

Tree 1		
Level 1	Level 2	Level 3
<ul style="list-style-type: none"> • Buzzing • Beer and other beverages • Nutrients • Creative people • Extending range of knowledge • Like minds • Variety of talks • Friends apart from Ollie • Meeting creative people • Sharing knowledge • Knowledge of digital development • Share experiences • Networking • Opportunities • Inspiration • Thought provoking • Pub 	<ul style="list-style-type: none"> • More in-depth insights into what people do • More / deeper case studies • Building closer relationships • Interaction (tech) • Broaden sector involvement • Group project • Education • Power groups (collaboration) • Collaborate • Visual take aways • Group courses 	<ul style="list-style-type: none"> • Longer events • Visits to interesting places • Giving Hot Source a voice • Get us on the map • New website (increase credibility) • Increase influences • Vent spleen • Invent product • Joint hot source venture—good causes • Group exercises to open the knowledge gate • Hack-type events getting people’s skills and knowledge • More learning from our own resources (each other) • Hot Source Cambridge, Suffolk, London • We can look back and see we have made a difference • Brainstorm good causes and creativity • A commercial product

Tree 2		
Level 1	Level 2	Level 3
<ul style="list-style-type: none"> • Informal • Open space • Valued partner in incubator bid • Industry networking • Encourage open mindedness / lateral thinking • Meeting new people 	<ul style="list-style-type: none"> • Explore new ideas • Explore the new ideas and processes • Collaborate • Multi-disciplinary • Ideas input • Learning environment • Inspirational speaker • Not just tech-ies! • Unclear goal or flexible • Share the video content • Internet forum • Joint problem solving / task force • A “larger” event of Tradeshow for local creative businesses to find new clients • Chat sessions 	<ul style="list-style-type: none"> • Different / more informal space / venue • Format directification • Bird of Randomness • Think outside Europe • Promoting regional strengths—it’s not just London

Tree 3		
Level 1	Level 2	Level 3
<ul style="list-style-type: none"> • Relaxed and safe • Bringing interesting folk together • Free! • Learning something new • Beers • Hot Source seems to identify that anyone can find information for free on the net, so we might as well get together and share knowledge in person • Positive development and optimism • Thinking • Creative • Late night pub discussions • It's less "scary" / cliché than other design events • Local • "Norfolky" • Small and large companies • Interesting topics • Great meeting and social with like-minded people • Economist lady = very interesting, good to hear about other industries 	<ul style="list-style-type: none"> • Less "businessy", more collaborate • Nicer branding • Better logo :/ • 1 day events? Bigger annual "thing?" • A Talkie event each month • Tools and new methods like tonight's • Hot Source conference • Library of talk • Food! • Food • Starts a little early (start later) • "Themed" months? • More interaction like this • More smaller company talks • Hot Source: restaurant meet-up • Beer @ Hot Source 	<ul style="list-style-type: none"> • Hot Source 2.0 • Hot Source Hot Sauce • Less talks by Tom [approved] • Hot Source: The Merchandise Range © • Course for the Digital Industry • Cocktail making • Group stuff • Team up with Sync Norwich

Tree 4		
Level 1	Level 2	Level 3
<ul style="list-style-type: none"> • Games are a fun way of inspiring creativity • *I might buy the gamestorming book :) • Creativity • To learn new things • Like the word of the month • Love the competition NFC and 3D printing • Stimulating • A few thought provoking moments • Community • Networking • Great mix of industry folk—Senior and new / students • Inspiring content • Brainstorming • LinkedIn • The social aspect • Like minded people • Interesting ways of conveying creativity • Good mix and number of attendees • Location • Relevant • Learn new things • Informality • Beer makes everything better • Informal social atmosphere respectful 	<ul style="list-style-type: none"> • More interactivity • Good online presence, easy to interact online • Redwell brewery • International speakers • Small focus group activities and recording discussion • More field trips— Trip to HAT excellent • Conference • Outdoor • Broader reach in business • With other sections ie. creative scientists / engineers • Introduction to Hot Source at start of each night for new people • Event hosted at local firms with a bit of a tour • Refreshments 	<ul style="list-style-type: none"> • Meetup.com > RSVPs > “Nice to see you” > Commenting on the event page • Support of team running it • Funding • Connect and crit. like-minded community technology to support p2p • Themed events • Events at people’s studios • Share lessons that have been learnt by things went wrong • Explore links well with like minded groups

Tree 5		
Level 1	Level 2	Level 3
<ul style="list-style-type: none"> • Free access • So close to the office—no excuse • I'm a yes man • Good reason to come into town (work outside) • Favourite presentation the Aviva mess ups by Tim F. • I like it when I learn stuff • Interesting talk • Opportunity for work related learning but more fun and social • I like talks that don't want me to buy stuff • Meet a really interesting mix of people—ages, roles etc. • Networking • Networking with people • Great to meet other people and network • Love the branding • Has helped motivate me to sort my life out • Get a different perspective from someone in a different role of sector / specialism • Interesting to look from outside at another creative discipline (am an architect) • Inspiring to learn of the variety of the stuff happening in Norwich • Good way to catch up with old friends 	<ul style="list-style-type: none"> • A creative hub—a place for Norwich Creatives (from every industry) to meet and greet • More competitions? Connecting clients and creatives (EEE?) • Build on Sept b'day talkies as 1 bigger event each year with more high profile speakers • Bring a prop night • Create a network (online or otherwise) of Norwich Creatives • Develop the community, share skills? Mentoring opportunities etc. • Generate more discussion and debate / build more of a forum online and offline • Themed events • Use a site like meetup.com to facilitate better networking outside of the meetup • Encourage mentoring more • More workshop type interactive sessions? • Facilitate / inspire similar initiatives in other business sectors in the city—Hot Source Architecture?! • Pecha Kucha events • More kinds of exercises / workshops • Connect with less creative industries and possibly schooling / education • Setting briefs that we take from an idea > concept and concept > fruition 	<ul style="list-style-type: none"> • Pan-UK or interacting connections

Tree 6		
Level 1	Level 2	Level 3
<ul style="list-style-type: none"> • Really drawn in—Great environment • Defining an area of growth for Norfolk • Seen it on the web. Thought I come and see what it's about • First time. Really liked the game ideas! • Variety of talks from mix of experience levels • 3D Hack. Open-ness • Diversity of speakers • Like being interactive • Networking in a pub! Hwrah! • Attracted by the fact it's digital / creative • Humourous • Doesn't feel like I have to network. It all happens naturally—relaxed environment • Great to learn how to harness creative ideas and develop them • Open and welcoming 	<ul style="list-style-type: none"> • Somehow if we are able to move instead of seat and eat or drink • Offer mentoring • Might be interesting to hear a bit more from NUA PHd project • Could self-promote more—we have space in the theatre • Learning about other industries • Innovate in other media (eg. textiles) • Helping people to make connections, new biz or education • Getting to know new people in various fields • Meet in a different venue • Promotion • Hope to get more— Ideas for the future • More participation from agencies and organisations within city • Structured ways of getting people talking • Meet new people • Cross collaborations between constituent businesses 	<ul style="list-style-type: none"> • Intense colour experience • Join other networks a few times a year in Norfolk • Hot Source into school raise application! • Connect with other creative people • Meeting people who think in a similar way • Hot Source to network with other similar associations— see what they are doing and not doing • Promote to mothers looking to get back into work (they are hugely motivated and hungry) • Creating a (silicon drinkabout) community which delivers and regenerates Norwich • Build up talking skills by maybe giving a talk? • Linking employees to students help support NEET

- Meetup.com > RSVPs > "Nice to see you" > Commenting on the event page / facilitate better networking outside of the meetup (x2)
- New website (increase credibility)
- Connect and crit. like-minded community technology to support p2p
- Pan-UK or interacting connections
- Think outside Europe
- Promoting regional strengths—it's not just London
- Hot Source Cambridge, Suffolk, London
- Join other networks a few times a year in Norfolk
- Team up with Sync Norwich
- Connect with other creative people who think in a similar way (x3)

- Creating a (silicon drinkabout) community which delivers and regenerates Norwich
- Hot Source to network with other similar associations—see what they are doing and not doing
- Hack-type events getting people's skills and knowledge
- Group exercises to open the knowledge gate (x2)
- More learning from our own resources (each other)
- Joint hot source venture—good causes
- Course for the Digital Industry
- Events at people's studios
- Different / more informal space / venue
- Longer events
- Visits to interesting places
- Less talks by Tom [approved]

- Hot Source Hot Sauce
- Hot Source: The Merchandise Range ©
- Hot Source 2.0
- Linking employees to students help support NEET
- Hot Source into school raise application!
- Promote to mothers looking to get back into work (they are hugely motivated and hungry)
- We can look back and see we have made a difference
- Brainstorm good causes and creativity
- Increase influences
- Build up talking skills by maybe giving a talk?
- Share lessons that have been learnt by things went wrong

- Support of team running it
- Funding
- Cocktail making
- Vent spleen
- Format directification
- Bird of Randomness
- Giving Hot Source a voice
- Get us on the map
- Invent product
- A commercial product Intense colour experience

Level 3

- A creative hub—a place for Norwich Creatives (from every industry) to meet and greet
- Generate more discussion and debate / build more of a forum / network online and offline (x4)
- Connect with less creative industries and possibly schooling / education
- Helping people to make new connections / business eg. A "larger" event of Tradeshow (x4)
- Develop the community, share skills? Mentoring opportunities etc. (x3)
- With other sections ie. creative scientists / engineers
- Broader reach in business
- More participation from agencies and organisations within city
- International speakers
- Build on Sept b'day talks as 1 bigger event each year with more high profile speakers (x2)
- Hot Source conference (x2)
- Library of talk
- A Talkie event each month
- More smaller company talks
- Structured ways of getting people talking
- Inspirational speaker

- Chat sessions
- Pecha Kucha events
- Event hosted at local firms with a bit of a tour
- More field trips—Trip to HAT excellent
- Themed events / months (x3)
- More competitions? Connecting clients and creatives (EEE?)
- Outdoor
- Meet in a different venue
- Learning environment
- Somehow if we are able to move instead of seat and eat or drink
- More in-depth insights into what people do
- More / deeper case studies
- Education
- Promotion
- Could self-promote more—we have space in the theatre
- Introduction to Hot Source at start of each night for new people
- Building closer relationships

- Multi-disciplinary
- Learning about other industries
- Innovate in other media (eg. textiles)
- Broaden sector involvement
- Not just tech-ies!
- Refreshments
- Food (x2)
- Beer @ Hot Source
- Redwell brewery
- Hot Source: restaurant meet-up
- Bring a prop night
- Less "businessy", more collaborate / power groups (x4)
- Small focus group activities and recording discussion
- Cross collaborations between constituent businesses
- Group courses / projects (x2)
- Joint problem solving / task force
- More kinds of exercises / workshops
- Interaction (tech)
- More workshop type interactive sessions (x3)

- Nicer branding (x2)
- Facilitate / inspire similar initiatives in other business sectors in the city—Hot Source Architecture?!
- Starts a little early (start later)
- Setting briefs that we take from an idea > concept and concept > fruition
- Explore the new ideas and processes (x2)
- Ideas input
- Hope to get more—Ideas for the future
- Tools and new methods like tonight's
- Unclear goal or flexible
- Share the video content
- Visual take aways
- Might be interesting to hear a bit more from NUA PHd project

Level 2

- So close to the office—no excuse
- Good reason to come into town (work outside)
- Location
- Local
- "Norfolky"
- Defining an area of growth for Norfolk
- Brainstorming
- Stimulating
- A few thought provoking moments
- To learn new things (x4)
- Thinking
- Encourage open mindedness / lateral thinking
- Thought provoking
- LinkedIn
- Networking (x6)
- Doesn't feel like I have to network. It all happens naturally—relaxed environment
- Great mix of industry folk—Senior and new / students
- Small and large companies
- Share experiences
- Extending range of knowledge

- Sharing knowledge
- Knowledge of digital development
- Hot Source seems to identify that anyone can find information for free on the net, so we might as well get together and share knowledge in person
- Get a different perspective from someone in a different role of sector / specialism
- Meet a really interesting mix of people—ages, roles etc. (x5)
- Like minded / creative people (x5)
- Community
- Good way to catch up with old friends
- Friends apart from Ollie
- Informal social atmosphere (x3)
- Late night pub discussions (x3)
- Beer and other beverages (x3)
- Relaxed and safe
- It's less "scary" / cliché than other design events
- Open and welcoming
- Really drawn in—Great environment
- Seen it on the web. Thought I'd come and see what it's about

- First time. Really liked the game ideas!
- "I might buy the gamestorming book :)
- Interesting ways of conveying creativity
- Great to learn how to harness creative ideas and develop them
- Creative (x3)
- Games are a fun way of inspiring creativity
- Inspiring content (x2)
- Inspiring to learn of the variety of the stuff happening in Norwich
- Interesting to look from outside at another creative discipline (am an architect)
- Interesting topics
- Relevant
- Interesting / mixed experience / variety of talks (x3)
- I like talks that don't want me to buy stuff
- Favourite presentation the Aviva mess ups by Tim F.
- Economist lady = very interesting, good to hear about other industries
- Diversity of speakers

- Opportunities
- Opportunity for work related learning but more fun and social
- Humorous
- Like being interactive
- Love the branding
- Like the word of the month
- Love the competition NFC and 3D printing
- Has helped motivate me to sort my life out
- Positive development and optimism
- Free (x2)
- Open space
- Valued partner in incubator bid
- Buzzing
- Nutrients
- I'm a yes man

Level 1

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- Think outside Europe
- Promoting regional strengths—it’s not just London
- Hot Source Cambridge, Suffolk, London
- Join other networks a few times a year in Norfolk
- Team up with Sync Norwich
- Connect with other creative people who think in a similar way (x3)

- Creating a (silicon drinkabout) community which delivers and regenerates Norwich
- Hot Source to network with other similar associations—see what they are doing and not doing

- Hack-type events getting people’s skills and knowledge
- Group exercises to open the knowledge gate (x2)
- More learning from our own resources (each other)
- Joint hot source venture—good causes
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