

## OPEN CALL FOR ACCELERATION PROGRAMME FOR THE ARTS 2023

### 1. Overview

The National Arts Council (NAC) and UOB FinLab will run the first edition of the inaugural Acceleration Programme for the Arts 2023 (referred to as 'the Programme' henceforth). This Programme is jointly sponsored by UOB FinLab and NAC and helps artists and arts organisations strengthen their digital, business and finance capabilities.

This Programme is free for arts participants. All who are interested are required to apply via an online form. Due to limited capacity of the Programme, there will be a selection process. Should there be overwhelming interest, NAC and UOB FinLab will consider doing a re-runs at a later time to accommodate as many participants as possible.

### 2. Learning Outcomes

Through this Programme, participants can look forward to the following:

- Educational sharing and hands-on learning from industry experts on digital marketing, financial management and business development
- Be introduced to a curated suite of digital solutions to support their operations and business
- Practical hands-on workshops and peer discussions on the application of learning to their work areas
- Consultation or feedback on specific challenge(s) and / upcoming plan(s), including potential solutioning using digital tools and skillsets

At the end of the Programme, participants will acquire knowledge and skills that support:

- Business development and pitching
- Digital marketing
- Finance (including business management, operations, and regional expansion)

### 3. Who can Apply and What is the Programme Capacity?

There will be two runs of the inaugural Programme in 2023. This Open Call is for the first run of the Programme. Formally registered arts organisations in Singapore may apply for the first run through this Open Call.

Runs	Who is it for?	Who may apply?
First run (currently open for applications)	Arts Organisations	Formally registered arts organisations in Singapore  Kindly note that: <ul style="list-style-type: none"><li>Organisations may send up to 2 representatives to the Programme</li><li>Representatives with key decision-making roles and/or involved in key areas covered by the programme are encouraged.</li></ul>
Second run	Arts Self-Employed Persons (SEPs)	Arts SEPs who are Singapore Citizens or Permanent Residents (PRs)

**In order to facilitate optimal learning, there is a maximum classroom size of 30 spots per run and all who are interested are required to fill up the Application Form beforehand.**

Should there be overwhelming applications, NAC and UOB FinLab will consider doing a re-runs at a later time to accommodate as many participants as possible. **We seek your understanding that not all who apply can be selected per run; we will contact all applicants to inform them of the outcome of their applications.** More information on specific open call periods will be made available on NAC's website, nearer to start of each open call period.

#### 4. Programme Information and Duration

Participants will undergo a four-week programme spread out across two months, comprising expert sharing sessions, panel discussions and hands-on workshops. To encourage deeper learning, participants will also be expected to apply what they have learnt to their own projects and work during the Programme.

The sessions will be contextualised to the arts sector and will be jointly conducted by UOB FinLab and NAC-selected professionals, industry experts and arts practitioners.

All Programme activities will be conducted during office hours on weekdays, as follows:

Week	Topic	Date & Time	Outline	Format
1	Introduction & Business Development	14 Mar, 10am – 1pm  <b>AND</b>  17 Mar, 10am – 3pm	<ul style="list-style-type: none"> <li>• Sharing session on arts and business journey</li> <li>• Brand building and market positioning to potential clients</li> <li>• Identifying and understanding customer needs</li> <li>• Understand and articulate impact and value of respective arts organisations via business model canvas (BMC)</li> </ul>	<ul style="list-style-type: none"> <li>• Panel discussion</li> <li>• Interactive workshops</li> <li>• 1 on 1 sessions</li> <li>• Peer to peer reflections</li> </ul>
2	Digital Marketing	23 Mar, 10am – 3pm  <b>AND</b>  24 Mar, 10am – 3pm	<ul style="list-style-type: none"> <li>• Business Strategy</li> <li>• Marketing Channel Amplifications</li> <li>• Marketing strategy development and review</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive workshops</li> <li>• Individual speaker(s)</li> <li>• Peer to peer reflections</li> </ul>
3	Finance	31 Mar, 10am – 1pm	<ul style="list-style-type: none"> <li>• Effective business management</li> <li>• Exploring regional expansion</li> <li>• Tech showcase on relevant digital tools (e.g UOB Bizsmart)</li> </ul>	<ul style="list-style-type: none"> <li>• Panel discussion</li> <li>• Peer to peer reflections</li> <li>• Showcase</li> </ul>

4	Closing Ceremony, Tech Meets Arts	4 Apr, 10am – 12pm	<ul style="list-style-type: none"> <li>• Sharing on future tech /digital trends and opportunities for the arts</li> <li>• Insights on innovative arts presentations (e.g. metaverse, AR/VR)</li> <li>• Participants' reflection</li> <li>• Certificate presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Panel discussion &amp;/ individual speaking sessions</li> <li>• Quiz (TBC)</li> <li>• Networking and presentation</li> </ul>
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## 5. Attendance

All participants are expected to fulfil 100% attendance to their best effort.

Should confirmed participants no longer be able to attend the Programme, NAC should be duly informed so that the space can be made available to other applicants.

## 6. Application Process

**For first run of Programme in 2023**, please apply via this link: [go.gov.sg/UOBNACr12023](https://go.gov.sg/UOBNACr12023) by **19 February 2023, 23:59 (SGT)**. Late and incomplete applications will not be accepted.

Applicants who demonstrate clear motivations and goals for participation, and articulate specific gaps, needs or plans that they hope the Programme can address will be considered for the Programme.

All participants will be informed of the outcome of their application by email. They may be required to attend a **pre-programme briefing** to align expectations and understanding.

## 7. Expected deliverables for participants

Participants are expected to

- Participate with 100% attendance in the Programme's activities.
- Share their learning points, takeaways, and feedback through a post-Programme reflection form

## 8. Timeline

The estimated timeline for **first run of Programme in 2023** is as follows\*:

Date	Activity
6 Feb 2023 to 19 Feb 2023	<ul style="list-style-type: none"> <li>• Open call</li> </ul>
20 Feb 2023 to 13 Mar 2023	<ul style="list-style-type: none"> <li>• Selection process for participants</li> <li>• Pre-programme briefing for selected participants</li> </ul>
14 Mar 2023	<ul style="list-style-type: none"> <li>• Start of programme</li> </ul>
14 Mar 2023 to 4 Apr 2023	<ul style="list-style-type: none"> <li>• Sessions in progress</li> </ul>
By 4 Apr 2023	<ul style="list-style-type: none"> <li>• End of programme</li> </ul>
By end Apr 2023	<ul style="list-style-type: none"> <li>• Submission of self-evaluation report</li> </ul>

*\*The timeline is tentative and may be refined according to the needs of the programme.*

## 9. Contact Details

For further queries please contact:

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