

WORKSHOP

GOAL:

The goal is to create an online resource that helps companies understand what internationalisation means and gives them tools to get started in the process. The main target is companies that are taking their first steps in internationalisation, but it is open to all companies. It would be interesting to generate a video material, not too long, that can be divided into chapters and at the end of each chapter they have to do a small task.

OVERALL TIMELINE/CONCEPT:

This workshop series has been divided into two chapters, beginning in November and ending in December. Each month will have a video workshop, a Q&A, two tasks (one with a wider focus and one more targeted) and feedback via email from the Apricots.

CONTENT:

Chapter One: November Topic: How to: network/ maintain your audience and continue to distribute your work on social networking channels and via personal newsletters and emails. Every month we will distribute feedback to distribute/market international touring. How to

- Task # 1: Wider Task- Write a fake newsletter to apricot productions explaining our season and schedule for the year.
- Task #2: Focused Task- Preparing a one page pitch deck for a piece you would like to bring on an international tour.

Goal of Chapter: The goal of this workshop is to gain knowledge on how to present yourself to a wide audience on social networking channels and also create personal content for targeted audiences.

Chapter Two: December Topic: How to reflect on one's own work and also understanding the market of individual countries. Understanding the advantages and disadvantages of a touring piece (number of participants, size of set, adaptation possibilities etc)

- Task # 1: Wider Task- Create a 1:1 image of your work and a caption to direct a piece to a broad audience via email or social channels.
- Task #2: Focused Task- Reflecting on yourself with journaling and researching, where does your work belong? Create a list which you will use later for distribution using your resources to find direct contacts.

Goal of Chapter: The goal of this workshop is finding specific locations which would suit your work and creating content to support your endeavour. To reflect on what is essential to be in your work and what you can get rid of to create a smaller budget and a feasible tour.