

**Grantee Name**

Emc Arts Inc

**Project Title**

To support national and local learning communities around adaptive change in the country's first 3-day intensive national Innovation Summit

**Project Progress and Successes**

EmcArts is creating the country's first large-scale National Innovation Summit for Arts & Culture, a three-day convening of participant teams from arts and culture organizations across the country. The Summit will take place October 20-23, 2013 in Denver at History Colorado, Denver's new state-of-the-art history museum. More than 170 individuals, in 55+ teams, from 12 communities across the country, are participating in the Summit.

With community sponsors partially underwriting the participation of organizational teams from their communities, we are ensuring that the participants in the Summit will be advanced practitioners of adaptive change. To reach beyond those physically present at the Summit, we will use a variety of online engagement techniques to present a "virtual Summit," accessed through our innovation-centered web presence, [www.ArtsFwd.org](http://www.ArtsFwd.org), which will provide interactive opportunities for practitioners around the country and the globe.

The design model begins with all participants arriving on Day 1 for a series of afternoon/evening sessions. Day 2 and Day 3 will both comprise full days of work together. Day 4 will consist of morning sessions, allowing participants to leave during the afternoon.

Multiple simultaneous content tracks are being developed for the Summit. Some of these will focus on different aspects of the process of adaptive change (such as questioning of assumptions, team selection and dynamics, iterative prototyping, learning and developmental evaluation, resourcing innovation, and organization-wide enrollment); others will consider the products of adaptive change (such as community engagement strategies, new venues and environments for presenting and producing, uses of technology to enrich the artistic experience, and collaborations across and beyond the arts sector).

The emphasis will be on close-up interaction among the participants, mixed with the introduction of external "provocateurs" and "critical friends" who will fully participate in the Summit rather than simply deliver prepared talks, each staying for at least two days. By placing organizational innovation in the arts at the center of our Summit, but contextualizing current efforts in relation to other areas of social innovation, we aim to reverse the marginalization of the arts, and raise the profile of the benefits and challenges of adaptive change in the arts field.

**Challenges / Obstacles / Failures Encountered in the Project**

An integral part of the Summit design is the inclusion of off-site 'virtual' participants. We have chosen the "Talks" track as the point of integration for our online participants. We have retained a "curator" to work with us on shaping the talks -- advising us on speaker selection, leading the coaching of the speakers and moderating the discussions following the blocks of talks. They are experienced in blending the online with the live discussion. We will engage six online ambassadors and pair one with each of the six topics. The online ambassadors will moderate our social media presence during the livestream of the talks and will then participate in the on-site moderated discussion following each "talk block". We will also archive the Summit talks, to be available on [ArtsFwd.org](http://ArtsFwd.org).

**What was learned from these that might be of benefit to others?**

**Links to relevant website(s) and/or project publications, reports, etc.**

[www.artsfwd.org](http://www.artsfwd.org)

**If someone wishes to speak with your organization further about your project, would there be a willing contact? Y/N**

If yes, please provide contact name and information for preferred method of contact (email, phone, etc).

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