



The Global Alliance for Cultural Diversity helps cultural industries, particularly in developing countries, produce goods and services and gain access to national and international markets. It does this through innovative private-public partnerships, sharing know-how and promoting respect for intellectual property rights.

As part of its strategy to strengthen the capacities of cultural actors in developing countries, the Alliance is working on the development of a programme to support and create a network of festivals and cultural events in countries from the African, Caribbean and Pacific region (ACP). As such, we wish to identify the principal factors which hinder the autonomy and professionalisation of these festivals.

The purpose of this study is to set up a pilot programme bringing together a limited number of festivals, according to relevant criteria, to promote networking between them, their autonomy and their long-term viability as engines of social and economic development.

Therefore, the Global Alliance is launching an appeal to all festivals which wish to actively participate in this initiative to fill in and return the attached questionnaire to:

<p><b>Global alliance for Cultural Diversity</b> Division for the Arts and Cultural Entrepriise <b>U N E S C O</b> 1, rue Miollis 75 732 Paris Cedex 15, France E-mail: <a href="mailto:globalalliance@unesco.org">globalalliance@unesco.org</a> For further information please contact: Mr Thierno SOW, <a href="mailto:t.sow@unesco.org">t.sow@unesco.org</a> Web: <a href="http://www.unesco.org/culture/alliance">www.unesco.org/culture/alliance</a></p>
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**Dead Line February 15<sup>th</sup> 2005.**



# Festival Head Office

Festival Staff Members

Surname.....

Name.....

Level of Academic Qualifications.....

Contact Details.....



# About the Festival

- What is the legal status of the festival?
- When was it first created?
- How many members or shareholders are there ?
- How many full time employees does it have?
- How many employees are there during the festival?
- What was the artistic programme of the festival in its last two seasons?
- Where does the festival take place?
- What is the visitor capacity of the festival location?
- What is the price range of tickets?
- What proportion of the festival budget do ticket sales cover?
- What is the principal source of financing of the festival?
- Who is the main pioneer behind the festival?
- How much is being invested in marketing and what percentage of this is made up from merchandising?
- To what extent do hotels and tourist companies support your festival?
- What is the most significant marketing impact you can offer to your partners?
- What type of support are you looking for?



# Network

- Does your festival belong to a network of others?
- What do you hope to gain from a network of festivals?
- In what ways could you and your festival be useful to the network?
- How do you believe such a network could be financed?
- What would financing such a network involve?
- Along the networks of festivals you know, which seems to be the most useful for its members?
- Give examples of some relevant events of the network you have chosen?
- What is your role in this network?
- What are your skills and abilities in this field?