



**Centro Diego Fabbri**

di studi, ricerche e formazione sui linguaggi del teatro e i linguaggi dello spettacolo



# Interactive Web Platform - WP5 (I02)

Wolverhampton, 14-15 November 2017

# Topics

- Context and overview of the platform
- Aims
- Target
- Workflow and Timetable
- Structure
- Content

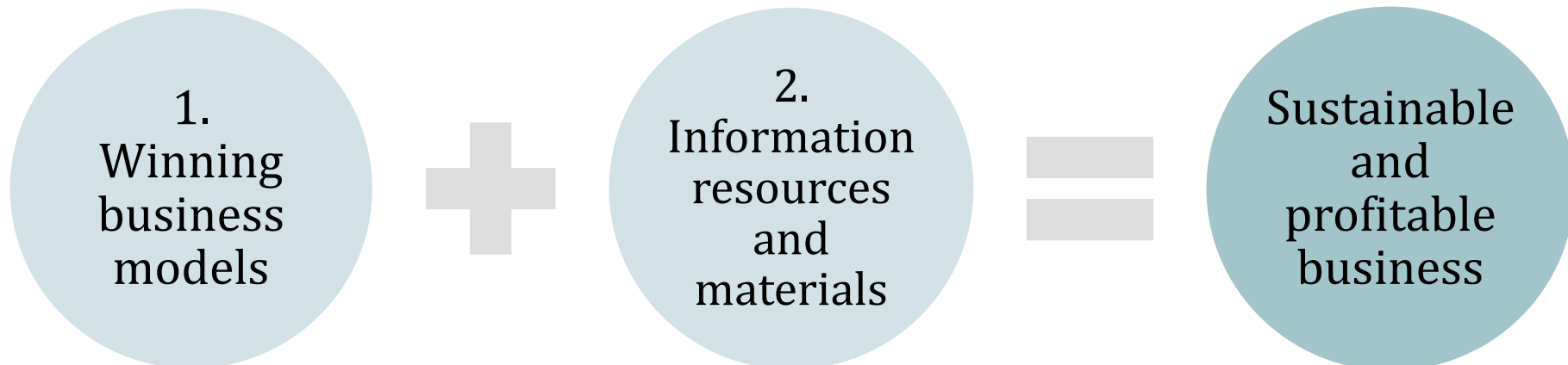
# Context

- Heterogeneity in AD/SDH sector
- Concrete, practical tool
- Sustainability and profitability of business

# Aims

2 main goals:

1. To help audiodescribers/subtitlers identify winning assets to be (easily) locally replicated
2. To provide audiodescribers/subtitlers with a range of information, resources and materials to better plan, organise, and manage their professional offer



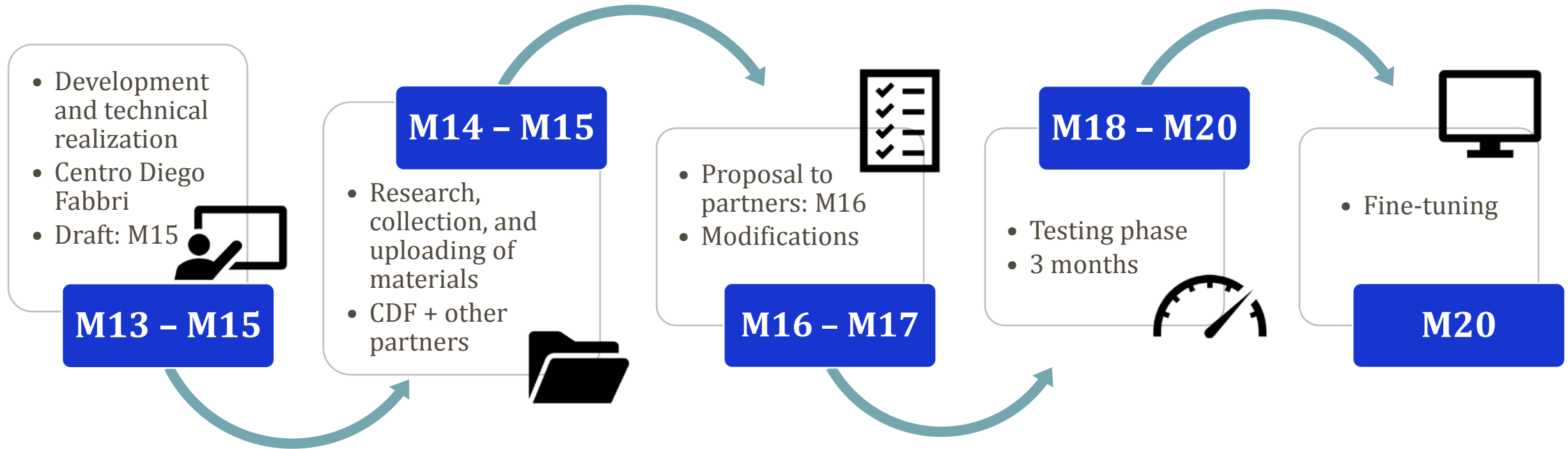
# Target

2 main targets:

- Audiodescribers/subtitlers (service providers; «offer») – key target **T1**
- Cultural operators (theatres, museums, media companies, etc.; «demand») **T2**

+ stakeholders

# Workflow and Timetable



# Structure

- Variety of materials and resources
- Variety of stakeholders + active involvement
- «Static» contents + Interactive spaces (Forum, blog)
- <https://www.proz.com/>

# Issues for discussion

- Accessible
- English + sections in other languages?? (e.g. case studies)
- Sections by type of contents (e.g. videos, articles, handbooks, etc.) or by topic (e.g. marketing, training, etc.) ?



# Contents/1

## Proposed Sections

- Business (T1)
  - Case studies
  - Start-up (IO1 + materials of project workshops)
  - Marketing (tips for marketing and promotional activities)
- Resources (T1)
  - Knowledgebase (selection of manuals, handbooks and guidelines, articles, books, references)
  - Education (training courses on AD/SDH to improve professional skills and the quality of the service provided)

# Contents/2

- Forums – interactive spaces
  - Interactive blog space (T1) - discussion
  - Virtual bulletin board (T1+T2) – «offer and demand»
  - Membership – personal profile (T1)
- Directory
  - Audiodescribers/subtitlers profiles and CVs (uploading?)
- What are AD and SDH? (T2) – short presentation of services



## CENTRO DIEGO FABBRI

Corso Diaz 34, Forlì(FC)

ITALY

Tel. +39 0543-30244

[www.centrodiegofabbri.it](http://www.centrodiegofabbri.it)

[info@centrodiegofabbri.it](mailto:info@centrodiegofabbri.it)

[www.facebook.it/centro.diegofabbri/](https://www.facebook.it/centro.diegofabbri/)

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