2pm

New resources



Introduction to ticketing for museums and galleries

With recent government guidelines coming into place, many museums and galleries will be able to once again reopen their doors to the public. This guide will provide you with an introductory look into how to get started with implementing a timed ticketing operation into your venue.

[Read the full guide >>](#)

Do you like our new look? We want to make it as easy as possible for you to find what you need in our emails, so [let us know what you think](#).

That's it for this month! If you've got a question for one of our Tech Champions, want to partner with us, or have some exciting news to share, then we'd love to hear from you. [Get in touch with the Digital Culture Network](#).

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