

## **Summary of Communication and Marketing seminar – Tools: new means for the development of Residencies**

**19.11.2018**

The workshop about communication and networking, led by Marie Fol and Bojana Panevska from TransArtists | DutchCulture was focused on how to position your residency programme: the best way to communicate your vision to funders, stakeholders and artists, both nationally and internationally.

There were 23 participants who presented their residency programmes, which showed the diversity of the field while focusing strongly on residencies within the performing arts (theatre, dance, children theatre, street art, circus, performance art, etc). Some residencies are just starting, whereas quite a few exist for more than 5 years (up to 25 years).

As mentioned in the OMC Policy Handbook on artists residencies (published 2014), there is a variety of stakeholders around residencies - from artists to researchers, universities and critics/journalists, to funders (public and private) to other art spaces, businesses, local audience, etc.

Together with the participants we discussed the most challenging stakeholders and ways to approach them as part of their communication and networking strategy. One of the main discussion points was the importance of organizing events to reach the (local) and national media, as well as for building different audience, inviting variety of potential sponsors etc.

Reaching private sponsors has been the most difficult issue, and one of the reasons for that is the taxation system, unlike in USA where donations for art and culture are tax deductible. We concluded the next step should be to find a way to work directly with regions and ministries to make donations “tax deductible” in Italy.