

OPEN CALL FOR APPLICATION
ACCELERATION PROGRAMME FOR THE ARTS 2023 (RUN 2)
FOR ARTS ORGANISATIONS

1. Overview and Programme Capacity

The Acceleration Programme for the Arts, jointly supported by the National Arts Council (NAC) and UOB FinLab, helps arts organisations **strengthen their digital and business capabilities, towards greater growth and sustainability.**

This is a free programme for arts organisations formally registered in Singapore, and to facilitate optimal learning, a **maximum of 20 arts organisations** will be selected per run. All who are interested are required to fill up the online Application Form found in Section 6.

This Programme will take place from 19 March 2024 to 5 April 2024, over an estimated 7 sessions.

Due to limited capacity, we seek your understanding that not all who apply will be selected. We will contact all applicants to inform them of the outcome of their applications. Should there be overwhelming interest, NAC and UOB FinLab will consider doing a re-run to accommodate more participants in future.

2. Who should Apply and Attend?

The Programme is suitable for **formally registered arts organisations** who possess all of the following:

- a. Have been established and active for **at least 2 years**
- b. **Have a total staff strength of at least 3** full-time/part-time/contract/adjunct staff **who oversee different business functions** of the organisation i.e. marketing, database management, distribution, HR, accounting, ticketing, sales, project management.
- c. **Have been using digital solutions in day-to-day operations**, and **intends to improve or explore** other ways to optimise the use of digital solutions to support the business.

Each selected organisations may send 2 different representatives for per session of this Programme. You may field representatives from your organisation that have relevant job functions to each session of the Programme.(i.e. Business Development, Business Operations, Digital Marketing). We would also like to encourage representatives who oversee the abovementioned business functions to participate.

3. Topics Covered and Learning Outcomes

Through this 3-week Programme, participants can look forward to:

- a. Industry sharing and hands-on learning from experts and peers on **digital transformation, business development, business operations and digital marketing**
- b. Hands-on learning activities and small group discussions on the **application of digital tools** to their work areas
- c. Consultation and **advice on your organisation's digital-related challenges** in relation to your business plans

4. Programme Information and Duration

Participants will learn from case studies, best practices/potential pitfalls and valuable insights from their peers and experts. To deepen learning, participants will also be expected to share and contribute during small group discussions and learn through hands-on activities. This Programme has been **designed to help participants walk away with some tangible knowledge for application post-programme.**

To achieve the above, NAC and UOB FinLab will work with arts professionals, industry experts and business leaders to ensure that the content, expert sharing and facilitated discussions are contextualised to the arts sector as much as possible, and relevant to participants.

All sessions of this Programme will be conducted **in-person, during office hours on weekdays.** The format for learning will include expert or peer sharing, small group discussions, consultations and hands-on learning activities.

More details of what to expect per session are below. Please note that the programme topics and sessions are subject to change and are accurate as at time of publishing.

Topic	Estimated Date & Time of Sessions (in 2024)	Outline
<i>Note: Some parts of the Programme may be adjusted to tailor to specific needs of the final group of participating arts organisations</i>		
1. Digital Transformation	19 March 10am – 1pm (half day)	a. Participant meet-and-greet, setting goals and learning outcomes b. (Guest Speakers) Industry Sharing -- Digital transformation journey of various arts organisations: i. Motivations and barriers ii. Digital transformation strategies and considerations iii. Practical tips and potential pitfalls
2. Business Development	21 March 10am – 5pm (full day)	a. About the Business Model Canvas (BMC) b. How to use the BMC for your organisation's business development
3. Digital Marketing	26 March 10am – 1 pm and 28 March 10am – 1 pm (2 half days)	a. Guiding principles, strategies and approaches b. Opportunities and challenges c. Evaluating digital marketing strategies d. Learning and applying marketing pitch
4. Business Operations	2 April 10am – 1pm and 4 April 10am – 1pm (2 half day)	a. Identification of business operation needs and challenges b. Navigating operational challenges
5. Reflections and actionable takeaways	5 April 10am – 12pm (half day)	a. (Guest Speaker) Industry Sharing -- Digital transformation journey of an arts organisation b. Next steps in digitalisation journey/ digital transformation c. Participants' reflection and actionable takeaways d. Certificate presentation

5. Attendance

If your arts organisation is selected for the Programme, your organisation will be required to attend **all** sessions of the Programme.

Should your arts organisation no longer be able to attend the Programme after being selected, NAC should be duly informed before the programme starts so that the space can be made available to other applicants. Should there be changes to the registered participants, please also inform NAC accordingly.

6. Application Process

Please apply via this link: <https://go.gov.sg/uobnacr22023> by **7 January 2024, 23:59 (SGT)**. Late and incomplete applications **will not** be accepted.

Please articulate clear motivations for participation, specific growth areas, needs or plans that you hope the Programme can address for your arts organisation. These would be carefully considered in the Application process.

All participants should be informed of the outcome of your application by email approximately 3 weeks before the Programme begins, and no later than 29 February 2024, to the best of our ability.

7. Expected deliverables

Arts organisations who have been selected are expected to:

- a. Attend all Programme sessions
- b. Share your learning points, takeaways, and feedback through a post-Programme reflection form

8. Timeline

The estimated timeline for this **second run of Programme in 2023** is as follows*:

Date	Activity
16 November 2023 to 7 January 2024	a. Application period
8 January 2024 onwards	a. Selection process for participants b. Informing selected participants c. Selected participants to get ready for programme
19 March to 5 April 2024	a. Programme begins
By end April 2024	a. Submission of self-evaluation report

**The timeline may be adjusted according to the needs of the Programme.*

9. Contact Details

For further queries please contact:

- a. **Ms Chrystal Ho, Assistant Manager, Technology & Innovation:** chrystal_ho@nac.gov.sg and
- b. **Ms Anna Fu, Senior Manager, Technology & Innovation:** anna_fu@nac.gov.sg