

ASEAN-UK Advancing Creative Economy



Open Call

ASEAN-UK Festival Management Training

Introduction

We are looking for festival managers and programmers from across the ASEAN region to be selected to participate in ASEAN Festival Management Training programme.

The **ASEAN-UK Festival management training programme** aims to develop and strengthen the festival sector across the Southeast Asia region through capacity building. The programme is a 4-week immersive course designed to the needs of the Southeast Asian festival sector, aimed at supporting new and existing festivals in the region and addressed the skills gaps in festival management, with particular emphasis on audience development, innovative business modelling, sponsorship & marketing, sustainability, leadership, and digital transformation of festivals. The programme will bring together guest speakers from the UK and across the Southeast Asia region.

The programme is delivered by Edinburgh Napier University and Jogja Festivals as part of the ASEAN-UK Advancing Creative Economy programme (ACE). The ASEAN-UK Advancing Creative Economy programme is delivered by the British Council with co-funding from UK's Foreign, Commonwealth Development Office and in partnership with the ASEAN Secretariat.

We are looking for festival professionals with a proven interest and experience in the festival sector.

- Festival directors and managers

- promoters and programmers
- creative and cultural producers and curators
- policymakers and other practitioners working in the festival sector

We particularly welcome submissions from a diverse range of professionals: including women, gender minorities, disabled people and people from underrepresented groups. We would welcome both emerging and established level professionals.

Please note that this opportunity is not suitable for artists unless they are involved in other influencing roles in the festival sector in a professional capacity

Objectives

The ASEAN-UK Festival Management Training will

- Equip participants with advanced skills in festival management, including programming, finances, audience development and partnerships.
- Enhance business skills
- Offer networking and knowledge sharing between ASEAN festival practitioners
- Contribute to the growth of the arts, culture and festivals sector in Southeast Asia

The programme overview

The programme will consist of weekly 3,5 hours sessions covering themes/topics relevant to the festival sector. Each session will start with reflections on previous learning or content to stimulate discussion on what happened previously and what comes next. The sessions will be interactive and have a mixture of lecture, workshop, debate, discussion and breakout room activities. These are supplemented by group discussion/activity/guest speaker presentation or panel discussion, and participants will have access to an interactive online training environment and Virtual Learning Environment (VLE) called Moodle.

Timeline

Date	Activity	Notes
12 June 2025	Participants announcement	Orientation Guide distributed
16 June 2025, 08.00 – 11.30 AM BST	Start of Programme – Session 1 <ul style="list-style-type: none"> • Introduction and Festival Planning and Operations • Creative Programming 	Virtual sessions
23 June 2025, 08.00 – 11.30 AM BST	Session 2 <ul style="list-style-type: none"> • Festival Finances and Risks • Delivering Sustainable Festivals 	Virtual sessions

26 June 2025 08.00 – 11.30 AM BST	Session 3 <ul style="list-style-type: none"> Partnerships, Sponsorship and Business Development Leadership and Governance 	Virtual sessions
30 June 2025 08.00 – 11.30 AM BST	Session 4 <ul style="list-style-type: none"> Audience Development/EDI Festival Marketing and Digital Innovation 	Virtual sessions
1 or 4 July 2025 08.00 – 10.00 BST	Online ASEAN Festival Forum Future proofing festivals: how to build resilience in the ASEAN region	Virtual session, open to public

Eligibility Criteria

We are looking for up to 60 festival managers and programmers from the ASEAN region who:

- are from ASEAN member states: Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Singapore, Thailand, The Philippines, Viet Nam and Timor Leste.
- applicants who can demonstrate active festival/or arts experience in a middle to senior level role, and have at least 3-5 years experience of working within the festivals sector
- festival directors, organisers, founders, entrepreneurs, producers, curators, cultural managers and policymakers involved in festival and event development across ASEAN region. Festivals can be single artform, cross-artform, or multidisciplinary.
- Applicants can come from a range of artistic and curatorial leadership to organisational management, business development, marketing, fundraising, HR and policy development in the festival sector
- Participants must join all four sessions to receive the certificate of course completion. Non-attendance of 2 or more sessions will lead to non-completion of the training.
- The training will be delivered in English. Participants are expected to have a proficient level of English to take part in the training.

Note: For festival typology to refer to [ASEAN Festival Mapping report](#) – eg focus is on arts and cultural festivals, not traditional/ religious festivals

Selection Criteria

Criteria	Weightage (%)
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Experience You need to demonstrate how your experience is relevant and will contribute positively to the delegation's objectives	40 %
Vision and Legacy You will need to demonstrate how you will apply your learnings and experience into your current / future work/practice	25%
Collaboration You will need to share your experience and approach towards international collaboration(s)	25%
Equality Diversity and Inclusion You will need to demonstrate your approach towards EDI in your practice	10%

How to Apply?

To apply, please carefully read this Open Call briefing document in its entirety and **complete an Application Form via Microsoft Forms: <http://bit.ly/festivalmgmt2025> by 4 June 2025, 23:59 GMT.**

Please note that you may need to create a Microsoft account in order to start and complete the application process. Applications must be in English.

Key dates:

26 May – 4 June	Open Call
4 June 2025	Open Call submission deadline
10 June 2025	Selection Announcement
16 June 2025	Programme Start
16, 23, 26, 30 June 2025	Programme Live Sessions
1 or 4 July 2025	Online ASEAN Festivals Forum
Mid July 2025	Certificates issued

Access support for writing your application

If you identify as disabled, you are welcome to contact us ace2@britishcouncil.org for possible support we may offer to assist with making your application.

If you would like information contained in this open call brief or application form in any other format, please contact the British Council team by email ace2@britishcouncil.org

About ASEAN-UK Creative Economy Programme

[ASEAN-UK Advancing Creative Economy programme](#), co-funded by the UK's Foreign, Commonwealth and Development Office and the British Council and delivered in partnership with the ASEAN Secretariat, will help to deliver strategic initiative on creative industries strengthening in the ASEAN Socio-Cultural Community Blueprint 2025 and the ASEAN Strategic Plan for Culture and Arts 2016-2025. The aim of this initiative is to foster the creative economy industries in ASEAN and enhance its global reputation. By doing so, it aims to maximise the positive impact of the creative economy on people, communities, the environment, and ASEAN's global status.

This programme also aims to boost the skills of ASEAN policymakers and practitioners in the creative economy, while also providing a comprehensive report on the arts and creative technology scene in ASEAN. The evidence generation in this programme will guide future interventions and shape initiatives in this field.

An important aspect of this programme's vision is to substantially contribute to strengthen further cultural exchange and foster deeper collaboration between the UK and ASEAN Member States, while also working to improve the quality and variety of festivals in the ASEAN region. All ASEAN Member States will be eligible to participate in the programme.

For more information visit

<https://britishcouncil.org/>

<https://www.gov.uk/world/uk-mission-to-asean>

<https://asean.org/>

About Edinburgh Napier University

<https://www.napier.ac.uk/about-us>

Facilitators

Professor Jane Ali-Knight is Professor in Festival and Event Management at ENU. She is currently leading and developing the festival and event subject group as well as lecturing at Universities internationally and facilitating training and development in the field. Her core activities fall into three main areas: event and festival related programmes; research and publications; and conferences and professional events. She is a board member/trustee of BAFA (British Arts and Festivals Association); and Chair of Hidden Door Festival and is a Fellow of the Higher Education Academy and Royal Society of the Arts.

Jane has extensive experience in designing and delivering undergraduate, postgraduate and professional courses in tourism and festival and event management. She currently leads the award-winning Destination Leaders Programme delivered in conjunction with Scottish Enterprise. Jane is also an experienced practitioner working on and delivering festivals and events, both in the UK and overseas. Her festival related experience includes Special Event Management and Publicity Co-ordination for the Abu Dhabi Film Festival (ADFF), 2007-2012; CakeFest Edinburgh (2015-16). She has also been a judge on the Scottish Thistle Awards; e Awards in Scotland and the Middle East Event Awards and was a member of the Gulf Steering Group for the Scottish Government.

Professor Gary Kerr is a Visiting Professor at Edinburgh Napier University. He is currently Professor and Head of Department of Marketing, Tourism and Sport at Atlantic Technological University. Until January 2025, Gary was Professor at ENU where he was Programme Leader for the South Asia Festival Academies. He has also delivered Festival Academies in the UAE and Oman. He leads an award-winning team who are researching how festivals, events and arts/cultural venues can become more accessible for people living with dementia. Gary is a festivals practitioner. He is currently Curator at Cheltenham Science Festival.

Until recently, Gary was Chair at Sonic Bothy – an organisation that provides opportunities for people with additional learning needs to perform at festivals. Gary is Senior Fellow of the Higher Education Academy; Fellow of the Royal Society of Arts; and Fellow of Enterprise Educators UK. Gary is Co-Chair of the Young Academy of Scotland; Member of the Global Young Academy; Former Member of the

Scotland Advisory Committee at the British Council; and Advisory Board Member at the Scottish Graduate School for Arts and Humanities

About Jogja Festivals

Starting from the diversity of creative process of the festivals in Yogyakarta, Jogja Festivals existed as a strategic pot that focused on strengthening the festival ecosystem, developing the potentialities of each ally, synergizing between allies and/or the festivals to the stakeholders-and the other way around, as well as becoming a center of information and promotion - so the complexity would be well accessible to the wider communities around Yogyakarta and other cities.

As the one and only strategic pot that focuses on festival's ecosystem in Indonesia, Jogja Festivals always attempts to learn and open up various possibilities for collaboration and sharing knowledge in order to make Yogyakarta included in a festival's city in the world.

<https://www.jogjafestivals.com/about-us>