GUIDANCE NOTE FOR APPLICANTS

SOUTH ASIA FESTIVAL ACADEMY (BEGINNERS)

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

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

You can also read about the South Asia Festival Academy here:

The South Asia Festival Academy is returning in September and applications are open - The Business School (napier.ac.uk)

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 4th September 2022. 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=0003

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 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 Academy.

About the South Asia Festival Academy (Beginners)

We are delighted to invite you to apply for the South Asia Festival Academy (Beginners) starting in September 2022.

Applicants will currently be involved in cultural venues/events and festivals. Applications will be accepted from entry-level and early career professionals with experience of up to 5 years in festivals or cultural venues/events. Applicants should be employees/managers/consultants working within the festival sector. Applicants' backgrounds can range from artistic and curatorial to management, marketing, business development, fundraising, HR etc.

This short course focuses on a wide variety of themes and topics, all of which are related to the planning, delivery, evaluation and management of festivals and events. In this short course, you will work with quite broad definitions of what constitutes a festival, including culture, sport, the arts and science contexts.

This short course looks at a festival and its position within wider society including an introduction to different types of economic, social, cultural, environmental and political impacts of festivals. Cultural festivals have always been important in South Asia, but increased choices in leisure activities have influenced the growth in festivals across the region. This has led to challenges in managing the sector and ensuring sustainable growth and development in the future. As a result, festival management has developed from operations run by passionate and dedicated amateurs to being an industry of trained and skilled professionals. A wide variety of potential career paths are open to those working within the festivals industry. Different stakeholders have various motivations for producing and supporting festivals, whether public or private. The potential value of festivals is being increasingly recognised by politicians and entrepreneurs keen to capitalise on this rapid growth.

Although festivals vary enormously in type and form, the management issues relating to this wide range are often surprisingly similar, within an increasingly competitive environment with decreasing resources and more discerning and sophisticated consumers. This short course will examine business and operational aspects of the industry. It provides you with an understanding of the key factors influencing the provision of festival products and services, and of key issues in their operations. In addition, it will develop your awareness and understanding of operational practices within the festival and events industries.

The short course establishes the range of festivals products and services, discusses operational structures and processes, and introduces key management functions in the context of festivals and events. Human resource issues and volunteering are discussed, as are programming, and the importance of event evaluation and impacts. The scope of relevant regulation/legislation is examined, alongside the associated themes of health and safety, risk management and logistics management.

Fees and Funding

The full cost of this short course is £550 per participant. British Council will pay £400 per participant. **Therefore, the total fee to be paid per student is £150.**

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, events, or cultural 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 event and website link (if you have one), please outline your audience demographic as you see it. If you do not currently work for a festival, that is OK, but please tell us about your current role. We want to know about your experiences and how you will benefit from the South Asia Festival Academy. So, you should use the personal statement to briefly describe your roles and responsibilities within your current organisation or festival.

What according to you are the strengths of your festival? Please identify the areas of development as well. If you do not currently work for a festival, tell us about your strengths and weaknesses in your own skills that you feel this course could help address.

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 South Asia Festival Academy can help you achieve your goals.

Finally, in the personal statement, please outline your reasons for applying to the South Asia Festival Academy. 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.

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 upload your proof of qualifications to this section
- Employment Section – please complete work history up to 3 years
- 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.

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.

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 19th September 2022.

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 the course.

Commitment

If you are successful, you will be expected to fully commit to online sessions which will take place each Monday from 19th September 2022 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.

Timeline

Application deadline: 11.59pm IST on Sunday 4th September 2022
Participants informed of the outcome of their application: Monday 12th September 2022
Course start date: Monday 19th September 3-6pm IST
Course timings: Every Monday from 19th September – 28 November (except Diwali on 24th October) 3 – 6pm IST, with sessions taking place online.
Coursework completion: December 2022
Certificates sent to participants who successfully completed the course: February 2023

Contact

Thank you for your interest in the South Asia Festival Academy. We look forward to receiving your application by 23:59 IST on 4th September 2022. If you have any questions about the course, please contact us:

- Sankalita Chakraborty, Head Arts – West India, British Council
  Sankalita.Chakraborty@in.britishcouncil.org
- Dr Gary Kerr, Associate Professor in Festival Management, Edinburgh Napier University
  G.Kerr@napier.ac.uk