

Case study

Lloyd Jones masterclass

Details

What:

Award-winning New Zealand author, Lloyd Jones, co-editor of *Griffith REVIEW: Pacific Highways* delivered a keynote speech and a masterclass in Brisbane in April 2014.

The keynote speech was followed by a short discussion and Q&A moderated by Griffith REVIEW editor Julianne Schultz in front of an audience of over 100 people. .

The masterclass provided an opportunity for writers to access a focused discussion with Lloyd Jones about questions of form, structure and voice. The masterclass was also available Australia-wide as a live interactive webinar.

Both the keynote speech and the masterclass were recorded and are available online.

When:

April 2014

Where:

Keynote speech

Brisbane

Masterclass

Brisbane

Webinar

Australia-wide including Rockhampton, Castlemaine, Charleville, Perth, Sydney, Toowoomba, Warrwillah, Flinders Island, Sydney, Melbourne, Albany, a remote cattle property in Cement Mills, Geelong, Logan, Montville, Katoomba.



Masterclass – Lloyd Jones

Key stats:

- 110 attendees at the Keynote speech
- 75 participants for the Masterclass
- 95 per cent of attendees rated the keynote speech as good or excellent

Arts Queensland contribution:

\$25,000 – Projects and Programs Fund

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Links:

Lloyd Jones' keynote speech

www.youtube.com/watch?v=0tb-WqoS5pE

Lloyd Jones' masterclass

www.griffithreview.com/lloyd-jones-masterclass/

Outcomes

- Webinar was used by Griffith REVIEW for the first time. This provided a broader audience with access to the masterclass and discovered a currently unfilled niche in terms of arts delivery in Queensland.

'It was a great idea, a great seminar and very stimulating especially, I think, for those of us trying to work remotely. Please make this a regular event.'

- Skills were also developed by Griffith REVIEW in how to host a webinar effectively in terms of both cost and delivery.
- Recording the event and publication of the recording on YouTube has increased access to the keynote speech. As at November 2014, almost 100 people had accessed the keynote speech on YouTube.
- Feedback from participants regarding both the keynote speech and the masterclass were positive. The keynote was warmly received by the audience. A number of audience members contacted Griffith REVIEW the following day to comment on the quality of the speaker and the host. Regional participants said they appreciated access to a world class writer.

'I enjoyed my time in Brisbane immensely and this was a unique opportunity for me. I am very thankful to both Griffith Review and QWC for making it possible for me to attend this event.'



Learnings and reflections

Griffith REVIEW had the following reflection on the timing of the event:

The number of people attending the keynote was somewhat affected by holding it during school holidays, however this was the only time Lloyd Jones was available. There was some discussion about charging for events as this can increase commitment to attending, however, SLQ's survey showed that 55% of respondents come to their events because they're free.

Webinar was used for the first time during the masterclass, attracting 75 participants. Griffith REVIEW had the following reflections on using the medium and changes they will be considering for the future:

The keynote was live-streamed so people could attend the event virtually which was promoted via social media and was appreciated by people who couldn't attend. However, to accommodate this relatively new technology, the host should repeat questions/responses from the actual audience so the virtual audience can hear.

However, balancing competing demands of a live masterclass with a webinar audience created a series of challenges. The online audience sometimes felt excluded at the expense of the live audience, and they couldn't always hear the questions from the masterclass participants. It was also difficult for the host to monitor the chat room, relay relevant and important information to all participants, and analyse and summarise information. Despite these challenges, 93.02% of masterclass/webinar participants rated Lloyd Jones as excellent (72.09%) or good (20.93%). 93.03% of respondents said they would participate again in a similar event. Griffith REVIEW will host webinars and masterclasses in the future, but won't combine the two. In future we will also encourage webinar participants to use attached speakers on their computers as some found the sound level challenging.