

# 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 Edinburgh Festivals have collaborated to launch the **International Festivals Academy (IFA)**.

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.

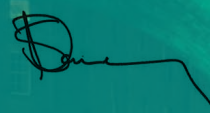
Since the establishment of the Edinburgh International Festival in the wake of the Second World War, the Edinburgh Festivals have grown to encompass **12** individual festivals that host over **25,000** international practitioners, reach audiences of over **4 million** people and generate more than **£260 million** annually for Scotland's 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, amongst other ways via partnerships that help promote the UK's cultural sector. This new course is one of those partnerships and will be taught in the heart of Edinburgh where participants will benefit from a unique learning experience, gaining the best of 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 **12** festivals. Participants will receive a certificate upon completion of the course. As a result of the course, the participants will 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.

**#edfestsacademy**



**Simon Dancey**  
Director, Cultural Skills Unit



**Ken Hay**  
Chair, Festivals Edinburgh

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# Course Programme

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.

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 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 will take place Monday 21 - Friday 25 March 2016 and will run from 9:30am to 5:30pm each day. Throughout the course, there will be opportunities to network with UK sector experts.

By the end of the course, participants will have:

- developed new ways of thinking and working in festival settings
- increased their business skills and expertise in their subject of study
- experienced first-hand best practice in the UK festivals sector
- developed an international network of peers working across the sector

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# Topics

## Programming

Participants will examine all 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 undertaken<sup>1</sup> 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 in to the individual successes of the festivals and measuring the overall impact they achieve. Participants will explore how results inform festival advocacy and their ongoing development.

## Fundraising beyond the public sector

Understanding how successful fundraising 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.

<sup>1</sup> 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.

- IELTS Level 6.5 competency in English language
- Supporting Statement

The applications deadline is 17:00 GMT on **Monday 11 January 2016.**

Applicants will be notified of the outcome of their application by Monday 18 January 2016.

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

**Option 1: £695** – course fees

**Option 2: £1195** – course fees + accommodation (six nights).

The deadline for payment of course fees is **15 February 2016.**

Participants are responsible for covering the cost of their accommodation (if selecting Option 1), travel and UK visa (if applicable).

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:

**[CulturalSkillsUnit@britishcouncil.org](mailto:CulturalSkillsUnit@britishcouncil.org)**

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

**[#edfestacademy](#)**

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# 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.

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# Edinburgh Festivals

Building on a culture of collaborative working the Directors of Edinburgh's twelve 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  
Imagine 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  
Edinburgh Mela  
Edinburgh International Storytelling Festival  
Edinburgh 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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