The last ASA Network of Applied Anthropologists (APPLY & Anthropology in Action) meeting was held at the IUAES Conference (2013) at the University of Manchester. This meeting was and is, to my mind, an important one for a couple of reasons. Hosted by Dr Jonathan Skinner (Roehampton), it involved looking at the ways in which anthropological knowledge may be used in a corporate environment as well as produced in fieldwork on alternative tourism and migrant leisure. Dr David Prendergast (Senior Researcher at INTEL) and Dr Anna Horolets (Department of Sociology, University of Gdansk), respectively, gave presentations that addressed the challenges and opportunities of translating and contributing anthropological knowledge to fast-paced business environments and multi-disciplinary research teams where particular outcomes are expected. This was a stimulating and productive meeting that directly addressed the question of what it means to practice and contribute ethnographic research beyond the discipline, but to continue to feed into anthropological theory and discussion. With an audience of around fifteen people, the discussions that followed both presentations allowed for informal conversations around personal experiences as an anthropologist in a corporate environment. There was also the sense of opportunity for the future careers of (early career) anthropologists who may be interested in using their anthropology beyond academia. With more and more undergraduate and postgraduate students concerned with the prospect of getting a job beyond their degrees and particularly beyond academia, APPLY Network meetings offer a sense of opportunity, and provide spaces for opening up and addressing specific and general questions about how to use and develop anthropological knowledge. It is to be hoped that APPLY meetings will be better attended in future by students, early-career scholars and more seasoned academics alike.

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The following meeting will be held in London in April 2014 and future dates and places will be announced via the APPLY e-list. If you are interested in becoming a network convenor, please contact the current convenors, Rachael Goberman-Hill (R.Goberman-Hill@bristol.ac.uk) or Mary Adams (mary.adams@kcl.ac.uk).