

An initiative from:



The Institute for Arts Management and Development of the North-West University:

Attendance Certificate in

ARTS & CULTURE MANAGEMENT
ON COMMUNITY LEVEL

(WCPG DCAS – EPWP)
(Final as confirmed on 5 March 2014)

Date: 30 March – 3 April 2014
Venue: Kolping House - Deysselsdorp

Presenters: Horst. P. Bütow
Chris de Bruyn



PROPOSED PROGRAMME:

MONDAY 31 MARCH 2014

- 14:00 – 17:00 Arrival of attendees, move into accommodation, settle in
- 17:00 – 18:00 Welcome, (with light dinner?/small function?)
- ❑ Programme/workshop meeting to clarify all arrangements and programme detail for the week.
 - ❑ Orientation about KKNK – Linda Marques

TUESDAY 1 APRIL 2013

- 07:30 – 08:30 Breakfast
- 08:30 – 09:00 Registration for workshop
- 09:00 – 10:30 Ice breaker, documents and outcome
- Arts Management: The Environment**
- ❑ Understanding the need for the arts
 - ❑ The Artist. Who and what is it?
 - ❑ **LIFE SKILL:** Time management
 - ❑ Team work
 - ❑ **LIFE SKILL:** Taking the initiative
 - ❑ Self discipline, ethics and etiquette in the arts
 - ❑ Attitude
 - ❑ Intercultural sensitivity
- 10:30 – 10:45 Break
- 10:45 – 13:00 **Arts Management: The Environment (continue)**
- ❑ **LIFE SKILL:** How to overcome your own ethnocentrism
 - ❑ Communication
 - ❑ **LIFE SKILL:** How to tell winners from losers
- Operational Activities in the Arts**
- ❑ Categories in the arts
 - ❑ Facilities used in the arts
 - ❑ The arts and business
 - ❑ The arts manager or arts administrator
 - ❑ The results of bad arts management
 - ❑ **LIFE SKILL:** How to model yourself as a successful person
- 13:00 – 14:00 Lunch Break
- 14:00 – 15:15 **Operational Activities in the Arts**
- ❑ Meeting procedures
 - ❑ A member to a meeting
 - ❑ Tasks of Main Office Bearers
- 15:15 – 15:30 Break

15:30 – 16:30 **Working in and managing community arts**
□ The principles of community service
□ Your attitude towards community service
□ Challenges in the Arts

HOME WORK Einstein's Riddle and self study.

16:30 – 17:30 Personal Time

17:30 – 18:30 Supper

WEDNESDAY 2 APRIL 2013

07:30 – 08:30 Breakfast

08:30 – 10:30 Einstein comes back

Project Management in the Art

- Introduction
- Project Initiation
- Project Planning
- Execution of Projects
- Control
- Project Close out

10:30 – 11:00 Break

11:00 – 12:00 Practical: Project Initiation

Strategic planning in the arts

- Vision, mission, aims and objectives
- Constitutions of art and culture societies and Councils

13:00 – 14:00 Lunch break

14:00 – **Depart for Oudtshoorn by bus to attend festival/production(s)?**

HOME WORK The Balancing act and self study

THURSDAY 3 APRIL 2013

07:30 – 08:30 Breakfast

08:30 – 10:30 The Balancing act comes back

Budgets for art societies and councils.

- PRACTICAL: Draw up a budget

Marketing the arts

- The marketing mix in the arts
- Target groups
 - PRACTICAL:Target groups

10:30 – 11:00 Break

11:00 – 13:00 **Marketing the arts (continued)**

- Market communication and video clips identification
- The marketing plan

13:00 – 14:00 Lunch break

14:00 – 15:15 **Fundraising in the arts**

- Profile of a fundraiser
- Sins of fundraising
- Cultivating prosers
- Correspondence
- Sponsorships, donations, grants and endowments
 - PRACTICAL:Short assignment

15:15 – 15:30 Break

15:30 – 16:30 Practical: Project planning

16:30 – 17:30 Personal Time

17:30 – 18:30 Supper

FRIDAY 4 APRIL 2013

07:30 – 08:30 Breakfast

08:30 – 10:30 **Intellectual property and Copy-right**

The arts encyclopaedia

- People in the arts world you should know about
- Other terminology's in the arts you should know about

10:30 – 11:00 Break

11:00 – 12:15 **The arts using business tools e.g.**

- Assets
- Audit
- Credit
- Box Office
- Business plan
- Customs
- Debt
- Fees
- Invoice

- ❑ Order form
- ❑ Petty cash
- ❑ Quotations
- ❑ Receipt
- ❑ Ticket
- ❑ Financial statements

12:15 – 12:30 Evaluation of course by participants

12:45 – 13:15 **Depart for Oudtshoorn by bus for Certificate Ceremony**

13:30 – 14:30 **CERTIFICATE CEREMONY**

15:00 – **Attendees to attend festival and production(s)**

“ You will have more fun-time for your art, if you know a little bit more about the business involved”