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"It's about setting things in motion"



LAB for intercultural cooperation and exchange

Monika Sapielak

CENTRE FOR CREATIVE PACTICES

CREATIVE ENTREPREDEURS ACADEMY

DOING BUSINESS WITH YOU







Seachain an bearna Mind the Gap

CENTRE FOR CREATIVE PRACTICES

NEW VOICES OF IRELAND SERIES 4

EXHIBITION | CONCERTS | WORKSHOPS







CFCP in 3 min

0 https://vimeo.com/147197669

CFCP - FACTS AND NUMBERS

Two main focus areas

- 1.) NEW VOICES OF IRELAND -promoting and integrating migrant, experimental and emerging artists;
- 2.) CREATIVE ENTREPRENEURS ACADEMY helps creatives on the business path

CFCP has

- worked with over 1,500 migrant, experimental and emerging artists from 20 countries
- welcomed over 16,000 audiences since Sep '09
- offered internship and work experience to 30 arts and event management students from all over the world (Ireland, Poland, Lithuania, Germany, Italy, USA, Romania, France, Armenia and other)
- Followers' base has reached 26,000 in 2016.
- Reached over 2.5 million hits on our website from over 49,350 visitors with over 25,300 unique visitors accessing over 195,000 page since 2011.

ArtPolonia, Lab for Intercultural Cooperation and Exchange

o first migrant lead organisation focused on the Polish-Irish intercultural exchange (since 2006, currently a brand under CFCP) - organised over 50 events attended by over 6,000 audiences.

AWARDS

- **CFCP** Arthur Guinness Fund 2012 (one of the 4 main winners from 440 applicants)
- Media & Multicultural Awards (MAMA) 2011 (Winner of Not-for-Profit Multicultural Company)
- Dublin Living Awards 2011 (Shortlisted Dublin Gallery of the Year 2011)
- ArtPolonia Merit to Polish Culture
- Level 1 Award from the Social Entrepreneurs Ireland (2007)

CFCP AND ARTPOLONIA IN COLLABORATION

- O Both organisations are very kindly supported by the Arts Council, Dublin City Council Arts Office and Dublin City Council Office for Integration, Artur Guinness Fund, Social Entrepreneurs Ireland
- O Collaborations with: Embassies including the Embassies of Poland, Slovakia, Lithuania, Hungary, Mexico and India, Dublin City Council, Formac, Irish Interactive Design Association, Slovak Cultural Centre, Zofia Rydet Foundation, Sirius Arts Centre, DIT Fine Art Programme Print Making Society, IADT, TV3, IMAGE, RTÉ, Indian Film Festival Ireland, PhotoIreland Festival, Dublin Theatre Festival, Dublin Dance Festival, Connector, Paddy Power, Music Network, Create, Lucca Leadership, Irish Interactive Design Association, McCann Ericson, Sticks and Stones, Business2Arts, Focus Theatre, Temple Bar Cultural Trust, Culture Night, Irish Museums Association, Bealtaine Festival, National Concert Hall and many more.
- <u>Featured in:</u> The Economist, The Irish Times, Sunday Business Post, Totally Dublin, Le Cool, Dublin Event Guide, Newstalk, RTÉ Radio, Radio Na Lifé, Near FM, Near TV and Dublin City FM.



FOUR SENTENCES WE FOLLOW

- OBe the change you want to see in the world (Gandhi)
- Every organisation is perfectly designed to get the results they are getting (Tim Kight)
- You get what you pitch for! (Daniel Priestley)
- You are in sales!!! Get over it!! (Tom Suddes)

VOCABULARY WE USE:

- **FOR IMPACT** instead of Not For Profit
- MESSAGE Mission Statement
- O INVOLVE -Inform
- ON BOARD On the Board
- COLLABORATION Competition
- **PRESENT AN OPPORTUNITY** –Ask for money

Change your thoughts/words and you'll change the world!

THE FORMULA FOR SUCCESS WE APPLY

- OWhy Purpose
- OWhat Mission
- OHow Unique Value Proposition
- OWho Target Market

WHY WHY?

OStart With Why - Simon Sinek

https://www.ted.com/talks/simon sin ek how great leaders inspire action?l anguage=en

MISSION - What Problem(s) Are You Solving?

- If you want to build a sustainable creative enterprise, any business, you must solve a problem or alleviate a pain for a target market.
- What is the one problem that is really worth solving?

UNIQUE VALUE PROPOSITION -

How will you solve this problem?

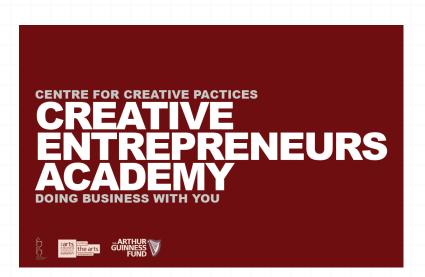
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TARGET MARKET

It's not about you, it's about them. Your target market. And when you make it about them, then it will be all about you.

What are we up to right now?

CREATIVENTREPRENEURS
TRAINING PROGRAMMES



ARTCONNECTED – SAAS THAT MATCHES OPPORTUNITIES WITH CREATIVE TALENT OR SUPPLIERS



CREATIVE JOBS, FUNDING AND OPPORTUNITIES PUZZLE

ARTCONNECTED - stimulating the creative economy

VALUE PROPOSITION



2-SIDES INTELLIGENT MARKETPLACE FOR CREATIVE FREELANCERS & SMES



- 1 Call for creatives
- 2 Funding opportunity
- 3 Space offered/wanted
- 4 Jobs
- 5 Professional development
- 6 Services & equipment offered/wanted



Matching talent/supplier with opportunity through an intelligent layer

Notifying users about the match

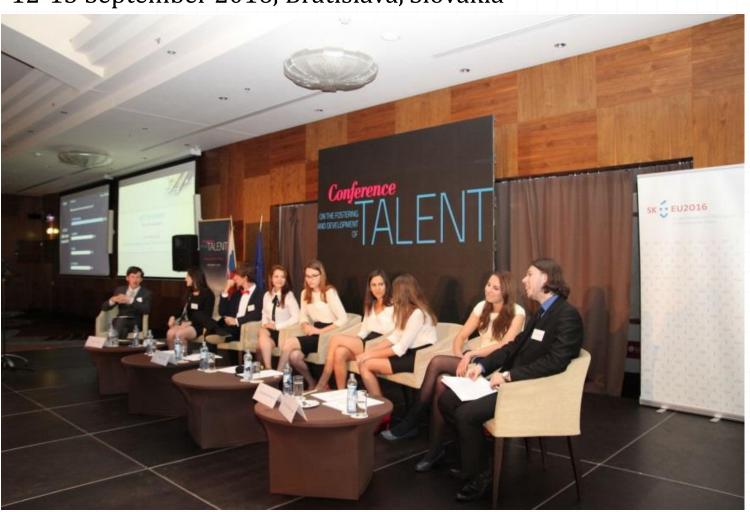
Collaborations

New project/opportunity

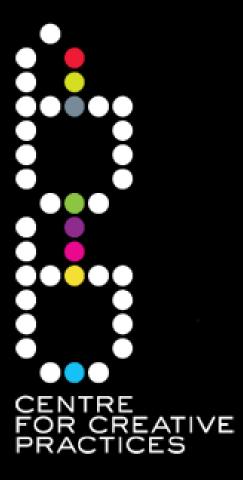
- 1 Talent
- 2 Creative Businesses & Organisations
- **3** Venues
- Service & Equipment Providers

What has recently inspired me?

Conference on the Fostering and Development of Talent 12-13 September 2016, Bratislava, Slovakia



THANK YOU & PLEASE GET IN TOUCH!



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