

Starting Up, Staying Up

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NMX KickStart

It's OK to change your mind

- Love for Language, History
- BA Law
- BA (Hons) Communication Studies
- MA Interactive Media
- Jack of all trades

Get some experience

- Working at anything at university for cash (movie tickets, bookstore, packing)
- Campus radio DJ, journalist
- Media advertising sales at StudentWise (events, magazines, radio, print)
- Advertising: Strategic Planning Manager (headhunted at 23)
- She will travel: London move

on-IDLE is ‘made up’

- MA work placement requirement
- Reject job offer at Amaze for Berlin
- Marc Peter (Graphic Designer, Trained Typographer) - a ‘proper’ professional
- .com boom
- .com bust
- Decision time...

Focus

- Technology (first XML CMS): caused trouble
- Design: first love
- People: employ only those smarter than you are
- Day Job: decide what it is (I made mine up)
- Teaching: give something back / be inspired
- Company? The 'Business of Living'
- Work- seriously
- There's no free lunch, there's no easy money

Stress is...

- Cash flow - make friends with your bank manager
- Project Management = People Management
- Work out how to read your Books (or do them)
- Managing expectations (those of the clients)
- Do the paperwork - every single time (NDA' s)
- Network
- Find support from like-minded individuals
(mom still thinks I work in IT, she does love me)
- Take breaks

Today

- [Online Labor.ch](#)
- [Xplore.TV](#)
- [Videal.ch](#)
- [StoShop.co.uk](#)
- [Double-Barrel.net](#)
- [Aldersgate Group.org.uk](#)
 - CMS

Thank you.