

Workbook - Map your international networks and contacts

This is a workbook for you to map your international networks and contacts. The intention is to clarify the relationships you already have and can build on, and how you can expand your international network. You need doors to open and contacts to build on. How will you embark on getting to grips with the international market?

On a scale of 0 to 10, rate the following statements.

0 = Not true/Not complete through and 10 = True/Complete.



Mark your level for each of the questions in the box.

I know why I need to connect to international networks

0 1 2 3 4 5 6 7 8 9 10

I know the different international networks and have made clear decisions about which ones I can benefit from being a member of

0 1 2 3 4 5 6 7 8 9 10

I have a map of my international contacts and know how to contact them

0 1 2 3 4 5 6 7 8 9 10

I know people on the international market who can introduce me to promoters

0 1 2 3 4 5 6 7 8 9 10

I know the major festivals in my field and how they programme

0 1 2 3 4 5 6 7 8 9 10

I know the major organisations in my field and how they programme

0 1 2 3 4 5 6 7 8 9 10

I know the major organisations in my field and how they programme

0 1 2 3 4 5 6 7 8 9 10



**Why do I need to connect to networks in my field, and what have I done to do so?
Please give this careful thought and describe what you have done so far. What is your
experience?
Write here:**

**Which international networks exist in my field, and which ones are beneficial for me?
Write here:**



**Make a list of all the networks you are aware of in your field
Write here:**

**Choose the 3 you feel can best contribute to your development, and describe why
Be specific about differences related to your strategy for working internationally, your
genre etc.
Investigate their websites and find the terms/costs of membership, how often they
have meetings and where, and decide whether membership would benefit you. You can
try to locate Danish members and ask them about their experiences from a particular
network.**



Are you already a member of any of these networks? Have you decided to become a member? Which ones?

**How do you expect these memberships to benefit you?
Describe how you want to use the networks and what goals you have for the membership. Be as specific as possible.**



Who do you know in the international market?

List your international contacts – the ones that you can contact and ask for advice
This could be promoters, but also teachers and other artists etc. You need to identify
your keys to the market.

Write here:

List people on the international market who really know your work and can introduce
you to other promoters/organisers

Write here:



**Do you have testimonials from them? Can you get them?
Write here:**

(These people also need to be on your mailing list and regularly receive information about your work and whereabouts)



UPgrade

Where are the major organisations and festivals in my field?

List 5-10 major festivals in your field

Check the introduction text or further resources. If you need help, ask people or follow companies that resemble you/your company

Choose the top 3 and investigate their programme and how they programme. How could your performances fit in? What is your sales argument?



**Who is the director or programme planner of these 3 festivals?
Do you know anyone connected to the festivals, anyone who could introduce you?
Check, for example, whether any Danish groups have performed there
Write here:**

**List 5-10 major organisations/presenting theatres in your field
Check the introduction text or further resources. If you need help, ask people or follow
companies that resemble you/your company**



**Choose the top 3 and investigate their programme and how they programme. How could your performances fit in? What is your sales argument?
Write here:**

**Who is the director or programme planner of these organisations/theatres? Do you know anyone connected to the festivals, anyone who can introduce you? Check, for example, whether any Danish groups have performed there
Write here:**



**How can you optimise your relationship with these festivals and organisers?
Make a list of specific actions to take**