

Workbook – develop a strategy

This is a workbook for you to reflect on how you see yourself working internationally, and how your situation and structure can support this. It aims to help you develop a step-by-step strategy for your international work and be more deliberate in how you engage. The main goal is to clarify issues and to set a flight plan for where you are going, before you engage in the branding, communication and networking sessions in the next workbooks.

you are already clear about, and what you can beneficially work deeper into. Then start working on the sections that seem right for you to work on, and answer as much as you find relevant. The workbook targets both beginners, who need the basics, and professionals with more experience, who need a check-up on their work.

Start by assessing your knowledge on the assessment bar. This will give you an overview of what

Open your mind, be moved in new directions and enjoy the clarity you gain.

**On a scale of 0 to 10, rate the following statements.
0 = Not true/Not complete and 10 = True/Complete.
Mark your level for each of the questions in the box.**



I am clear about my motivations for working internationally

0 1 2 3 4 5 6 7 8 9 10

I have devised a vision for my international work

0 1 2 3 4 5 6 7 8 9 10

My artistic work is ready for the international market

0 1 2 3 4 5 6 7 8 9 10

My organisation/platform is geared to working internationally

0 1 2 3 4 5 6 7 8 9 10

I know which areas (countries/regions) I will focus on

0 1 2 3 4 5 6 7 8 9 10

I am clear about how much of my worktime is/will be allocated to international work

0 1 2 3 4 5 6 7 8 9 10

I am clear about how I want to work internationally

0 1 2 3 4 5 6 7 8 9 10



Why do you want to get involved in more international work?

Please consider the issues honestly and only choose one objective for why you are involved/want to get involved in international work. The aim is to create clarity and form a target for your actions and decisions.

- I want new experiences and to discover new cultures
- My focus is on sharing knowledge and experience
- I am doing it primarily to raise my status and get a sharper profile in Denmark
- My motivation is to raise funding for my work and my company
- I want to be challenged and develop my artistic work
- Other

Based on your decisions, what do you have to say no to?

What will you say yes to?



What are you offering? Is your artistic work ready for the international market?

Have you developed clearly articulated artistic work? Please describe its uniqueness in 2 lines.

Are you clear about your audiences, and can you articulate that? Please describe.

Do you have references from professionals, reviews etc?



Have you noticed any international interest? For example, international guests commenting on your work, asking you to present etc. Please describe.

Do you want to get involved in the international market and will you make this a priority? Describe why/why not and how you will prioritise it.



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Who will do it? Is your organisation geared to working internationally?

How does your structure support international work? If not, how can you change it?

**Does everybody in the organisation have the intercultural competences you need?
How can you raise awareness about this?**



Do you and your organisation have knowledge about the international market, its operators and way of working? If not, what can you do to improve this?

Describe the network that you build your international work on.

Do you have knowledge of how the Danish Arts Council works with international strategies and support, how the Danish Embassies and Danish Cultural Institutes support cultural exchange, and how they can help you?



Are you associated with other supportive platforms and networks and know where to look for more knowledge?



Where will you work? Which areas (countries/regions) will you focus on?

Mark which countries you would like to focus on.



- The Nordic countries
- Germany
- UK (incl. Scotland, Wales)
- Republique of Ireland, Northern Ireland
- France/Francophone area
- Spain/Latin America
- Other EU countries
- USA
- Canada
- Australia
- Brazil
- Russia
- Middle East
- Asia – which countries?
- Africa – which countries?
- Other

Please elaborate on why these areas are interesting to you and what you do/can do to target them. For example, do you have any contacts already?



How much of your worktime is/will be focused on international work?

Please estimate a percentage: %

What does this mean in relation to how you (and your organisation) organise yourself and how you work?



How do you want to get involved in working internationally?

Choose 1-3 targets by evaluating what is most important for you and what you are able to at this moment in time.



- I want to gain knowledge and inspiration
- I want to produce in residencies
- I want to find artistic partners to co-create with
- I want to tour to exciting places and meet new colleagues
- I want to present my work at festivals to measure my artistic quality
- I want to sell my work and have an income by touring/presenting
- I want to find partners to co-produce my work
- I want to be a part of formal international networks to exchange and co-produce
- I want to apply for EU funding (Creative Europe, Interreg etc.)
- I want my theatre to get involved internationally on a structural level
- I want to make a strategy for combining the local and the global on a level integrating the society I live in.
- I want to take responsibility for international artists to develop and produce
- I invite international guest performances to present on my stages/at my festival
- I view everything I do/the theatre does in an international context

What does this mean for your strategy? Come up with 3 concrete actions to take.