



ToR for Workshop in Brand Management within the Cultural and Creative Industries

About Activity

As part of the CC4WBs programme, Culture and Creativity Learning Labs are to be developed. They will later act as multipliers of best practice in given topics in the WB region.

One independent expert should **lead a capacity-building training in form of three-day workshop**, as part of the Learning Lab project “**Western Balkans Cultural Heritage Innovation Lab**”, implemented by Don Branko Sbutega Foundation and SHARE Foundation, and for beneficiary across the WB region.

Objective

The objective of the capacity-building training will be to transfer high-quality, relevant, current, professional knowledge, share experience and give advice to the project specific target group: cultural heritage, creative industries, and cultural tourism industry professionals from Western Balkan countries. The **main theme of the Workshop is: “Brand management within the cultural and creative industries”**.

The primary objective of the Workshop is to provide participants with a comprehensive understanding of the brand management process in the CCI. The Workshop aims to equip cultural heritage, creative industries, and cultural tourism industry professionals with the skills and knowledge necessary to effectively work in the marketing and branding of cultural heritage field.

Key elements to be considered during the Workshop:

- **Understanding Cultural Heritage** (Discuss what cultural heritage means in the context of an organization or community)
- **Brand identity and values** (Present the core values of the cultural heritage brand and how these values align with the broader cultural and historical context; Identify key elements of brand identity, such as logos, colours, and symbols, that resonate with the cultural heritage)
- **Audience engagement and communication strategies** (communication strategies that resonate with diverse audiences, participatory approaches, inclusive representation)
- **Sustainability and Longevity** (strategies for ensuring the long-term sustainability of the cultural heritage brand)
- **Adaptability to changing contexts** (Explore how the brand can adapt to changing societal, cultural, and economic contexts; Discuss the role of flexibility and adaptability in maintaining relevance).

SCOPE OF WORK

The expert will be responsible for delivery of Workshop, as part of the project “**Western Balkans Cultural Heritage Innovation Lab**” activities.



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The work will be to a high quality, to the project budget limits and compliant with relevant British Council standards.

Main Tasks and Responsibilities

Expert should be responsible for the following activities:

- a. **Design of three-day Workshop as part of the capacity building training with the main theme: “Brand management within the cultural and creative industries” (including training materials)** (up to 1.5 days preparation)
- b. **Workshop delivery** (up to 3 days)
- c. **Producing a short final report after completion of the workshop** (up to 0.5 day)

Deliverables

- Training materials
- Training delivery – Workshop
- Final report (1 page max)

REQUIREMENTS

Experience and Education

The scope of the Expert’s mandate define the ideal profile for the position as including an established competence of potential candidates in the following areas, preferably at the WB or international level:

- Relevant degree (Master level or PhD), e.g. in Arts management, Marketing, Communication and related fields, or an equivalent level of experience (min 10 years) in working marketing and brand management;
- Minimum 10 year’s working experience in creative industries;
- Deep understanding of the brand management process.

Desirable

- Considerable experience in working in art organizations;
- Relevant experience and understanding of the cultural heritage field in the WB region;
- Demonstrable experience in designing and providing training programmes in hybrid model.

Language and skills

- Excellent Knowledge of English language and communication skills. The Workshop will be held in English language.
- Any knowledge of the local WB languages would be an advantage.



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Duration of assignment

The assignment will start in the beginning of March 2024 and end on 30 April. Maximum working days is five (5). Exact dates to be agreed with the relevant project representative.

LOCATION

Workshop will take place in Belgrade, Serbia or/ and online.



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