

ARTERIAL NETWORK ARTS MARKETING PROJECT CALL

The Arterial Network is an informal, dynamic network of individuals, institutions and donor partners working to support the effectiveness and growth of the African arts and culture civil society and to enhance the sustainability of creative industries in Africa.

Project

The Network invites interested parties to apply to organise a workshop/ conferences on arts marketing on the African continent.

Note: this will be an annual event, alternating between an Anglophone and a Francophone country.

Problem statement

There is no shortage of creative production in Africa. One of the key challenges for African artists is to find markets for their work that would enable them to live from their creative production. From relatively poor countries to relatively wealthy countries, artists and creative producers are faced with the challenge of marketing their films, plays, dances, books, visual art and music, to find and sustain a critical mass of supporters in their own countries, in surrounding countries and globally to sustain their work.

With public sector funding largely absent or on the decline, artists are required to find alternate models to generate income.

Aims of Project

1. to provide artists, arts organisations, creative industries and others with training in contemporary and appropriate marketing strategies
2. to contribute to ongoing networking at a regional and continental level among artists and arts marketers

Participant target

1. at least 100 delegates drawn from around the continent
2. participants will include individual artists, cultural NGOs, small enterprises and larger creative industry companies
3. participants are to cover all disciplines (film, music, theatre, dance, visual art and literature)

Recommended format of the Project

1. the conference should be a maximum of three days
2. they should combine international and African marketing expertise
3. there should be a balance between plenary sessions and small group training sessions
4. sufficient time is to be allocated to networking opportunities, even at an informal level

Expected outcomes

1. a model of a conference programme on arts marketing in Africa that could be developed and repeated annually
2. a conference report comprising the papers delivered at the conference and summaries of the important points made
3. at least 100 people better informed about arts marketing
4. the beginnings of an African network of arts marketers that could liaise with their international counterparts

Tasks required of the Implementing Agency (the Applicant)

The successful applicant/s will be required to

1. design the content, structure and implementation of the conference/s to realise the aims listed above
2. undertake and successfully manage all the logistical arrangements including venue hire, accommodation, flights, internal transport, catering, etc
3. approach and contract speakers
4. assist the Arterial Network in recruiting participants, and liaise with each subsequently
5. manage all relationships with relevant partners
6. maintain sound records of all income and expenditure and provide a narrative and financial report on the project
7. produce the final conference report

Budget

The budget should include flights and accommodation for 100 delegates plus speakers and researchers, the design and running of the conference, venue and equipment hire, accommodation and catering for the participants and experts, project coordination fees, materials, local transport, auditing, etc. At least 20% of the conference budget should comprise income from fees.

Criteria

The criteria to be used when evaluating applicants will include:

- a. the vision, content and structure of the conferences and the consistency of these with the project's projected outcomes
- b. the track record of the organisation with regard to managing projects generally and projects of this nature in particular
- c. the recommendations of the referees and of Arterial Network members about the applicant
- d. historical relationships between the applicant and associated donors i.e. to ensure that associated donors have at least not had poor experiences of the applicant
- e. the proposed budget and whether it is consistent with the budget approved by the Task Team and donors.

The Arterial Network reserves the right to visit and interview project applicants, and further reserves the right not to appoint an implementing agency.

Time framework

The project should be implemented between 1 March and 30 November 2008.

Contract

The successful applicant will enter into a direct contracting relationship with a donor who will fund or manage the project on behalf of a variety of donors if necessary.

Applications

Applications are to be sent to The Secretariat, Arterial Network, etc