

ONLINE TRAINING #1: CONTEMPORARY FESTIVAL BUSINESS MODELS

MENTORS AND SPEAKERS

We are delighted to announce the mentors and speakers for the Online Training #1. Check their bios below and on [this link](#):

Facilitator:

- **Mike Van Graan** – Playwright, Founder of the African Cultural Policy Network - South Africa

Mentors:

- **Brett Pyper** – Associate Professor and Head of the Wits School of Arts at the University of the Witwatersrand, Johannesburg, former CEO of the Klein Karoo National Arts Festival (Absa KKNK) – South Africa
- **Robyn Archer** – Singer, writer, creator and Artistic Director The Light in Winter Festival - Australia

Speakers:

- **Asiimwe Deborah Kawe** – Director of Tebere Arts Foundation, Producer & Co-Curator of the Kampala International Theatre Festival, Sundance Institute Theatre Program Associate - East Africa
- **Brenda Uphopho** – Co- Founder & Festival Producer of Lagos Fringe, Founder of Women in the Arts - Nigeria
- **Kate Craddock** – Founder and Festival Director of GIFT: Gateshead International Festival of Theatre - United Kingdom
- **Luiz Coradazzi** – Cultural Consultant, Founder of Pangea Cultura, Deputy Artistic Director at Teatro Municipal de São Paulo – Brazil
- **Marisa Henderson** – Chief of the Creative Economy Programme in United Nations Conference on Trade and Development, Palais des Nations - Switzerland
- **Omar Abi Azar** – Theatre Director, Founding Member of Zoukak Theatre Company – Lebanon
- **Ouafa Belgacem** – CEO and Co-Founder of Culture Funding Watch - Tunisia
- **Rashmi Dhanwani** – Arts Consultant, Curator, Creative Producer, Founder of The Art X Company – India
- **Vigdís Jakobsdóttir** – Artistic Director and CEO Reykjavik Arts Festival - Iceland

Observer:

- **Amadou Fall Ba** – Cultural producer, founding member of the Africulturban association and director of the Festa2H festival - Senegal



THE FESTIVAL ACADEMY

ATELIER PROGRAMME

DAY ONE: Wednesday, 23 September

- 12:00** Introductory session
Welcome and purpose of the Online Atelier
Introductions of all participants
Setting the context for the Atelier: Conversations with participants
- 13:30** Panel discussion: Regional insights into how festivals/the arts are dealing with the impact of the pandemic (Arab region, Africa, Europe, South America, North America, Oceania and Asia)
Speakers: Asimwe Deborah Kawe, Kate Craddock, Luiz Coradazzi, Omar Abi Azar and Rashmi Dhanwani
- How have festivals dealt with the restrictions in different contexts?
 - How have audiences responded?
 - How have traditional sources of funding/sustainability responded?
 - What new business models are emerging?
- 14:30** [Break]
- 15:00** Working Groups on particular themes
- Monetising the arts and festivals through online platforms: how?
 - The challenges and possibilities of digitising festivals and the arts
 - Towards hybrid (online and analogue) festivals: what are appropriate business models?
 - Can festivals survive these times? Should they? From whose perspective: audiences? Performers? Managements? Funders?
- 17:00** Closure for the day
- 17:30** Optional social time

DAY TWO: Thursday, 24 September

- 12:00** Panel discussion: Sustainability and the arts sector in a time of COVID-19
Speakers: Brenda Uphopho, Marisa Henderson, Ouafa Belgacem and Vigdís Jakobsdóttir
- 13:35** Reports from Working Groups
- 14:30** [Break]
- 15:00** Roundtables
- 16:30** Reports from roundtables
- 17:00** Experienced festival managers respond to the themes emerging from the two days
- 17:30** Closure
- 17:35** Evaluations
- 18:00** Social time

DAY THREE (OPTIONAL): Friday, 25 September

- 14:00** Network & DJ Party (optional and open to The Festival Academy's network) - [Get your free tickets here](#)



THE FESTIVAL ACADEMY

PREPARE IN ADVANCE:

- For the **Introductory session**, you will be asked to say your **name, country, festival/organisation** and **one lesson you've learned due to Covid-19**. Please prepare what you would like to say in advance.

KEEP IN MIND:

- All times announced above are following the **CEST / Brussels Time Zone**.
- This programme (dated 16/09/2020) can change prior to and during the Training as it considers the needs of the Training participants.