

CREATIVE ARTS AND DESIGN FAIR – JULY 2015TITLED: CREATIVE HUSTLE

The last 5 years have witnessed an increasing growth and interest in the Nigerian creative industries from both the private and public sector. In response to this demand, the British Council invites UK institutions to participate in its first ever creative arts and Design fair tagged “The Creative Hustle”. The fair will showcase creative arts & design and built environment courses offered by UK institutions.

The event is the first of its kind and has been designed to ensure participation of a diverse range of stakeholders from the UK education sector. Keeping in line with the theme (Creative Hustle) the programme will be a fusion of Academic/Faculty staff presentations from UK institutions mixed with insights from successful Nigerian entrepreneurs working in the sectors.

The event will run in three phases:

- Phase 1: Online engagement with identified audience via British Council managed social media platforms which will culminate in video competition. The prize for the winner(s) is a scholarship for full tuition fees (minus flights, accommodation etc.) for a three – six week short course at a UK Institution. **Participating institutions willing to offer the prize will be offered full participation in all sessions at no cost, this is open to a maximum of three institutions.**
- Phase 2: Shortlisted individuals from the video competition will progress to master class sessions which will be led by locally established business leaders, and entertainers who represent the creative sector.
- Phase 3: Panel Discussions and Google hangout. This will culminate with the Creative Arts & Design Fair and a fashion showcase (hosted by partner organisations) both running concurrently.

Institutions are invited to express their interest to participate in any of the three phases listed above. There are limited spaces available and only institutions offering courses related to the creative industries will be accepted on a first come first served basis.

Please see attached document for detailed information about the wrap around activities.

PARTICIPATION PACKAGES

OPTION 1:

You may choose to participate in one of the following wrap around activities. All wrap around activities will involve successful Nigerian entrepreneurs in various Creative Arts sectors with a focus on - Fashion, Film, Music, Photography, Architecture and Interior design.

	Wrap Around Activity	Deliverables for participating UK Institutions	Cost Option 1	Cost Option 2	Cost Option 3
1.	<p>Video Competition (Entries accepted for all relevant creative industries) Dates: June 1st –30th</p> <p>Promotional Offer</p> <ul style="list-style-type: none"> Institutions logo on all advertising for the competition Mentions in Digital advertising for the competition 	<ul style="list-style-type: none"> Shortlisting finalists for the competition Participating as a member of the panel (with Nigerian entrepreneurs) for the selection of the winner 	£900		
2.	<p>Master Classes: (For finalists and winners of the video competition) Date: July 2nd 2015</p> <p>Promotional Offer</p> <ul style="list-style-type: none"> Display of institution brochures at master class venue Display of institution roll up banner master class venue Distribution of UK institution promotional materials in visitors bags 	<ul style="list-style-type: none"> Provision of a one hour workshop discussing themes related to building a successful brand and business in the entertainment sector. Institutions to provide an Academic/Faculty staff from a relevant department. 	£600	<p>£1300</p> <p>(1&2 or 2&3)</p> <p>£1500</p> <p>(1&3)</p>	<p>£2100</p> <p>(All three)</p>
3.	<p>Panel Discussion and Hangout Session (For exhibition visitors) Date: July 4th 2015</p> <p>Promotional Offer</p> <ul style="list-style-type: none"> Mentions in Digital advertising for the hangout session An experienced Academic/Faculty staff/Alumnus presents directly to participants. Distribution of UK institution flyers in visitors bags 	<p>UK institution Academic/Faculty staff (preferably from the department or an alumni with the experience in any of the fields) to share what difference studying in the UK could make</p>	£900		



Action Required

How to participate?

Please submit your expression of interest to participate by sending an email to Sephora.Imomoh@ng.britishcouncil.org by **Tuesday, 17th March 2015**. This should include a brief about your institutions programmes and reflect a creative industries component.

Please indicate in your email which package and activity your institution would like to participate in.

The Nigeria team will liaise with individual participating institutions for further information.

For further enquiries: Please email Sephora.Imomoh@ng.britishcouncil.org.