



CENTRE
FOR CREATIVE
PRACTICES

Monika Sapielak

monika@cfcp.ie

www.cfcp.ie / www.artconnected.ie

"It's about setting things in motion"

A r t **P** o l o n i a

LAB for intercultural cooperation and exchange

Monika Sapielak

www.cfcpl.ie / www.artpolonia.org / www.artconnected.ie

CENTRE FOR CREATIVE PACTICES

CREATIVE ENTREPRENEURS ACADEMY

DOING BUSINESS WITH YOU



Seachain an bearna
Mind the Gap

11

CENTRE FOR CREATIVE PRACTICES

NEW VOICES OF IRELAND SERIES 4

EXHIBITION | CONCERTS | WORKSHOPS



CFCP in 3 min

[o https://vimeo.com/147197669](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

- o worked with over 1,500 migrant, experimental and emerging artists from 20 countries
- o welcomed over 16,000 audiences since Sep '09
- o 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)
- o Followers' base has reached 26,000 in 2016.
- o 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

- o **CFCP** - Arthur Guinness Fund 2012 (one of the 4 main winners from 440 applicants)
- o Media & Multicultural Awards (MAMA) 2011 (Winner of Not-for-Profit Multicultural Company)
- o Dublin Living Awards 2011 (Shortlisted – Dublin Gallery of the Year 2011)
- o **ArtPolonia** - Merit to Polish Culture
- o 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.
- o Featured in: 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.

A word cloud featuring prominent terms such as: **Strategic**, **creative**, **ability**, **CFCP**, **Artists**, **CEOs**, **new**, **work**, **team**, **sector**, **Arts**, **budgets**, **range**, **others**, **great**, **risks**, **startup**, **wide**, **mentor**, **working**, **skills**, **experience**, **well**, **manage**, **vision**, **social**, **able**, **strong**, **ireland**, **purpose**, **lead**, **courses**, **diverse**, **teams**, **leader**, **market**, **educator**, **instant**, **office**, **promoting**, **local**, **high**, **100**, **vision**, **innovator**, **vision**, **able**, **social**, **leader**, **local**, **vision**, **innovator**, **vision**, **able**, **social**, **leader**, **local**.

FOUR SENTENCES WE FOLLOW

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

VOCABULARY WE USE:

- **FOR IMPACT** instead of Not For Profit
- **MESSAGE** - Mission Statement
- **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

o **Why** - Purpose

o **What** – Mission

o **How** - Unique Value Proposition

o **Who** - Target Market

WHY WHY?

o Start With Why - Simon Sinek

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en

MISSION - What Problem(s) Are You Solving?

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

UNIQUE VALUE PROPOSITION – How will you solve this problem?

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

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



6 OPPORTUNITY TYPES

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

2-SIDES INTELLIGENT MARKETPLACE FOR CREATIVE FREELANCERS & SMES



4 USER TYPES | CREATIVE FREELANCERS & SMES

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



Matching talent/supplier with opportunity through an intelligent layer

Notifying users about the match

Collaborations

New project/opportunity

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!



**CENTRE
FOR CREATIVE
PRACTICES**

Monika Sapielak

monika@cfcp.ie

www.cfcp.ie / www.artconnected.ie