Hello…
Livity
@samconniff

The A to Z of Livity
The future for marketing, young people and educatio
10/12/14
Livity
@samconniff

Livity
@samconniff

>> 1992 >> 1996 >> 1997 >> 1999 >> 2000 >> 2001 >> 2002 >> 2005 >> 2007 >> 2009 >> 2010 >> 2012 >> 2013

Form Fizzy Milk

GCSE Math;

Fail

Kicked out of Fizzy Milk!

Made band manager, first gig in Scout Hut Croydon

£250 Profit

Lost in Croydon!

Chef to fund club nights

Brixton Bouncer Beating!

Save the World through raving? Supernature Club Nights

Tokyo Tour, Yakuza death threats

Save the world through clubs?

Don't Panic - Beat Saatchi & Saatchi, Publicis, McKanns, etc

Dot.com bubble bursts

£200k in debt

Marketing Moral Conundrum.. Gum?

Meet Michelle, Set Up Livity to Save The World through marketing. Win O2, Lambeth and TCT.

Trade back to profitability

Create Dubplate Drama

Launch LIVE Magazine

Rhyme4Respect

Overstretch a bit tooooo faaaar

Redundancies = Focus

Create largest youth provision in Brixton

Win Google, Blackberry, Tesco, Nke,, Unilever,, Barclays, Penguin, BBC, ChildLine, Burberry, etc

Win somewhereto_ £4.5m 2012 Olympics / £7m further Big Lottery Investment

Launch Livity in SA

Launch Liz Murdoch's 1st Social Enterprise

Win Ernst &Young Entrepreneurs of the year

Win Queens Award for enterprise

1,000+ actual annual visiting young people

1,000,000 young people engaged annually

MAA Grand Prix and MAA Best Agency

"Livity is my marketing agency with a youth club in the middle of it"

Jo Hyder, once Head of Digital at Coca Cola

Marketing

"Livity is one of the smartest and most inspirational companies ever"

Gareth Jones, once Editor at Marketing

Nesta

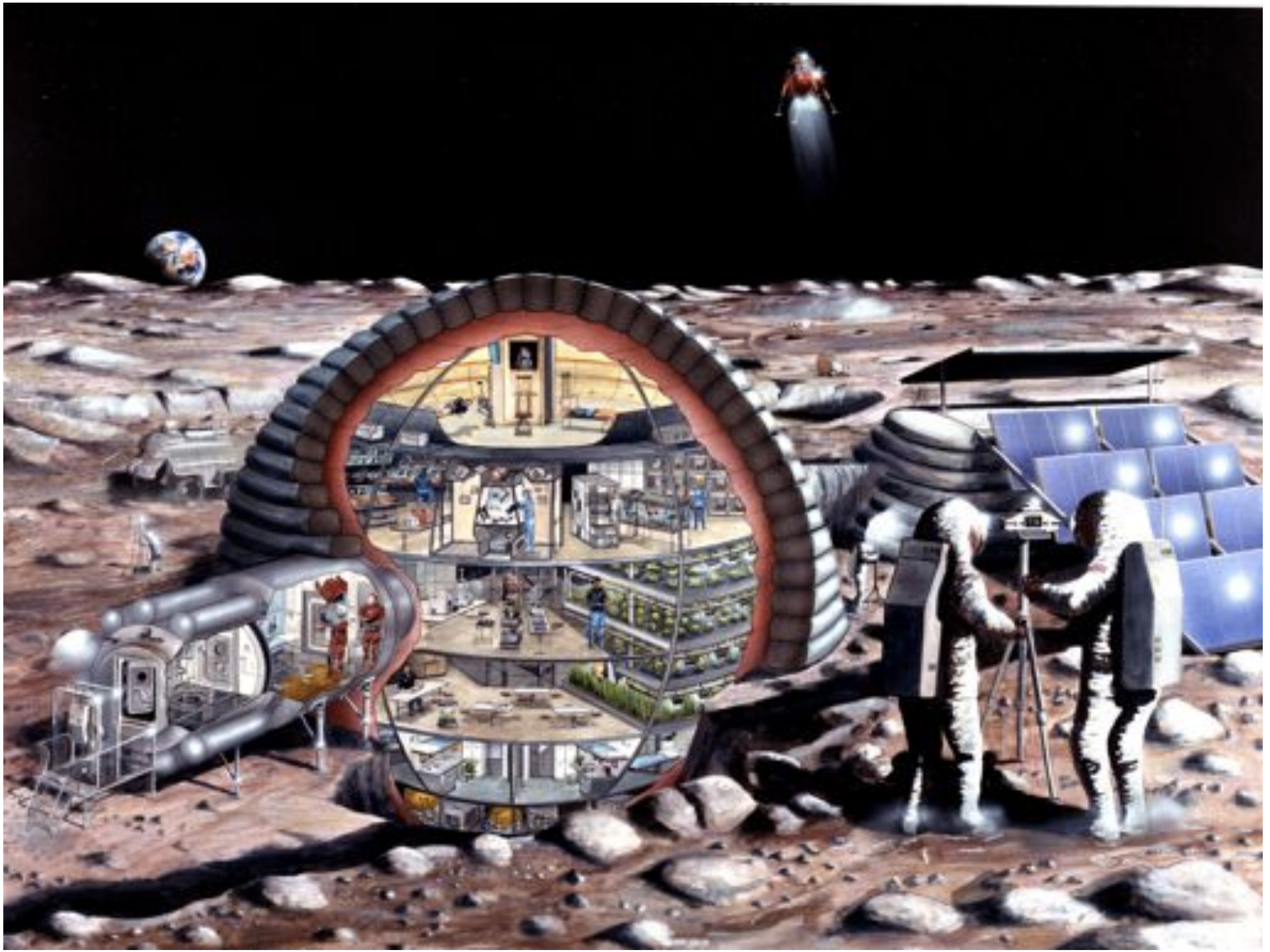
"One of the most popular hangouts for 12-21 year-olds in Brixton is, of all things, a marketing agency"

Compendium for the Civic Economy,
Once the Big Society

"Livity are using the most modern techniques in marketing to address enduring social challenges"

Gordon Brown, Once quote worthy

Our future?



Our children’s future?

“1. Anything that is in the world when you’re born is normal and ordinary and is just a natural part of the way the world works.

2. Anything that's invented between when you’re fifteen and thirty-five is new and exciting and revolutionary and you should probably get a career in it.

3. Anything invented after you're thirty-five is against the natural order of things.”

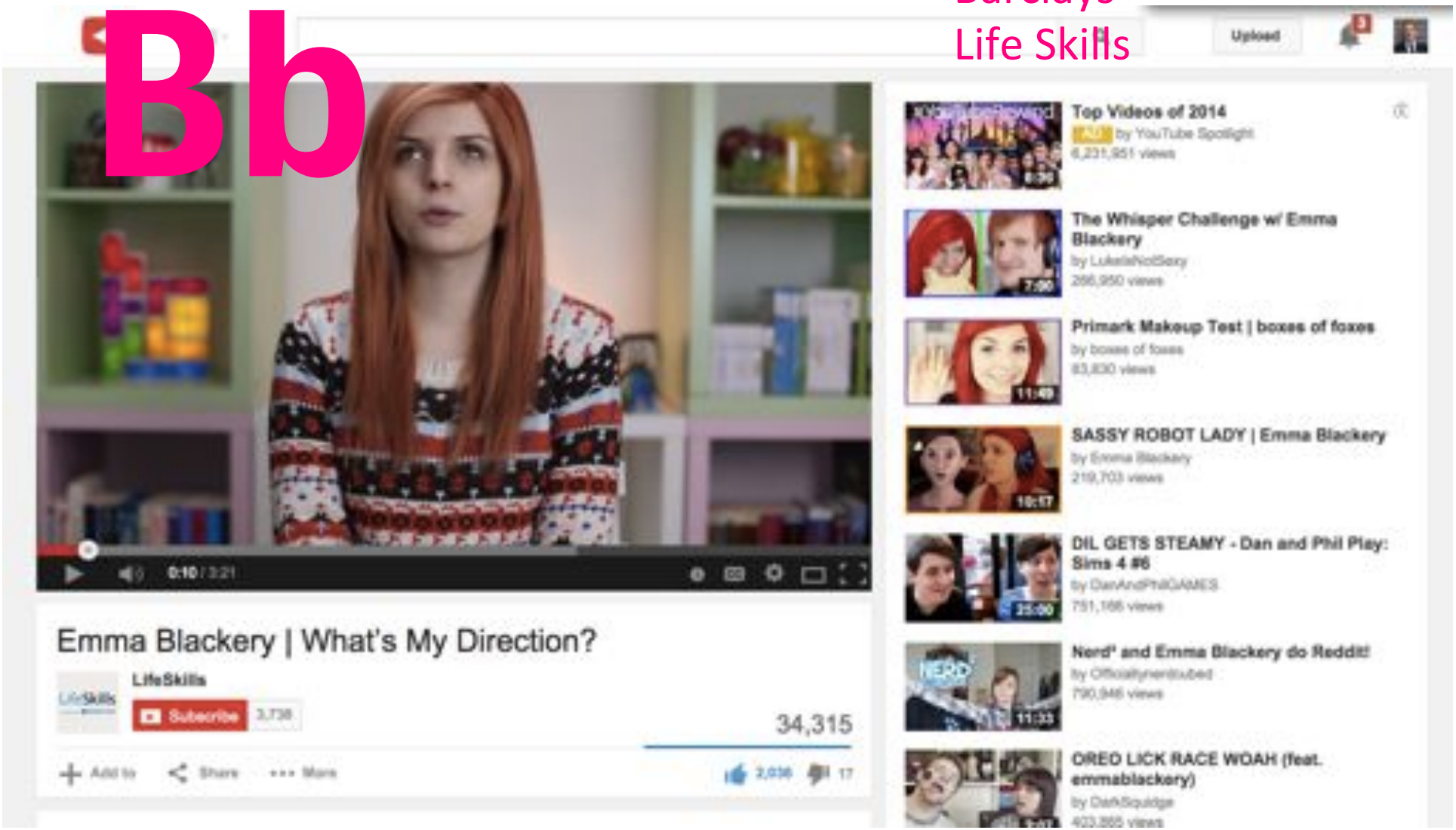
Aa
Audience
(is our discipline)
GREG
ALBERT
FABIEN
RAKEM
Livity
@samconniff

Bb

Barclays
Life Skills

Bb

Barclays
Life Skills



Cc

Content
(is the messsage)

Dd
Digify

Peer-to-peer rental

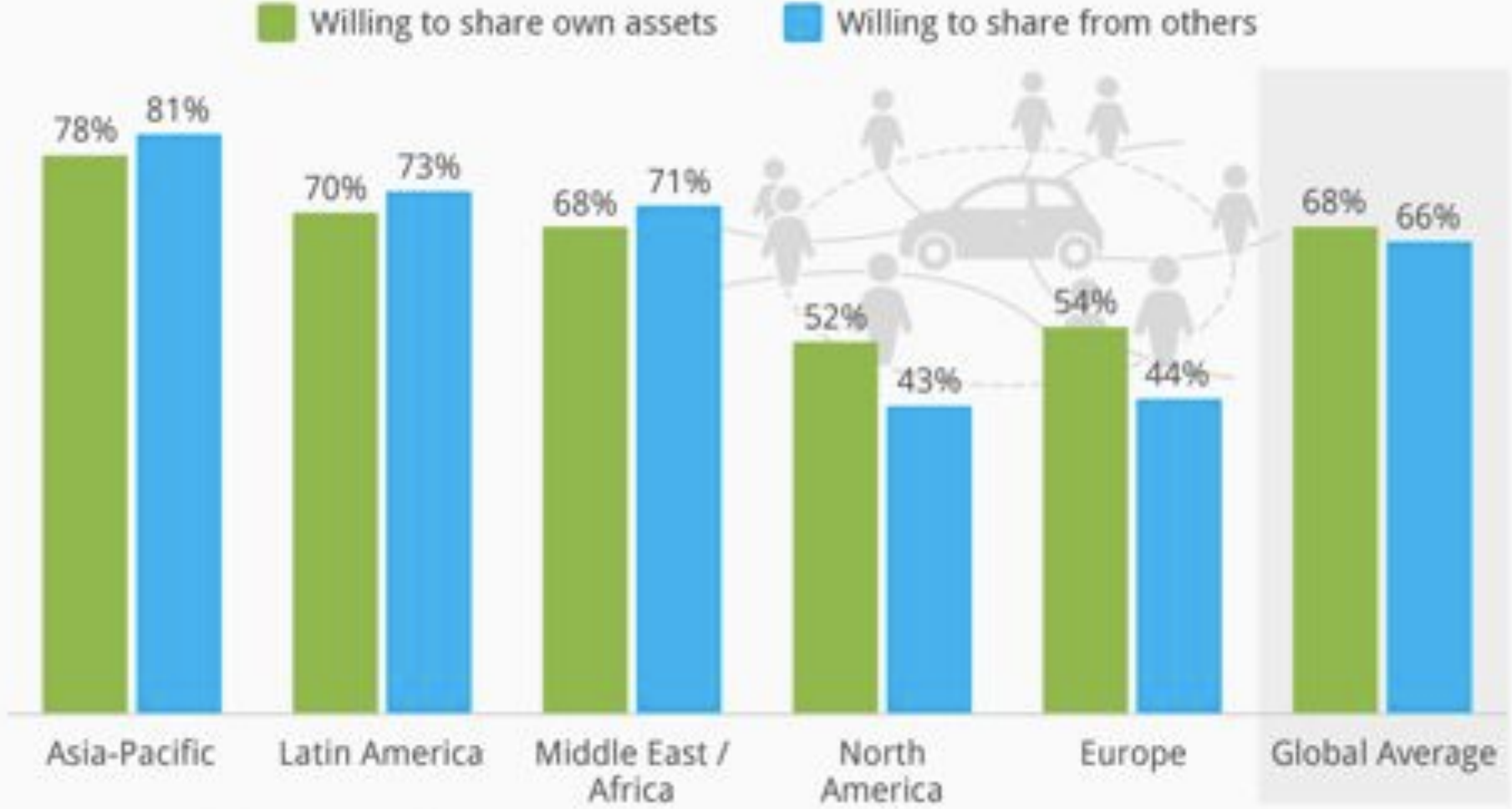
The rise of the sharing economy

The Economist

Click Here to Access!

The Rise of the Sharing Economy

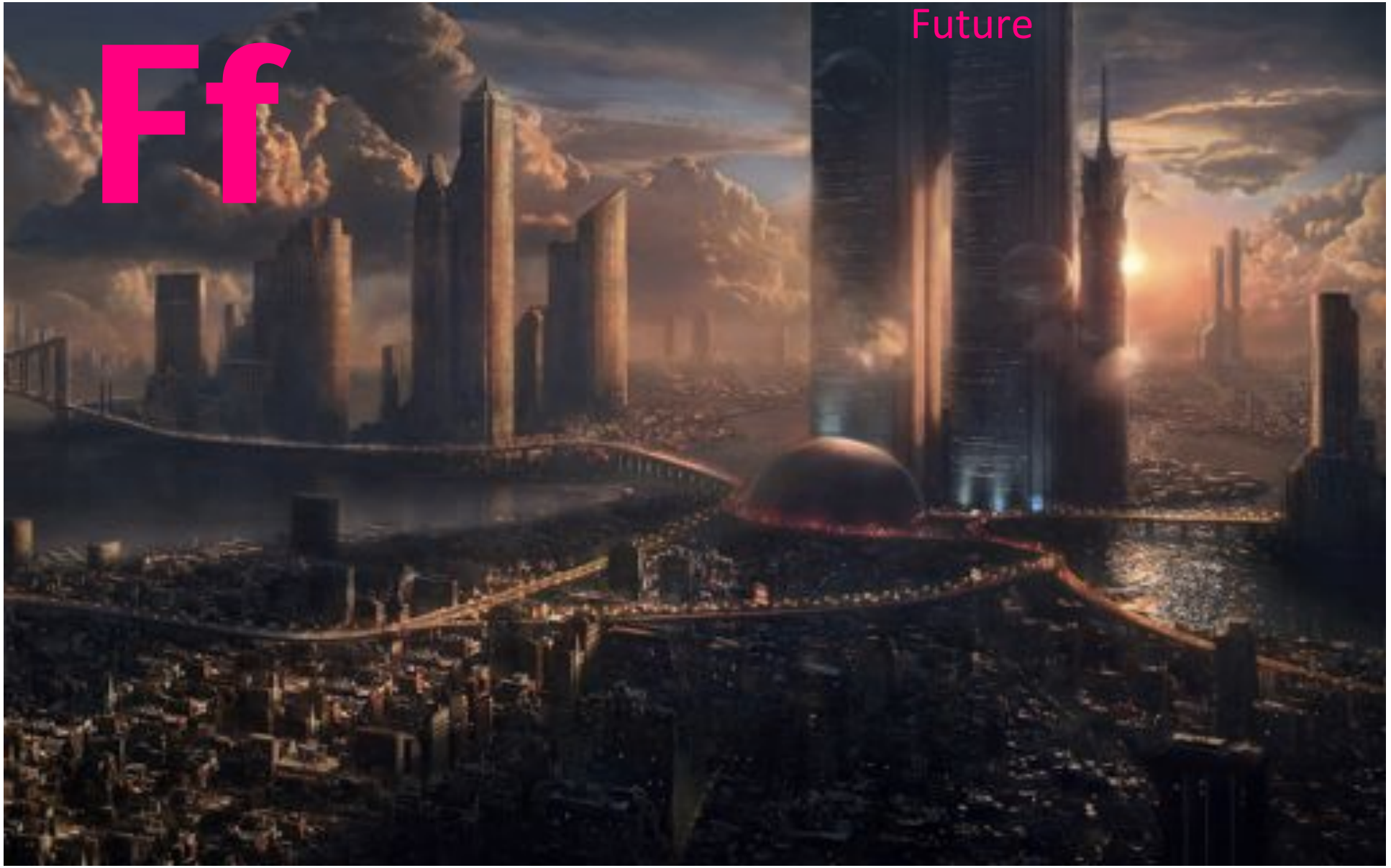
% of online consumers willing to participate in sharing communities*



* based on an online survey among 30.000 consumers in 60 countries conducted in Q3 2013

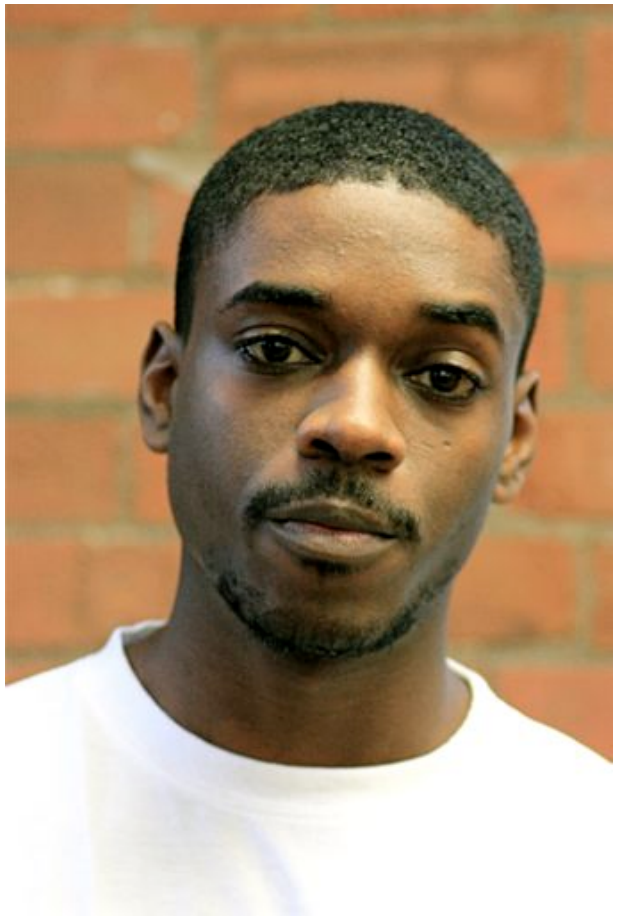
Source: Nielsen

Mashable statista


Ff
Future

Hh
Humour, sense of
Livity
@samconniff

Inspiration



Livity

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Just Do It

Jj

DONE IS
BETTER
THAN
PERFECT
WHAT WOULD
YOU DO IF
YOU WEREN'T
AFRAID?
MOVE
FAST AND
BREAK
THINGS

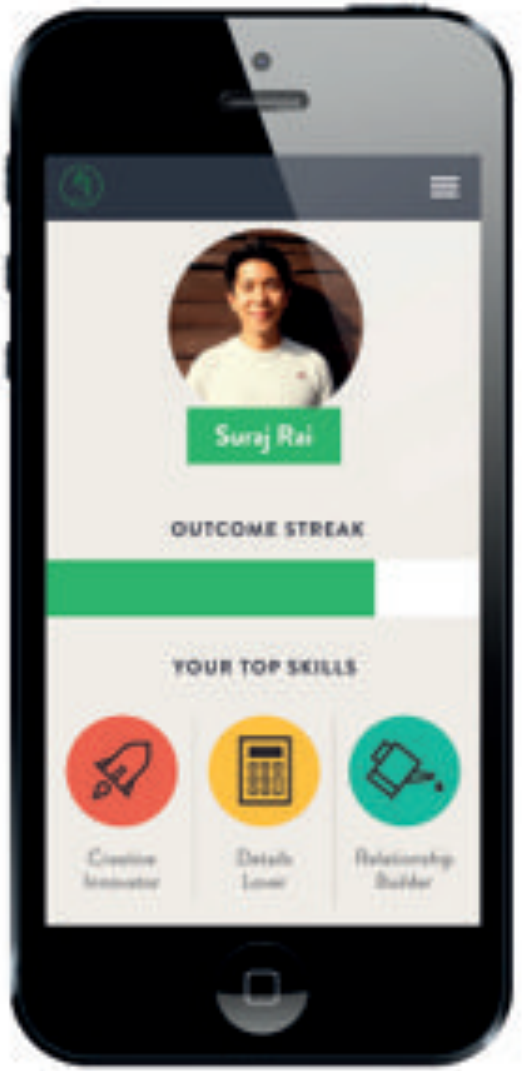
Once the information is in the 40 to 70 range, go with your gut. Don't wait until you have enough facts to be 100% sure, because by then it is almost always too late.

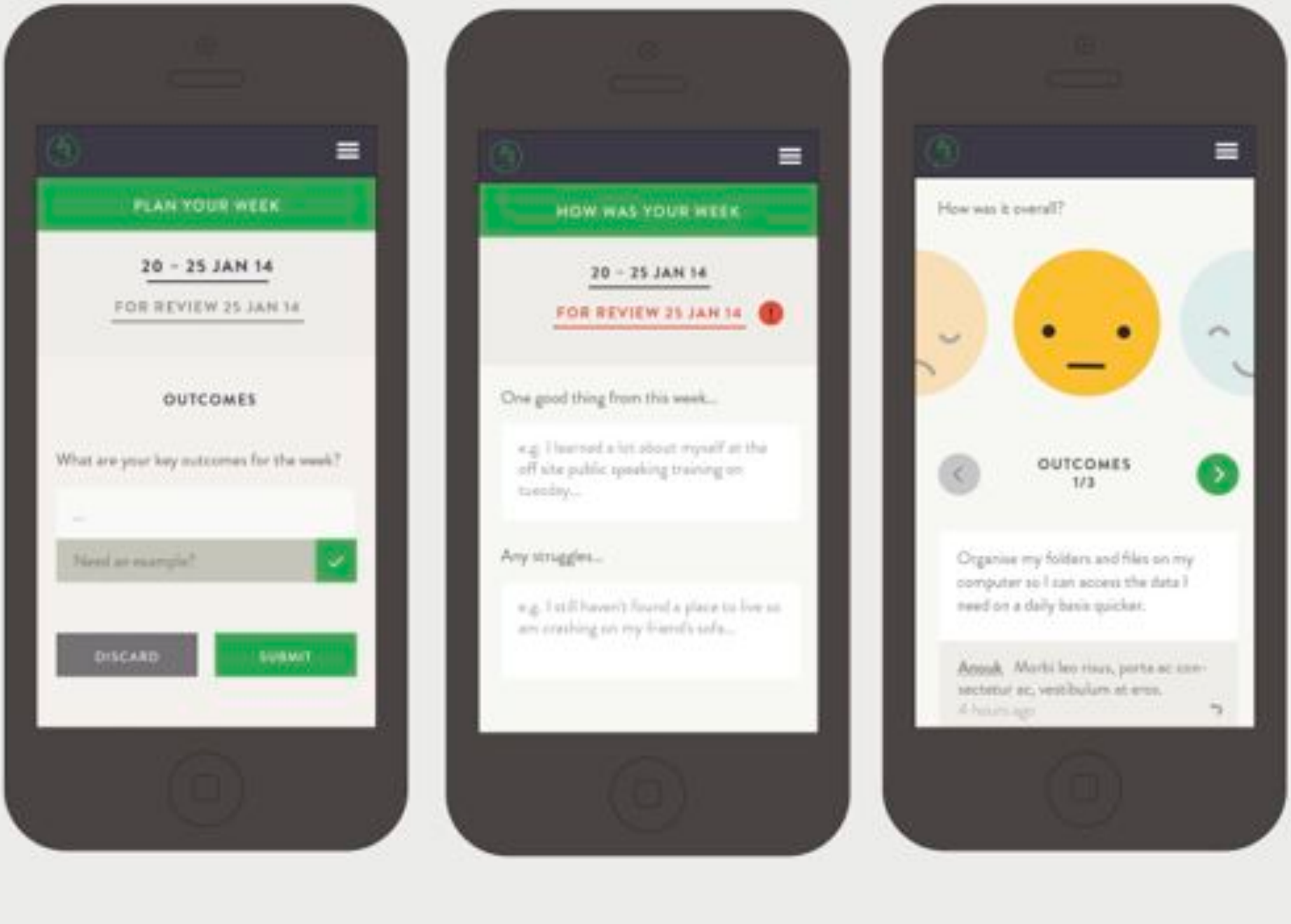
Kk

Knowledge needed

Up

upupup.io | @upupupio




PLAN YOUR WEEK
20 - 25 JAN 14
FOR REVIEW 25 JAN 14
OUTCOMES
What are your key outcomes for the week?
Need an example?
DISCARD
SUBMIT
HOW WAS YOUR WEEK
20 - 25 JAN 14
FOR REVIEW 25 JAN 14
1
One good thing from this week...
e.g. I learned a lot about myself at the off site public speaking training on tuesday...
Any struggles...
e.g. I still haven't found a place to live so am crashing on my friend's sofa...
How was it overall?
OUTCOMES
1/3
Organise my folders and files on my computer so I can access the data I need on a daily basis quicker.
Annuk
Morbi leo risus, porta ac consectetur ac, vestibulum at eros.
4 hours ago

TALENT TOP SKILLS
TALENT HAPPINESS
09/12
16/12
23/12
TALENT POOL
Suraj Rai
Lead Developer
Andy Gotts
Designer
Emma Smart
Designer
ADD EMPLOYEE
OUTCOMES
4/4
Finish HTML emailer design for next week's newsletter
Sadie
I am really pleased with how this ended up
Lee
It looks great, well done!
Write a comment...
ADD COMMENT
HIDE COMMENTS

Latin

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">

<!--
320 and Up by Andy Clarke
Version: 3.0
URL: http://stuffandnonsense.co.uk/projects/320andup/
Apache License: v2.0, http://www.apache.org/licenses/LICENSE-2.0
-->

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<!-- H    Boilerpl    -->
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                                        var APPPATH_URI = "/system/cms/";
                                        var BASE_URI = "/";
                                </script>
                        <link rel="canonical" href="http://rewiredstate.org/jobs/project-co-ordinator" />
                        <link rel="alternate" type="application/rss+xml" title="Rewired State" href="http://rewiredstate.org/blog/rss/all.rss" />

        <base href="http://rewiredstate.org/" />

        <!-- http://t.co/dKP3o1e -->
        <meta name="HandheldFriendly" content="True">
        <meta name="MobileOptimized" content="320">
        <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1"/>

    <!-- Less file & support -->
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    <script src="http://rewiredstate.org/addons/shared_addons/themes/rws/js/less.js" type="text/javascript"></script>
    <link href="http://rewiredstate.org/addons/shared_addons/themes/rws/css/jquery-ui-1.8.23.custom.css" rel="stylesheet" type="text/css" />


        <!-- For all browsers -->

        <!--[if (lt IE 9) & (!IEMobile)]>
        <script src="http://rewiredstate.org/addons/shared_addons/themes/rws/js/selectivizr-min.js" type="text/javascript"></script>
        <![endif]-->

        <!-- Javascript -->
        <script src="http://rewiredstate.org/addons/shared_addons/themes/rws/js/modernizr-2.5.3-min.js" type="text/javascript"></script>

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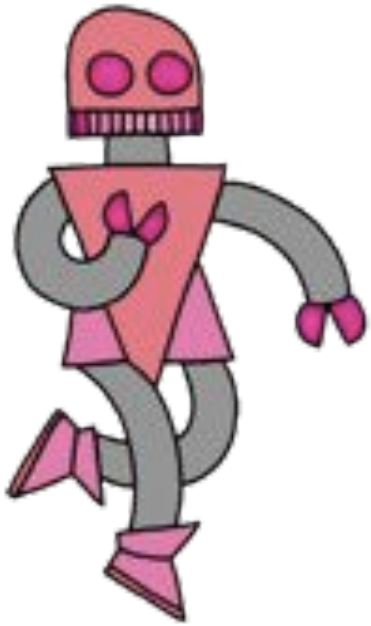


{CODE CLUB}

2364 Code Clubs in the UK
All venues
Primary schools
Public venues
Search
United Kingdom
Ireland
Netherlands
Belgium
Scotland
Aberdeen
Isle of Man
Blackpool
Leeds
Hull
Nottingham
Stoke-on-Trent
Wales
Dublin
Amsterdam
The Hague
Breda
Antwerp
Ghent
Brussels
Plymouth
Portsmouth
Google

2561 Code Clubs worldwide!

Start Club

SAP Young Rewired State 2012
Elizabeth, Rebecca, Mohsin, Morayo, Tycho, Oliver
of "Clever Wherever" Team
Young Rewired State Finalists

Mm

Mobile

Livity

@samconniff

Social

So

www.flickr.com/photos/marc_smith/402317012137

Location

Lo

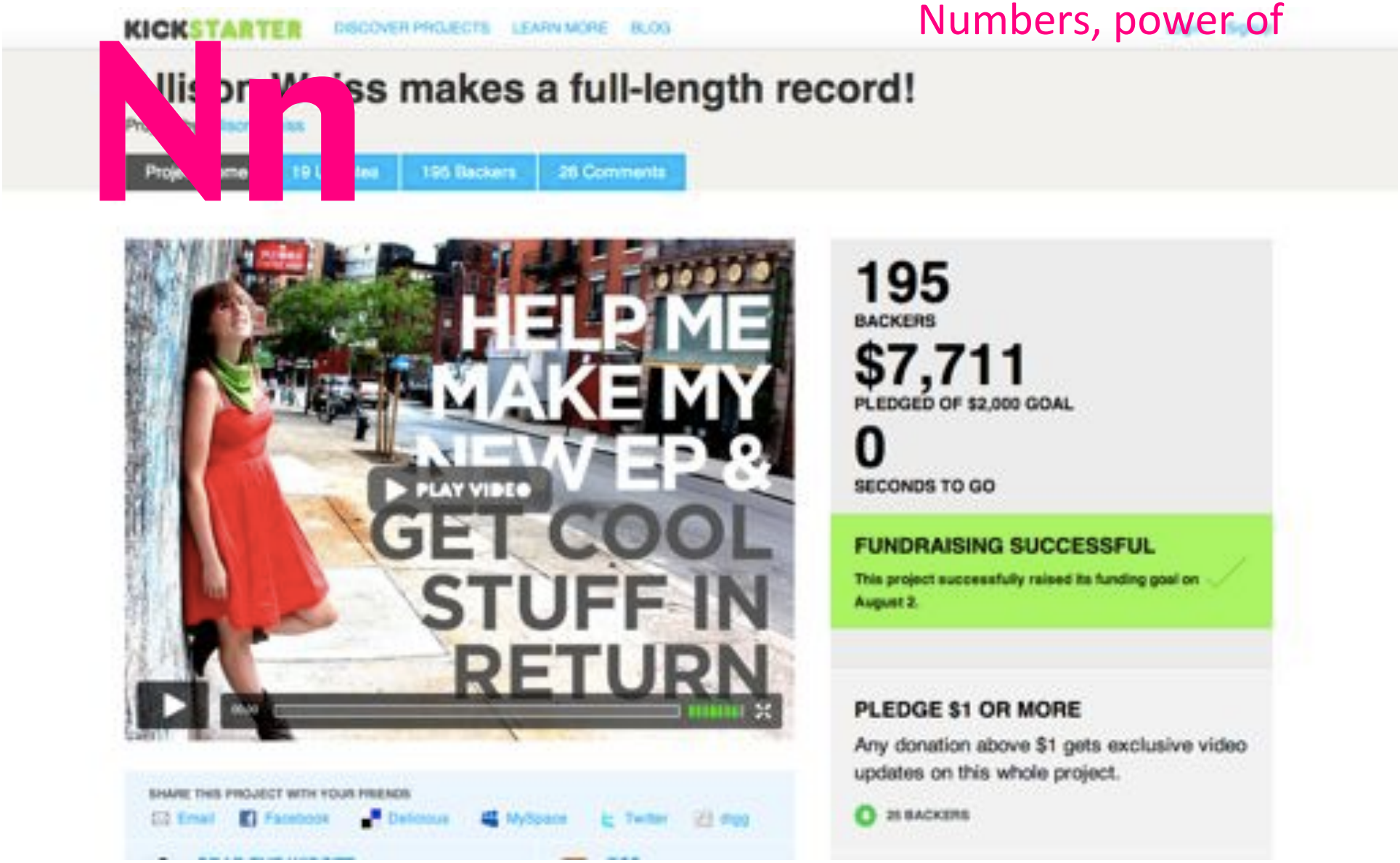
http://www.flickr.com/photos/annemarlow/4107926811/

Mobile

Mo

Nn

Numbers, power of



Kickstarter Stats

$1,035,104,166

total dollars pledged to Kickstarter projects

58,454

Successfully funded projects

5,844,913

Total backers

1,733,368

Repeat backers

14,190,702

Total pledges

This page is automatically updated at least once a day with the raw data behind Kickstarter. Metrics include funding success rates, amount pledged, and the performance of successfully and unsuccessfully funded projects. Statistics are available for the site overall as well as each of the 13 project categories. Check out our blog for more on Kickstarter's data.

Successfully Funded Projects

Most successfully funded projects raise less than $10,000, but a growing number have reached six and even seven figures. Currently funding projects that have reached their goals are not included in this chart — only projects whose funding is complete.

Category	Successfully Funded Projects	Less than $1,000 Raised	$1,000 to $9,999 Raised	$10,000 to $19,999 Raised	$20,000 to $99,999 Raised	$100 K to $999,999 Raised	$1 M Raised
All	**58,454**	**6,307**	**37,015**	**7,815**	**6,131**	**1,127**	**59**

› See categories

Unsuccessfully Funded Projects

Funding on Kickstarter is all-or-nothing in more ways than one. While 10% of projects finished having never received a single pledge, 80% of projects that raised more than 20% of their goal were successfully funded.

Category	Unsuccessfully Funded Projects	0% Funded	1% to 20% Funded	21% to 40% Funded	41% to 60% Funded	61% to 80% Funded	81% to 99% Funded
All	**75,744**	**12,986**	**48,374**	**9,281**	**3,453**	**1,132**	**518**

› See categories

Oo

Over
Marketing, it's…

Livity

@samconniff

Oo

Over
Marketing, it's…

Oo

Over
Marketing, it's…

Sam Conniff @SamConniff · 17m

@ReebokClassics Just got some Classics from my wife (if you knew my wife you'd know how remarkable that is!) it's been years. I missed you!

Oo

Over
Marketing, it's…

Pp
Pubes
THE 4:01 SHOW
"THE YOUTUBE SHOW YOU CONTROL"
A CONTENT STRATEGY ENGINEERED TO TRIGGER CONVERSATIONS AMONGST YOUNG PEOPLE AND PREPARE THEM FOR GROWING UP
RESULTS
Livity
@samconniff

Rr

Right People

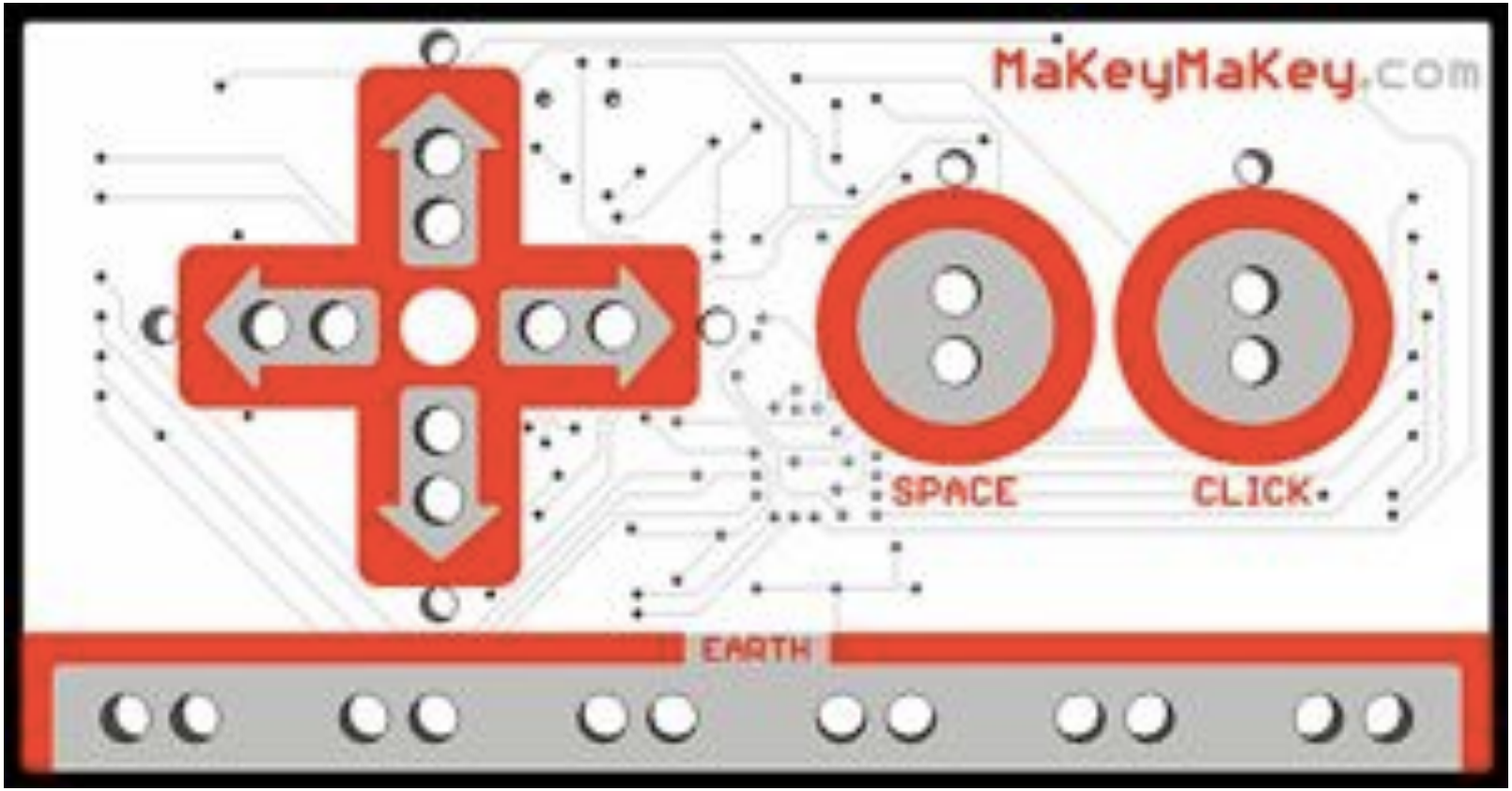
Self taught

Ss

Tt

Technology will save us

Electro Synth Kit
TECHNOLOGY
WILL
SAVE US

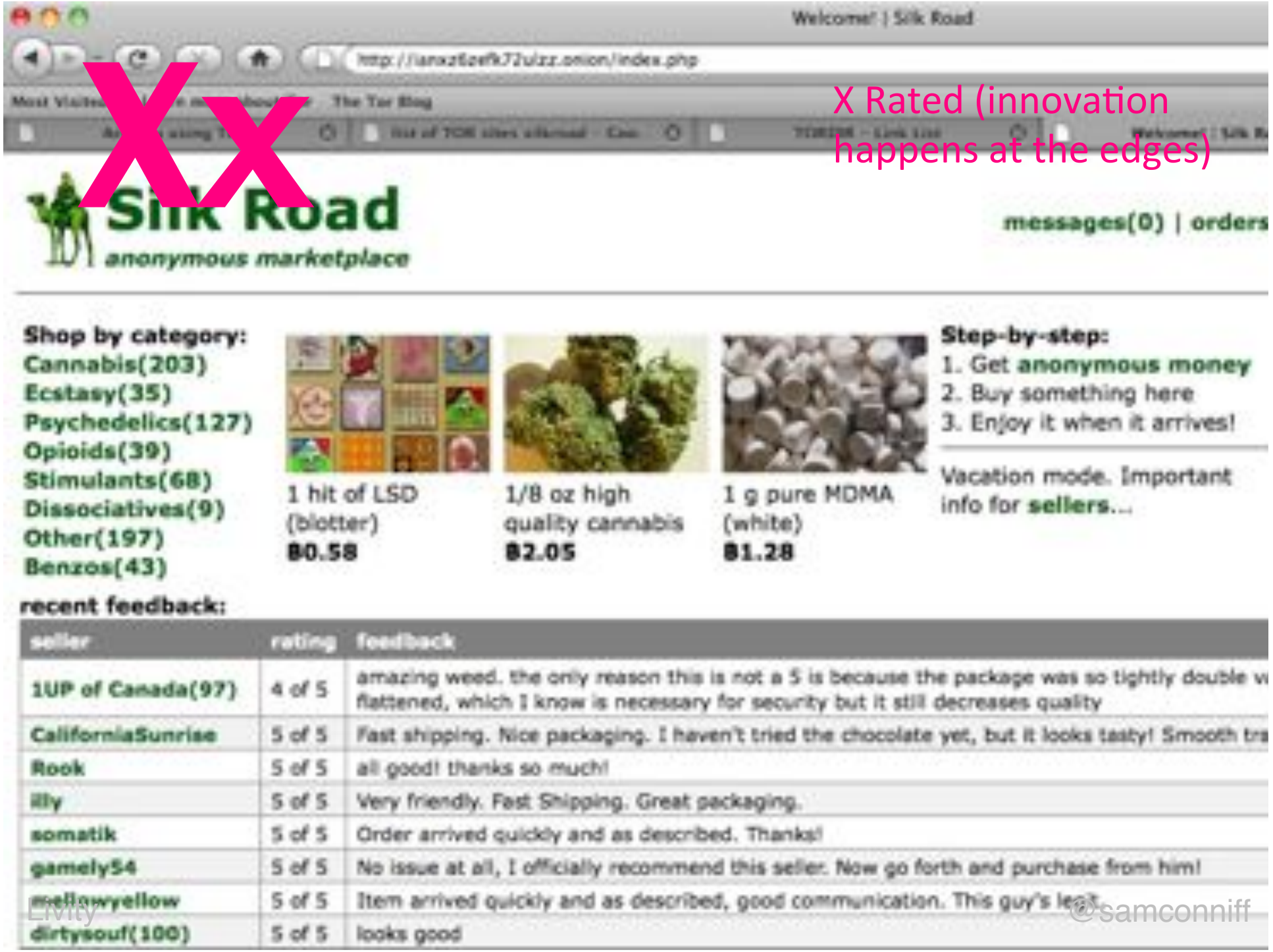

MaKeyMaKey.com
SPACE
CLICK
EARTH

THERE are CURRENTLY 3 MILLION
UNFILLED
STEM* JOBS
in the US.
*Science, Technology, Engineering and Math
#INSPIREHERMIND

Uu

User Centered Design

Vv
Video / Vloggers
F
R
W
D



Elvity
@samconniff

Ww

We (power of)

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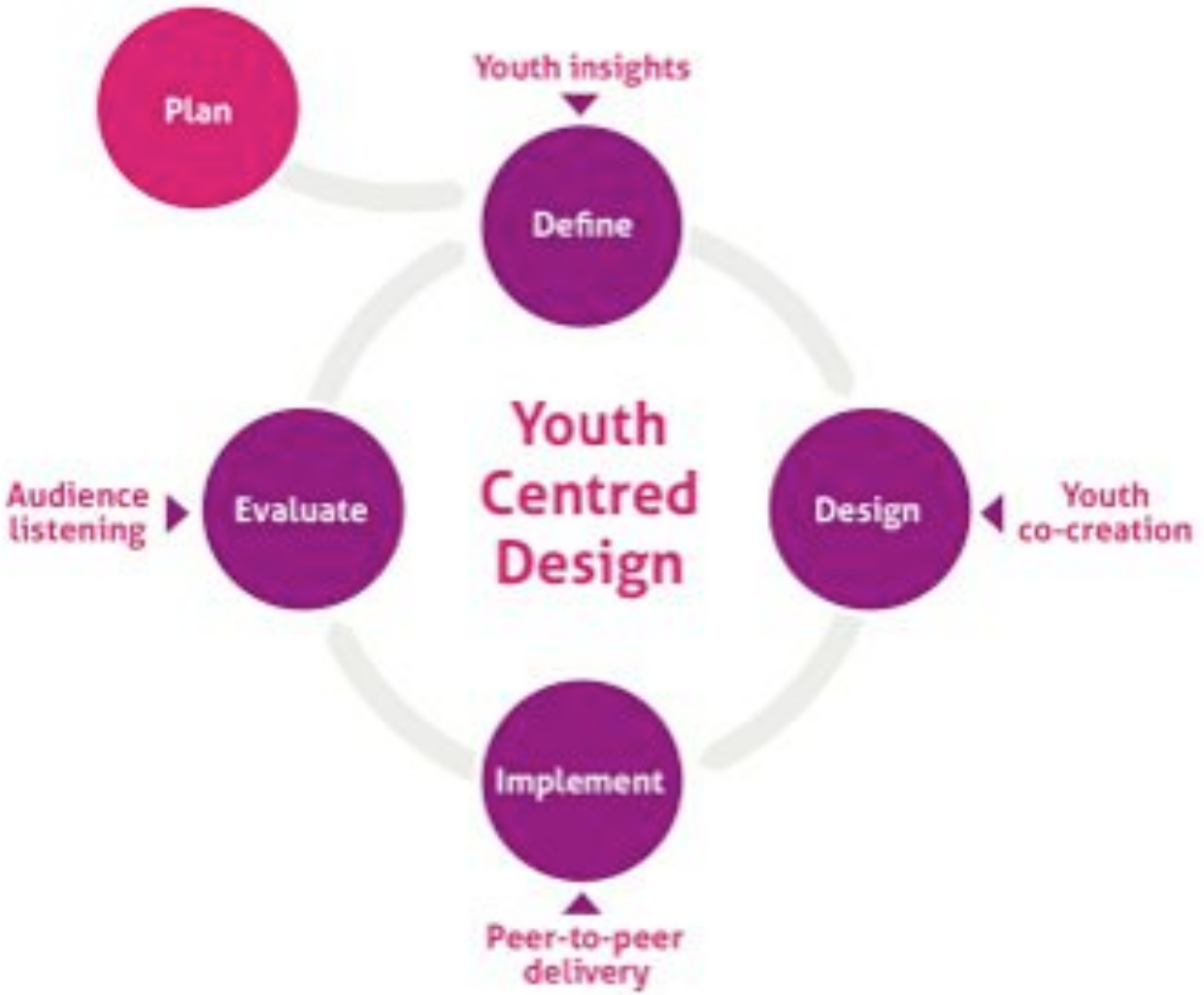
› See categories

Ww

Well Versed

Yy

Youth Centred Design



Zipit

Livity

@samconniff

Gg

George
(Bernard Shaw)

The reasonable man adapts himself to the world. The unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man."

George Bernard Shaw
Maxims for Revolutionists

A
Audience
(is *the* discipline)
TAYO
FABIEN
GREG
ALBERT
RAKEM
Livity
@samconniff

Thank you.
@samconniff
www.livity.co.uk
Livity
@samconniff