



**2024 IVLP IMPACT AWARD PROJECT: INNOVATIVE ARTS PROGRAMMING
FOR COMMUNITY TRANSFORMATION**

WORKSHOP ANNOUNCEMENT

SKILLS ENHANCEMENT WORKSHOPS

November 4th - 8th, 2024 @ UNCC-Uganda National Theatre

1.0 INTRODUCTION:

Last year in November, 2023, the US Embassy in Kampala, Uganda nominated the Production Manager, Uganda National Cultural Centre-UNCC, Ssebagala Andrew Lwanga Jedidiah to participate in the prestigious International Visitor Leadership Programme (IVLP): titled “Promoting Social Change through the Arts”.

The International Visitor Leadership Program (IVLP) is a premier professional exchange program with short-term visits to the United States, giving opportunities to current and emerging foreign leaders in a variety of fields to experience the United States firsthand, cultivating lasting relationships with the American counterparts. It is such a rich, diverse and hands-on programme that he participated in, in a bid to continuously develop my career in creative producing, curating and programming in the Arts and Culture sector especially that such opportunities are very rare in our profession in Uganda where we can benchmark and explore good practices that have kept such countries as the US on top year in, year out. The learning and experience was definitely personally enriching and professionally rewarding.

The exchange programme highlights the influential role the arts plays, explores how professional performing and visual artists, educators and arts mentors address social challenges as well also examines how the intellectual property rights (IPR) protects artist’s profitability and preserves cultural heritage. As participants, they interacted with key government organizations that support the arts, such as the *Kennedy Performing Arts Center, the National Endowment for the Arts and Humanities and Smithsonian Institution* to examine the role of developing and promoting the arts in the United States.

The IVLP Programmes offers a number of opportunities for its Alumni among which is the IVLP Impact Award Programme where the IVLP Alumni are encouraged to submit innovative projects that impact their local communities as well as enable them as participants to share their learning and experience while in the US for the Cultural Exchange Programme with their local communities.

As a Ugandan 2023 IVLP Alumnus, Andrew submitted his Project; **INNOVATIVE ARTS PROGRAMMING FOR COMMUNITY TRANSFORMATION** for the IVLP Impact Award and it emerged one of 120 that were awarded. The Project is anchored and inspired by his experience as a long time Ugandan Arts Manager/Creative



Entrepreneur, Creative Producer/Programmer as well as an IVLP Alumni under the programme Promoting Social Change through the Arts that he desires to share with fellow creatives through a workshop.

2.0 SITUATIONAL BACKGROUND:

In Uganda, currently the practice of Creative Social Enterprise, Arts Management and Innovative Programming within Uganda's Cultural and Creative Industries is saddled with lack of proper in- built entrepreneurial, innovative/business administrative and management support systems as well as skilled personnel that can effectively manage their programs viably. Most of the often amateur art groups and companies involved in arts practice in the country are self-managed by the artistes who largely lack formal training background in arts and culture management, promotion let alone programming.

This has meant overall poor identification and use of the often scarce resources; lack of effective marketing processes; lack of in-depth Audience Development programs; absence of strategic group planning and positioning; inadequate knowledge of both business and legal environments within which the arts operate. Indeed the myriad managerial challenges that face these groupings have often meant their failures to consistently run their programs effectively. Often, their very survival as arts companies/organizations is threatened by this inability to manage their activities within framework of basic business management principles. As a result, majority simply die off or exists only as ad hoc amateur outfits that assembles and disperses on the basis of every production, programme or project undertaking.

Leaders including opinion leaders; decision makers or policy makers at various levels are yet to fully embrace and appreciate the arts and its role in social transformation which accounts for the limited support to promote art and culture as an effective tool in social transformation.

The above situation is largely responsible for the absence of many strong, resilient and sustainable Arts organization/companies within Uganda capable of long survival over time as viable entities. Training institutions offering specialized courses in the area of arts management and creative producing are currently missing throughout the region.

Arts and Cultural practitioners are therefore left to bear the heavy burden of discharging multi-task oriented responsibilities combining both creative production processes, programming and administrative management concerns. In most instances, none of these gets well done in the end! This has largely contributed to the currently noticeable characteristic peripheral existence of art groups/companies as weak organizations devoid of social visibility and influence throughout the country. We cannot ably promote or cause Social Change if internally as Arts organization or companies or as a sector we are lacking certain basics that will propel us to effectively deliver innovative programmes that will impact and enrich our communities. There is need to urgently address the identified gap as it is in the Western world where arts matter. If not urgently

addressed, the relevancy and impact of the arts for social change will largely remain unrecognized, unnoticed and dismissed as ineffective in comparison to the sciences, which currently are the priority in Uganda.

It is against this backdrop that as an IVLP Alumni, he conceived and developed this Project to offer an intervention to the identified gap by conducting Short Skills Enhancement Workshops/ Training and Coaching/Mentorship Session for arts managers/programmers and policy makers to develop innovative arts programmes that will enrich and transform their immediate communities or consumers. With the innovative arts programmes that this project champions through arts managers, programmers and policy makers in the community, the influential role of the arts in advancing and advocating for a civil society, promoting social justice, employment creation and empowering the community are some of expected lasting impact of the project to the community. As a 2024 IVLP Impact Award recipient, he wishes to address the above situation by conducting a short skills enhancement workshop/Engagement.

3.0 WORKSHOP GOALS AND OBJECTIVES

This 5 day Skill Enhancement Workshop is aimed at developing the entrepreneurial, arts management and programming abilities of at least 20 of those already involved with Arts Management, Programming as well a Culture Policy Making/Appreciation in Uganda.

The workshop will further introduce participants to basic administrative management skills essential in effective practical running of performance, arts companies or creative social enterprise. It will equip them with specific basic administrative knowledge important in managing creative groups in terms of identification and presentation of performance productions and deliver creative programming to diverse but well profiled audiences/clients. Issues of group structural administrative processes; program conceptualization, planning and execution; audience development dynamics; conceptualization and execution of publicity & promotional plans will be covered. Practical field learning visits to on-going current arts programs will be undertaken to help contextualize various learning issues.

The Workshop will empower Arts Managers, Creative Producer/ Arts Programmers or Curators with skills and knowledge to effectively and optimally use innovative cross-cultural programming to impact their immediate communities especially those that consume their cultural or artistic products to cause social change, enrich their communities and leave lasting impact.

The Scheduled Skills Enhancement Workshop will feature the following main topics:

- **Day 1-Monday 4th November,2024:***Creative/Cultural Entrepreneurship and Arts Management*
- **Day 2-Tuesday 5th November,2024:***Cultural Policies and Advocacy for Arts in Community Empowerment*
- **Day 3-Wednesday 6th, November,2024:***Innovative Community based Arts Programming and Curation*
- **Day 4-Thursday 7th, November,2024:***Creative Producing and Cultural Events Organising and Management*

- **Day 5-Friday 8th, November, 2024:** *Financing the Arts: Funding Models for Creative Social Enterprises and Art/Cultural Organizations.*

The scheduled Skills Enhancement Workshops will be facilitated by able, experienced and practicing arts and policy experts. The participants will have an opportunity for one on one consultation with the experts even after the workshops. With the Skills Enhancement workshops and the follow-up one on one sessions with the Participants we are headed for promising days in the art and culture sector with improved quality of our productions and impactful arts programming for our communities.

At the end of the workshop, participants are expected to have:

- i. Gained improved knowledge about effective approaches to administrative management of creative social enterprise, arts groups/companies within their immediate contexts.
- ii. Progressively developed acute business awareness essential in planning, developing innovative arts programs, marketing creative arts programs and audience development;
- iii. Appreciated the legal and regulatory framework of the culture sector they operate in;
- iv. Gained practical knowledge and insights about Financing the arts and funding models to apply to their organisations;

4.0 PARTICIPANTS:

Participants will comprise:

- i. 20 competitively pre-selected Arts Managers, Creative Producers, Curators, Festival/ Cultural Events Managers, Arts Space Manager, etc drawn from various local independent creative enterprise, art group/companies across Uganda. They will have had at least no less than 2 years hands-on practical experience of managing arts groups as part of their work background.

5.0 REQUIREMENTS FOR INTERESTED PARTICIPANTS:

Applicants should preferably be seasoned *Arts Manager, Creative Producers, Programmers, Curators or art practitioners* with good practical hands-on grounding in everyday management of creative performance productions, screenings or exhibitions.

Advanced training in Arts/Cultural/ Heritage management, business administration or marketing/public relations/communication/Marketing at all levels shall be considered highly as added advantage.

All applicants should submit:

- a. **a formal handwritten application**
- b. **an updated detailed CV with an attached portrait**
- c. **a brief half A4 page (printed font 12) descriptive professional profile summary**
- d. **a statement of motivation for participation**



Interested applicants should be open minded interactive individuals willing to learn and share knowledge with peers within a multicultural context. They should also be proficient in both written and spoken English language.

We will consider applicants more on the basis of their current practical involvement with Creative –arts arts/Cultural Management and less on past stated CV accomplishments.

6.0 IMPORTANT DATES and NOTES:

- Deadline for submission of applications: **FRIDAY 25TH, OCTOBER, 2024 by 17.00hours (5pm)**
- Successful Applicants will be informed about the outcome of the
- competitive selection process by email/ Telephone on or before: **Monday 28th November, 2024**
- Workshop Dates: **Monday 4th November to Friday 8th November, 2024**
- The **WORKSHOP is NONE- RESIDENTIAL from 9AM to 5PM** and your full participation in all the 5 day is expected. Please do not apply if you are not available for the 5 consecutive days of the training. We need only serious people committed to arts programming, producing, curating and management.

7.0 SUBMISSION PROCESS:

Submit your application and supporting documents in *hard and/or softcopy* with Subject clearly marked as **INNOVATIVE ARTS PROGRAMMING FOR COMMUNITY TRANSFORMATION** to the following contacts of the Project Lead:

CONTACT:

For more information please contact the 2024 IVLP Impact Awardee:

Ssebaggala Andrew Lwanga J

UNCC-Production Manager/ 2023 IVLP Alumnus

Email attachment: jedidiahs25@yahoo.com or assebaggala@uncc.co.ug

For prompt inquiries contact Tel: +256 776 617 450 /+256 704 814 506

Or Hand deliver to

Production Manager

Uganda National Cultural Centre (UNCC)

Plot 2, 4, & 6 De-Winton Road

P.O. Box 3187 Kampala-Uganda

Tel : +256 414 254 567

This IVLP Impact Award Project: **INNOVATIVE ARTS PROGRAMMING FOR COMMUNITY TRANSFORMATION** is implemented by Ssebaggala Andrew Lwanga J as an IVLP Impact Awardee with support from the Uganda National Cultural Centre, the US Mission in Uganda with *“Funding provided by the U.S. Department of State's Bureau of Educational and Cultural Affairs with Meridian International Center as the implementing partner”*.

