

INTERNATIONAL FESTIVALS ACADEMY





Welcome to the International Festivals Academy

Festivals around the world are experiencing change and rapid growth. This has resulted in demand for skills development at every professional level. To help meet this demand the British Council and Festivals Edinburgh have created International Festivals Academy Edinburgh (IFA) which ran its inaugural course in March 2016 to 27 delegates from 18 countries spanning five continents.

2017 has marked the 70th anniversary of the founding of Edinburgh's Festival City, with the Edinburgh International Festival having been created in partnership with the British Council as a way to bring peoples and nations together after the devastation of the Second World War. Since that moment the Edinburgh Festivals have grown to encompass 11 individual festivals that host each year over 25,000 international participants, more than 1000 accredited media and audiences of 4.5m+ while generating £313 million for the Scottish economy.

International festival directors, programmers and strategists are drawn to this centre of excellence where they exchange ideas, develop businesses and explore ground-breaking events. The British Council builds international cultural relations, and partner with the best of the UK arts sector to build global connections and create opportunities. The International Festivals Academy has been produced from such partnership and will be taught in the heart of Edinburgh where participants will benefit from a unique learning experience, gaining the best of the UK expertise within an international context.

The course is designed to combine theoretical and practical sessions, opportunities for best practice exchange as well as visits to a number of the leading Edinburgh Festivals. Participants will receive a certificate upon completion of the course and will then have the opportunity to participate in an international alumni network of festival professionals. We look forward to welcoming you to Edinburgh for a truly memorable experience.

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A handwritten signature in black ink, appearing to read "Simon Dancey".

Simon Dancey
Director, Cultural Skills

A handwritten signature in black ink, appearing to read "Sorcha Carey".

Sorcha Carey
Chair, Festivals Edinburgh

Course Programme

IFA Edinburgh is a professional development short course in five distinct areas of festival management that aims to develop the skills of festival managers by harnessing the expertise of the Edinburgh Festivals, the world's leading festival organisations. The course has been designed with an international audience in mind and will provide participants with a range of skills tailored to today's global arts industry.

The modules have been developed in partnership with Edinburgh Napier University, one of the UK's leading academic centres of festival and event management. The course does not focus on artistic or programming aspects of festivals but rather their business management and is thus more suited to the general manager than the artistic curator.

Classes will be taught in Edinburgh city centre, within walking distance of major theatres and arts venues and the programme will take place during the **Edinburgh International Science Festival** which will inform part of the course learning.

The course will take place Monday 9 - Friday 13 April with arrivals on Sunday 8, and will run from 9.30am - 5.30pm each day, with optional social activity in the evenings.

Throughout the course there will be opportunities to network with UK sector experts.

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Topics

Programming

Participants will examine aspects of programming, from conception to delivery. This will take place through an initial focus on how Edinburgh's Festivals develop their visions and programme their work

Through analysis of the different curatorial policies and styles of the individual festivals course leaders will share their insights in to the varied curatorial skills that allow Edinburgh's Festivals to retain their distinct place in the international cultural landscape.

Participants will be able to adapt and apply this teaching to programming their own festivals in their geographical and cultural context.

Business Models

This module will explore the concept of business models, starting with an examination of the different models through which Edinburgh's Festivals create, deliver and capture value.

The following topics will be covered: purpose, strategy, infrastructure, organisational structures, operational processes and policies. These will allow participants to consider and plan practically, models which will be successful and sustainable in their own countries and environments.

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Topics

Measuring Impact and Making the Case

The need to demonstrate the value and impact of cultural works is becoming even more significant across the cultural sector. Drawing on the most comprehensive impact study ever undertaken¹ including social, cultural, environmental and economic impacts, this module will highlight the processes and practices behind the festival's impact. It will provide an insight into the individual successes of the festivals and the overall impact they achieve. Participants will explore how results inform festival advocacy and their ongoing development.

Fundraising beyond the public sector

Understanding how to successfully fundraise in the cultural sector is a skill in high demand. This module seeks to give participants a strategic framework through small group discussions with festival fundraising teams, so that they can apply tailored fundraising models to generate income. Discussions will centre on areas relevant in an international context, which apply from small to large festival organisations.

Marketing and Audience Development

Audience development through effective marketing has become a cornerstone of successful festivals. Edinburgh's Festivals have led the way in this field, navigating the complexities of engaging with diverse and new audiences. Participants will explore different marketing strategies and examine both the practices involved in taking cultural brands to market and the increasing challenges and opportunities presented by new digital technologies.

¹ Thundering Hooves 2016, and Thundering 2.0, 2015

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Eligibility & Fees

All applicants will be required to complete an online application form, which can be accessed through the following [link](#).

Applicants with three or more years experience in the festival sector should apply.

The course does not focus artistic or programming aspects but for festivals but rather their business management and is thus more suited to the festival manager than the artistic curator.

- IELTS Level 6.5 competency in English language
- Supporting Statement

The course will be limited to a maximum of 30 participants.

We recommend that successful applicants only book their flights and accommodation after they have received written confirmation of their acceptance onto the programme.

Fees

Course fees include accommodation in Edinburgh City centre for 6 nights: **£1299.00**

The deadline for applications is 17.00 GMT **18 December 2017**.

Applicants will be notified of the outcome of their application by 5 January 2018 along with payment details and deadline.

Upon request, the British Council can provide a UK visa invitation letter.

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Certification & Help

Certification

At the end of the course, participants will be presented with a certificate of completion and recognition of learning, which will be signed by the British Council and Edinburgh Festivals.

Contact

For advice about applications or any questions about the course, please email:

CulturalSkills@britishcouncil.org

<https://www.britishcouncil.org/cultural-skills-unit>

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British Council

The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding with over 110 countries by making a positive contribution to the UK and the countries we work with in the fields of arts, English language, education and civil society.

Through our **Arts** programme we seek to find new ways of connecting with each other through creativity and to develop stronger creative sectors around the world that are better connected with the UK. In 2015/16 our work in the arts reached 10.9 million people on the ground and a further 186 million online and through the media.

Our work in cultural skills brings together the knowledge and skills that support the cultural sector and enable it to flourish. We strengthen the arts sector worldwide by developing its capacity to innovate, to reach new audiences, to develop skills and support livelihoods of those who can contribute to cultural, economic, and social benefit. We believe that a thriving cultural sector contributes to a more connected, secure, and prosperous world.

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Edinburgh Festivals

Building on a culture of collaborative working the Directors of Edinburgh's eleven leading festivals came together in 2007 to formally establish Festivals Edinburgh with a mission to support Edinburgh's Festivals in sustaining and developing their position as the world's leading festival city through:

- development and delivery of collaborative projects and initiatives which support growth, product development, leadership and audiences
- acting on behalf of and representing the collective strengths of the Edinburgh Festivals

Festivals

Edinburgh International Science Festival
Edinburgh International Children's Festival
Edinburgh International Film Festival
Edinburgh Jazz and Blues Festival
Edinburgh Art Festival
Edinburgh Festival Fringe
Edinburgh International Festival
Royal Edinburgh Military Tattoo
Edinburgh International Book Festival
Scottish International Storytelling Festival
Edinburgh's Hogmanay

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A musician wearing a brown hat and a dark jacket is singing into a microphone on stage. Their right hand is raised in the air. In the background, a drummer is visible behind a drum kit. The stage is lit with blue and purple light. A large, faint graphic of a map of the United Kingdom is visible in the background, with the word 'مرقا' (Marqa) written in Arabic script above it.

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