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Welcome to the Cultural Skills Academy

The mission of the Cultural Skills Academy is to provide arts and cultural heritage professionals from Poland with the practical skills and knowledge necessary to increase the sustainability and growth of the cultural sector. Cultural organisations in Poland are experiencing change and growth. This has resulted in a demand for skills development across a range of roles within the cultural sector. As a response to this growing demand, the British Council in collaboration with the Arts Marketing Association, The Audience Agency, Goldsmiths University, and National Centre for Culture, Poland are launching the Cultural Skills Academy. This suite of short professional development includes courses in the areas of:

- Business Modelling
- Audience Development
- Digital Strategies

Courses will be taught by UK experts from the Arts Marketing Association, The Audience Agency and the University of Goldsmiths.

Participants will benefit from a unique learning experience, gaining the best of UK expertise within an international context. Courses are designed to combine theoretical and practical sessions, opportunities for best practice exchange as well on-going follow-up support.

The alumni of the Cultural Skills Academy will join an international network of cultural, arts and heritage professionals.



Simon DanceyDirector, Cultural Skills Unit

Course Programme

Each of the courses have been designed with an international audience in mind and will provide participants with a range of skills tailored to today's global arts industry.

Course content has been developed by some of the UK's most innovative organisations.

The courses are designed for mid-senior career practitioners with a minimum of three years' experience working in the cultural sector (e.g. museums, galleries, theatres etc.) and who wish to improve their skills in the following areas:

- Digital Strategies
- Audience Development
- Business Modelling

Course Objectives

The aims of the Cultural Skills Academy are to:

- equip participants with the skills and knowledge necessary to support the growth and resilience of their organisation;
- provide participants with access to UK sector expertise;
- build confidence in participants to apply newly acquired skills within their own contexts;
- provide participants with an opportunity to reflect on and develop their own practice;
- establish new connections and relationships amongst participants

Course Duration

Each three-day course will be delivered face-to-face in English and will typically run from 09.00 to 17.00.

There will be opportunities for one to one consultations with UK sector experts throughout each course. Applicants are invited to apply to one or more of the three courses. There is no limit to the number of courses which applicants may apply to.

Designing Business Models

This course is designed for experienced arts and cultural organisation leaders who wish to learn different approaches to business modelling and explore the potential for their organisation to develop partnership opportunities with others in the arts ecosystem.

Participants will be encouraged to share business model concepts among their peers.

Topics will include:

- · value creation in the sector aesthetic, social and financial
- · measuring impact and change
- the power and purpose of emotional intelligence in business modelling
- how to conceive and implement a business and financial model

Learning Outcomes

By the end of the course, participants will have:

- expanded their knowledge of and confidence in appropriate business and financial modelling and entrepreneurial approaches for the cultural sector
- developed new ways of thinking and working
- increased their skills and expertise in developing business models
- experienced first-hand best practice from the UK sector
- developed a national network of peers working across the sector

Course Tutors

Siân Prime, Director MA Cultural & Creative Entrepreneurship, Goldsmiths College, University of London

Anne Torregiani, Director, The Audience Agency

Developing Audiences Learning Outcomes This course is designed for mid-senior career arts professionals working in the creative and cultural By the end of the course, participants will have: sector who have responsibility for audience • increased knowledge of using audience research development and who are looking to develop to understand motivations and desires their knowledge and experience. sources of information about audiences and how This course will challenge participants on how to to use data to inform strategy develop programmes for different audience types for their organisation. • learnt from tried and tested tools and techniques Topics will include: shared by UK experts developed a peer support network creating an audience development strategy understanding current and future audiences engaging hard to reach and diverse audiences **Course Tutors** Arts Marketing Association audience development in practice monitoring and evaluating your strategy Participants will leave the course with a developed strategy for implementation in their own organisation. They will be more familiar with how to identify target audiences and develop a deeper understanding of their needs and desires leading to increased audiences and income. **CULTURAL** SKILLS ACADEMY **POLAND**

Designing Digital Strategies

This course is designed for mid-career to senior level marketing professionals working in the creative and cultural sector who are looking to develop their knowledge, increase their confidence and work more strategically in digital communications.

There are so many digital channels to choose from it can be overwhelming. How do you choose the right channels for you, your organisation and most importantly, your audiences?

Topics will include:

- creating a digital strategy
- digital tools and channels
- analytics to inform digital strategy
- engaging new and existing audiences
- digital innovation

By the end of this course participants will have explored a range of digital channels available to them and how to use them effectively to reach more audiences and increase their return on investment.

Learning Outcomes

By the end of the course, participants will have:

- a digital strategy they can use and develop in the workplace
- increased their confidence in using digital tools and channels effectively
- learnt from UK experts and best practice case studies
- developed a peer support network

Course Tutors

Arts Marketing Association

Arts Marketing Association

Arts Marketing Association (AMA) is a membership and training organisation based in the UK for people working in arts, culture and heritage.

We have more than 20 years' experience of providing professional support to thousands of people at all stages of their career.

We create transformative learning programmes with a lasting legacy and impact for professionals, the organisations they work for and the people on whom their work impacts.

In 2015 we took part in Connecting Creative Markets, an international collaboration with the British Council and Business and Arts South Africa (BASA), developing and delivering marketing and audience development training for 40 arts organisations in South Africa.

Our ground-breaking Digital Marketing Academy (DMA) supports practitioners as they devise, test, develop and share digital marketing experiments with the help of a leading digital specialist as their Mentor.

The DMA is part of Arts Council England's Audience Focus programme, supported by Lottery funding.

The AMA is passionate about empowering individuals working in the arts to be the best they can be reaching, engaging and inspiring more people in deeper ways and in doing so raising more income and driving a thriving arts and cultural sector.



The Audience Agency

The Audience Agency is a leading UK-based cultural support agency, an NGO working with hundreds of cultural organisations large and small, and specialising in enabling them to understand and grow their audiences and stakeholders more effectively.

The Audience Agency provides insight, consultancy, tools and research to support audience development, marketing and communications, business planning, evaluation, collaboration, advocacy, feasibility and provision-planning.

They hold a track record in the design and delivery of training and leadership development in the UK and internationally, most recently developing the UK's leadership programme From Them To Us (commissioned by Arts Council England), and the ADESTE programme (Audience Development Skills and Training in Europe) funded by Erasmus+, the European Union programme for Education. Facilitators draw on the wide experience of a team of 40 specialists who work with a diverse range of clients and partners.

The Audience Agency works across the whole of the cultural sector - from performing arts to digital, visual arts, museums, archives and heritage. People can access our services by commissioning bespoke work from an expert team of strategists, researchers and analysts and can gain insight into their audiences through our online resources, dashboards and tools or by taking part in one of our programmes.

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Institute of Creative and Cultural Entrepreneurship, Goldsmiths University

Goldsmiths, University of London's Institute for Creative and Cultural Entrepreneurship (ICCE) delivers entrepreneurship, cultural management and policy education to the creative and cultural sectors, and supports research into new approaches to business, financial models and management in the Creative Economy. It delivers a range of academic programmes and presents activities and events to promote an environment in which creative and cultural entrepreneurship can flourish. Our approach is to integrate entrepreneurship within the development of creative practices, and to take a creative approach to the development of new businesses and the infrastructure that supports them.



National Centre for Culture, Poland

National Centre for Culture, Poland (NCK in Polish, Narodowe Centrum Kultury), which has been operating under its current name since 2002, is an institution that for 60 years has been developing and professionalising the cultural sector in Poland. Its aim is to maintain and promote national and state traditions and cultural heritage, fostering cultural education and to nurture interest in culture and the arts in Poland. Through education and exchange programmes and training conducted by both Polish and international experts, the Centre focuses on raising the skills and qualification levels of cultural professionals.

The Centre has been developing and maintaining good practice in the field of cultural policy, and promotes this through debates, conferences, seminars and research projects. Alongside this work the NCC collects research reports, monitors national and foreign cultural research, promotes research activity and inspires and supports social movements and Non-Government Organisations operating in these fields.



Entry requirements and how to apply

Applicants should be able to demonstrate a high level of written and spoken English (equivalent to a minimum IELTS score of 6.5 overall with 7.0 in the writing module: http://bit.ly/1WevUEV). Applicants may be asked to attend an informal telephone interview to ascertain their level of English prior to being accepted on the course.

Courses will take place at the following location: Centrum Konferencyjne Zielna ul. Zielna 37, 00-108, Warsaw

Dates and Fees

All courses will be three days in duration and will run from 09.00 until 17.00.

Designing Business Models, dates: 6-8 of April 2016: 1150 PLN (VAT exempt)

Developing Audiences, dates: 13-15 April 2016: 1150 PLN (VAT exempt)

Designing Digital Strategies, dates: 18-20 April 2016: 1150 PLN (VAT exempt)

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How do I apply?

To apply, please complete an online application form: https://www.eventsforce.net/britishcouncil/254/register by no later than 23.59, 15 March 2016. Applications will be assessed by an expert panel. Applicants will be notified of the outcome of their application at least two weeks prior to the course start date.

Once participation in the course has been confirmed, participants will be sent instructions for how to pay their course fees.

We advise successful applicants to book their travel and accommodation after they have received confirmation of their acceptance.

General Conditions

- we reserve the right to make changes to the course content and programme details
- we reserve the right to cancel the programme and refund course fees if ten students or fewer enrol in each course
- no refunds will be made after the course has started apart from under exceptional circumstances which will be at the discretion of the British Council
- places on the courses are not guaranteed until course fees are settled

Certification and Support Certification Contact At the end of the course, participants will be presented For advice about applications or any questions about with a certificate of completion and recognition of the Cultural Skills Academy courses, please email us: learning, which will be signed by the Director of CulturalSkillsUnit@britishcouncil.org the Cultural Skills Unit at the British Council. For further information on the Cultural Skills Academy, please visit: https://www.britishcouncil.pl/en/programmes/arts/ cultural-skills-academy Social Media Follow the latest developments on Twitter using #culturalskillsacademy **CULTURAL** SKILLS ACADEMY **POLAND** 13

About British Council

The British Council is the UK's international organisation for cultural relations and educational opportunities. We create international opportunities for the people of the UK and other countries and build trust between them worldwide. Our 7,000 staff in more than 100 countries work with thousands of professionals and policy makers and millions of young people every year through English, arts, education and society programmes.

We are a UK charity governed by Royal Charter. All our work is in pursuit of our charitable purpose and creates prosperity and security for the UK and the countries we work in all around the world.

The Cultural Skills Unit's purpose is to build sustainable cultural skills programmes that will ensure the cultural sector of the UK and other countries is equipped with highly skilled workers who can contribute to economic, social and cultural benefit.

Apply

https://www.eventsforce.net/britishcouncil/254/register