

## CALL FOR PROPOSALS

### MARKETING TRAINING FOR KEY PRODUCING ARTS ORGANISATIONS

30<sup>th</sup> September 2014

#### BACKGROUND

Arts Audiences is an initiative of The Arts Council/ An Chomhairle Ealaíon and Temple Bar Cultural Trust and is resourced to, among other things, enhance the capability of arts organisations to attract audiences through promoting and directly carrying out training in respect of audience development and retention. Information about Arts Audiences can be found on its website [www.artsaudiences.ie](http://www.artsaudiences.ie). In particular, you should note details of the Audience Development Programme for venues and festivals 2012 – 2014 and the resources available on the site.

#### CALL FOR PROPOSALS

In 2015, Arts Audiences wishes to commission a training body to undertake, on its behalf, to offer robust marketing and audience development training to a number (approximately 10) key producing arts organisations:

These organisations will be the producers and promoters of work who are funded under a variety of Arts Council funding schemes, such as performing arts production companies in theatre, opera and dance, and a number of companies who have touring as part of their core mission.

These organisation would typically have their work presented by others; promoters, venues and festivals, although some may take on the presenting role from time to time.

The training will have as its core outcome the training and development of these organisations, and individuals within them, to work effectively to build audiences for their work, in partnership with presenters.

The training will ideally focus on the organisation, through the senior individual ultimately responsible for audience development, marketing and sales. The training should involve elements of a corporate commitment to audience development and the fostering of a culture of same, involving the board and management of organisations. The personal development of the individual is also of great importance, as Arts Audiences seeks to develop individuals whose skills are transferable to other arts organisations.

The training should also act as professional development for the individual ultimately responsible for marketing/ ticket sales/ attendance. In many cases, in arts organisations, this will be the Director or Marketing Manager. The personal development of the individual is of great importance, as Arts Audiences seeks to develop individuals whose skills are transferable to other arts organisations.

## **COURSE CONTENT**

Course content should tie in with the ongoing work of the organisations who are being trained and assignments and coursework have direct relevance.

The expectation is that the training will take a modular approach covering key areas, including, but not limited to:

- Understanding audiences; collating and analysing data and information.
- It is envisaged that this element of the course would involve liaison with venues and others with direct access to customer data; identifying the types and structure of customer data from internal and external sources which can be utilised by production companies.
- Marketing strategy and planning.
- Working with companies to identify appropriate audience development and marketing strategies and how to plan for development and growth. Goal setting would form a key part of this strand and this element of the course should include case studies.
- Managing resources for marketing effectiveness
- Providing organisations with the ability to prioritise audience development activities, and how to use human and financial resources in a targeted manner for maximum effectiveness.
- Technical instruction module

*This element of the course should identify the needs of individual organisations in relation to technical marketing areas (e.g. digital) and deliver training across those areas. This training may not be directly delivered but could take a variety of approaches, such as individual coaching, or recommending professional training, and should seek to maximise use of existing resources, such as those available on [www.artaudiences.ie](http://www.artaudiences.ie) and elsewhere.*

## **QUALIFICATION**

The training should lead to a recognised qualification for the key individual who undertakes it.

## TENDER

Arts Audiences seeks proposals from interested and qualified bodies in providing this training over a six-month period, which should be received by email no later than 5pm Friday November 14<sup>th</sup> 2014 to [ucarmody@templebar.ie](mailto:ucarmody@templebar.ie).

Your proposal should cover:

1. Company profile and background, outlining your qualifications to carry out this training and any relevant background
2. Any proposal you may wish to make for certification/accreditation of the training or elements therein
3. Proposals for project partners in the public or private sector
4. Any proposal you may wish to make as to how participants should be selected
5. Details of how you would deliver the training ( locations, timing, methods to be used etc.)
6. Breakdown of outline course content (e.g breakdown of modules etc). Proposals for course content over and above the content detailed above are encouraged.
7. Details of your overall approach to the project.
8. Your proposed price for delivery of the training, detailing any exclusions, and a breakdown of costs

Please limit your proposal to 6 A4 pages, with attachments where relevant (e.g company profile).

Arts Audiences may extend this contract (e.g by repeating the training in the same calendar year) once awarded or by extending the number of participants if the design and selection process allows.

The per participant guideline amount is 2,400 euro per organisation.

If you have any queries, please email [ucarmody@templebar.ie](mailto:ucarmody@templebar.ie). Anonymised queries and their answers will be posted to [www.artsaudiences.ie](http://www.artsaudiences.ie). Please confirm your intention to submit a proposal no later than Monday October 27<sup>th</sup> at 5pm, otherwise your proposal will not be eligible for consideration.

Thank you for your interest.