

James Oakley
Senior Experience Consultant
Charcoalblue Experience
Primary Location: United Kingdom
Running for 1st term



ABOUT THE APPLICANT:

I have worked in theatre, events, live entertainment, and the experience economy for over twenty years. I started (as many do) with a childhood passion for theatre and entertaining, which I developed into a career across multiple industry formats and providers, including the Southbank Centre, Underbelly Ltd and now Charcoalblue Experience. Fostering this passion for entertainment and experience is key to the growth of our industry. Championing early access for the younger generation through educational events, supporting workplace experience and industry training for our friends and colleagues, or just talking to communities that need support in their own journey through the experience economy is something I feel very strongly about. The TEA is an organization that shares my love and passion for developing and providing the very best version of experience and entertainment possible and I feel the EME board are key in continuing to promote open, honest engagement and debate across our industry, refreshing and invigorating the ideas that will inform our future for years to come. How could I not want to be part of that?

I was lucky enough to attend the SATE Europe this year, which absolutely reset my notion of networking across our global industry. I'm therefore keen to continue these learning opportunities and conversations whilst also being part of the team that provides the opportunities and guides the conversations.

VISION FOR THE TEA:

The TEA's dedication to personal and professional development is a commitment I share and staying ahead of the latest developments in technology, processes and designs to our very human centric industry is fundamental in our ability to nurture and support new ideas, new technologies and new recruits to our organization. By supporting the already sterling work conducted by the EME board, I intend to bring as many new members to the organization as possible, not only from my business sector, but industry wide. My specific goals would be:

- To encourage inclusivity, especially for young people, into our industry who may view it as inaccessible or elitist.

- To support young people and colleagues new to their journey through the experience economy, with access to the vast knowledge and experience the TEA has to offer via localized educational opportunities (from schools to colleges and universities), industry events and SATE.
- My own experience of sustainability within our industry has led me to champion the reuse of empty spaces or underused infrastructure. Via our Meanwhile Use initiative, I want to revitalize access for communities and stakeholders who have lost access to their local experience and entertainment industry and provide guidance and support in reactivating these spaces. The TEA is superbly placed for bringing all the contributors together and I'd like to start that conversation.
- The TEA spans multiple sectors of exceptional people who ideate, design, and experiment their way to some of the most exciting and innovative experiences on the planet. Leveraging that span to bring these exceptional people together is a key cause for me personally. Everyday should be a school day!

SKILLS AND CORE COMPETENCIES

- I am an advocate for change in the experience and entertainment industry and want to support the TEA in its strategy for combining and supporting the best and brightest people our industry has to offer.
- I have experience of public speaking and presentation. I enjoy asking and answering questions about an industry that I have loved since a young age.
- I have some skill and experience in talking to, supporting and guiding people, either on project journeys or personal journeys in education and growth.
- I hope to represent my colleagues in the theatre and live entertainment sector, who may not know that they have access to the TEA and all it has to offer.
- For my role in Charcoablue Experience, our position as delivery experts and client representatives has allowed us a fresh perspective to the experience economy and this for me adds great value to what I can offer as a board member.
- I have worked across multiple sectors of the experience and entertainment industry which I hope gives me a grounded breadth and depth of understanding about what we can do and how we can do it. It has also certainly taught me that I learn something new every day!