

## GUIDANCE NOTE FOR APPLICANTS

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# SOUTH ASIA FESTIVAL & CULTURE ACADEMY (INTERMEDIATE)

Thank you for your interest in the South Asia Festival & Culture Academy (Intermediate). Information about the South Asia Festival & Culture Academy can be found here:

<https://www.napier.ac.uk/study-with-us/short-courses/south-asia-festival-academy-beginners-level>

Please use this guidance document to help you complete the required information for the application process.

Please note that the deadline for applications is 23:59 IST on 19<sup>th</sup> November 2023. The application link can be found on this Website:

[https://evision.napier.ac.uk/si/sits.urd/run/siw\\_ipp\\_lgn.login?process=siw\\_ipp\\_app&code1=W39702&code2=0004](https://evision.napier.ac.uk/si/sits.urd/run/siw_ipp_lgn.login?process=siw_ipp_app&code1=W39702&code2=0004)

First of all, we want to say how delighted we will be when we receive your application. We strongly encourage you to take the step and to apply if you think this course will be of interest to you. The online application form is a standard application form for a university degree which may feel a bit rigid, so we hope that you do not feel discouraged in any way from applying for this short course.

Some parts of the application form may not be relevant and may not fit your experience, but please do not worry about that. We are most interested in the **personal statement** that you provide within the online application form. Please don't worry if you don't have a strong educational history to tell us about – that is not overly important here. What matters for this course is that you are interested in festivals and want to contribute to strengthening the festival and culture sector across South Asia. The personal statement is where you can sell yourself to us and tell us why you will be a great participant on the South Asia Festival & Culture Academy (SAFCA).

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## About the South Asia Festival & Culture Academy (Intermediate)

We are delighted to invite you to apply for the South Asia Festival & Culture Academy (Intermediate) starting in January 2024.

SAFCA Intermediate is open to festival directors, founders, entrepreneurs, and senior managers of the arts and culture sector across South Asia. Applicants will be able to demonstrate active festival or culture experience in a senior leadership role and have 5-10 years' experience of working within the arts and cultural sector. Applicant's backgrounds can range from artistic leadership to organisational management, business development, marketing, fundraising, HR etc.

The South Asia Festival & Culture Academy (Intermediate) will bring together experienced festival managers and directors who wish to develop their business skills further and take their festival and/or their career to the next level. This short course is delivered by Edinburgh Napier University in partnership with the British Council with the strategic view to strengthen the creative economy in the South Asia region.

The short course is structured around the development of a festival or culture organisation business plan, which participants will create and develop over the duration of the course. The key elements of the business plan include artistic and creative festival development; governance; strategic approaches to marketing and audience development; income generation; and financial/project management. Networking and peer-learning is a key aspect of the course and participants will be expected to share your own practical experiences with others on the module, and learn from each other on how festival and culture management theory can be applied in practice.

### Learning outcomes

By the end of the short course, participants should be able to:

LO1: Develop knowledge and proficiency in festival and culture management and to gain new skills in, and approaches to, business development.

LO2: Apply management and critical events theory in the context of their own festivals and culture organisations in local and national contexts.

LO3: Create and communicate a business plan and toolkit for their organisations three-year vision.

LO4: Critically reflect on their own practices in order to enable sustainable implementation and change as a result of participation in this short course.

## Indicative topics

Session date	Title of session
<b>Sessions 3-6pm India Standard Time</b>	
<b>Monday 15 January 2024</b>	Week 1: Introductory session: icebreakers, setting the scene and getting to know the cohort
<b>Monday 22 January 2024</b>	Week 2: Artistic vision & mission; and Introduction to Business Modelling
<b>Monday 29 January 2024</b>	Week 3: Audience Development
<b>Monday 5 February 2024</b>	Week 4: Marketing & Brand Development
<b>Monday 12 February 2024</b>	Week 5: Gender & EDI workshop; and Assessment Information Session
<b>Monday 19 February 2024</b>	Week 6: Sustainability, Risk & Resilience
<b>Monday 26 February 2024</b>	Week 7: Reading week (no class)
<b>Monday 4 March 2024</b>	Week 8: Artistic and Programming Policy
<b>Monday 11 March 2024</b>	Week 9: Finance, CSR, and Sponsorship
<b>Monday 18 March 2024</b>	Week 10: Governance
<b>Monday 25 March 2024</b>	Week 11: Presentations & Closing Ceremony (VIP's may invited from British Council)

## Fees and Funding

The full cost of this short course is £750 per participant. British Council will pay £500 per participant. **Therefore, the total fee to be paid per student is £250.**

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## The Personal Statement

This is what we are most interested in. Here, we want you to give us a brief biography and tell us about yourself and why you will benefit from this course. Please highlight your top 3 professional achievements (this is open to your interpretation and can relate to your achievement in the festival or culture sector). Alternatively, this can be any kind of management experience you are particularly proud of.

In your personal statement, please tell us the name and provide a short description of your festival or culture organisation and website link (if you have one), please outline your audience demographic as you see it. We want to know about your experiences in the festival and/or culture sector, and how you will benefit from the South Asia Festival & Culture Academy. So, you should use the personal statement to briefly describe your roles and responsibilities within your current organisation.

What according to you are the strengths of your festival or culture organisation? Please identify the areas of development as well. Similarly, tell us about your own personal strengths and weaknesses and how SAFCA might help you address these.

We want to know about where you would like to be in your career 3-5 years from now, so please tell us what your ambitions are, and how you think the SAFCA can help you achieve your goals.

Finally, in the personal statement, please outline your reasons for applying to SAFCA Intermediate. What do you hope to learn or achieve from attending the course? You should also address the question of why you stand to benefit from it at this point in your career and how it will benefit your organisation/festival.

## Further guidance on the online application form

Here's some key information about the application form to keep in mind while you're completing it:

- You don't need to complete your application in one session - you can save it and return to it later. You'll get an email with a link to continue your application.
- When you've completed a page, click on the proceed button at the base of the form
- If you need to return to a previous page, click on the save button first
- If you need to exit at any point, save your progress by clicking on the save button
- Save your progress regularly, as the form will time out if there has been no activity on the page for four hours. You'll then be asked to re-enter your log in details to continue with your application
- Refer to the help text at each section of the application if you need guidance about a particular section of the process.

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## Guidance on some of the sections

- Permanent Home address – please provide telephone, mobile phone and email address as this will make communicating faster
- Is your Permanent Address also your correspondence address? – please ensure you enter the address you want us to contact you on (i.e. for sending certificate)
- Qualifications Section – **please leave blank**
- Employment Section – **please leave blank**
- Fees section (Who will be paying your fees?) - please leave blank or enter unknown
- Personal Statement – please see detailed guidance above
- Referee Section – **please leave blank**
- Other programme choices at Napier – **please leave blank**
- An IELTS score is not a mandatory requirement for this course however, if you do have a score, then please respond to this question with your score. If you do not have a score then please respond with n/a.

The key documents that we will review are:

1. Your personal statement
2. Your CV

**\*\*This is why it is vital you put together a very strong personal statement.**

## What to expect next

Once you submit your application, it will jointly be reviewed by both Edinburgh Napier University and British Council. You will receive a communication to let you know if your application is successful. You will receive a decision week commencing Monday 27<sup>th</sup> November 2023.

Should your application be successful, a welcome email will be sent to you and you will be given all the information you need in order to join the online session on the start date of Monday 19<sup>th</sup> September 2022.

If your application is successful, you will be asked to matriculate. Matriculation is the formal process of entering the university. You will receive a welcome email typically a few weeks prior to the start date of your course which will provide you with all the required details for beginning your course. Please note that the matriculation process is fully online as is this course.

## Commitment

If you are successful, you will be expected to fully commit to online sessions which will take place each Monday from 15<sup>th</sup> January for a 10-week period. Sessions will take place each Monday afternoon from 3 – 6pm IST. There will be reading and preparation to be prepared by participants each week. This course requires participants to apply learning from the course and to work in teams and submit coursework for assessment.

If you successfully complete the course (and pass both assessments) you will receive a Certificate of Credit (20 credits) at SCQF Level 09. This is equivalent to one module at Year 3 undergraduate level in a Scottish university. The certificate alongside a letter from the Course Leader will be delivered to your home address that you supply to the university during matriculation.

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## Timeline

**Application deadline:** 11.59pm IST on Sunday 19<sup>th</sup> November 2023

**Participants informed of the outcome of their application:** Monday 27<sup>th</sup> November 2023

**Course start date:** Monday 15<sup>th</sup> January 2024

**Course timings:** Every Monday from 15<sup>th</sup> January 2024 – 25<sup>th</sup> March 2024, 3 – 6pm IST, with sessions taking place online via Microsoft Teams. A stable internet connection is required.

**Coursework completion:** April 2024

**Certificates sent to participants who successfully completed the course:** August 2024

## Contact

Thank you for your interest in the South Asia Festival & Culture Academy (Intermediate). We look forward to receiving your application by 23:59 IST on 19<sup>th</sup> November 2023. If you have any questions about the course, please contact us:

- Paramita Chaudhuri, Head of Arts, British Council India  
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- Dr Gary Kerr, Associate Professor in Festival Management, Edinburgh Napier University  
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