

CREATIVE JOBS, FUNDING AND OPPORTUNITIES PUZZLE



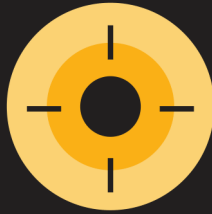
CENTRE
FOR CREATIVE
PRACTICES

Presented by: **Monika Sapielak**

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WHAT DO WE DO?



- Integrate, promote & mentor Migrant, Experimental & Emerging Artists
- Provide Creative Entrepreneurship Training Programme
- Research & Advocacy
- Innovation in the Creative Sector

CFCP SINCE 2009



- 400 migrant and 600 local artists presented
- 16,000+ audiences
- 900+ events
- 50 exhibitions
- 50 workshops
- 26,000 followers on social media

ACHIEVED TO DATE

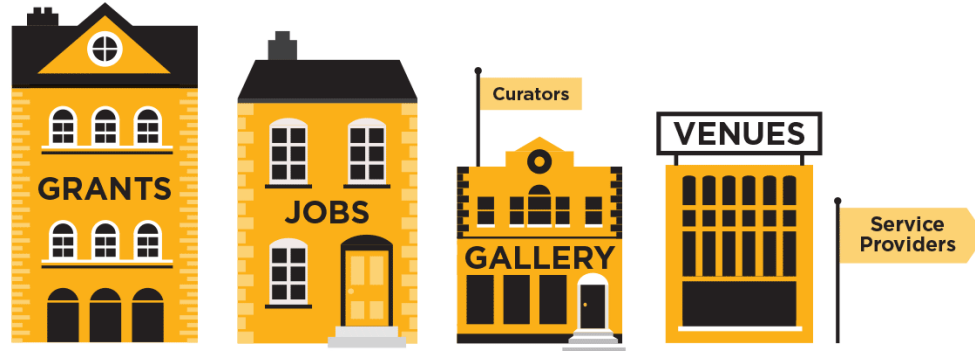


AWARDS:

- Arthur Guinness Main Award 2012
- Merit to Polish Culture
- Shortlisted as Dublin's gallery of the year 2012
- Multicultural Company of the year in 2011

SUPPORTED BY:

- Arts Council of Ireland
- Dublin City Council Arts Office
- Dublin City Council Office of Integration
- Wicklow Local Enterprise Office



CREATIVE JOBS, FUNDING AND
OPPORTUNITIES PUZZLE

30mn
people work
in the global
**Creative
Sector**

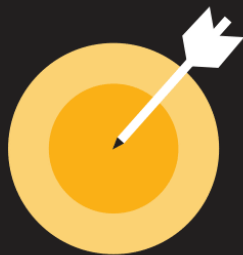


85%
of them are
**Freelancers
and SMEs**



Short contracts & preferred
outsourcing solutions require
**constant & cost-effective access
to opportunities & talent**

PROBLEM



Lack of a central platform to
access career opportunities
and creative talent

PAINS FOR CREATIVES

TIME SPENT – 2-6 HOURS WEEKLY

Time wasted ploughing through irrelevant information.

RESULT

Frustrated about all jobs they miss.

PAINS FOR PROMOTORS OF OPPORTUNITIES

MONEY

Financing the advertising in multiple places & channels.

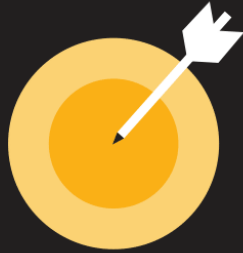
TIME SPENT

Time taken having to reformat according to each channel.

RESULT

Over 50% of applications received by promoters are irrelevant.

PROBLEM



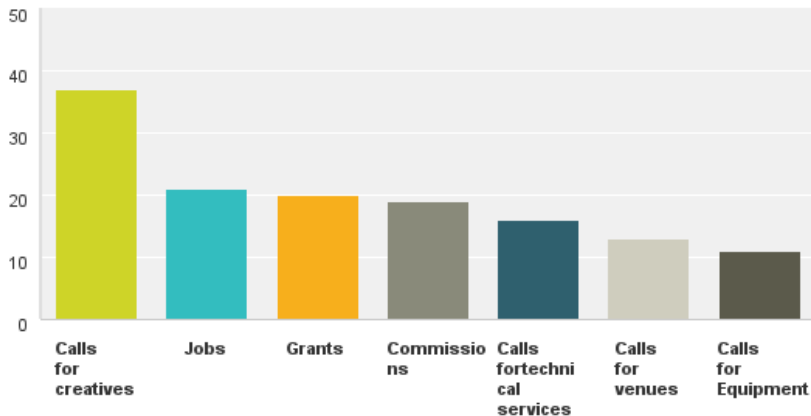
Current solutions rely on
outdated technologies

- Non-interactive listings and time consuming, cumbersome searches
- General search engines that offer only limited, targeted search capabilities
- Addressing only small market segments (designers, voice over artists, animation artists, musicians, visual artists, actors, photographers etc.)
- The promotions of opportunities currently available on Facebook and LinkedIn or in traditional printed media remain largely ineffective and costly

Promoters of Opportunities

Q1 What type of call outs do you send out?

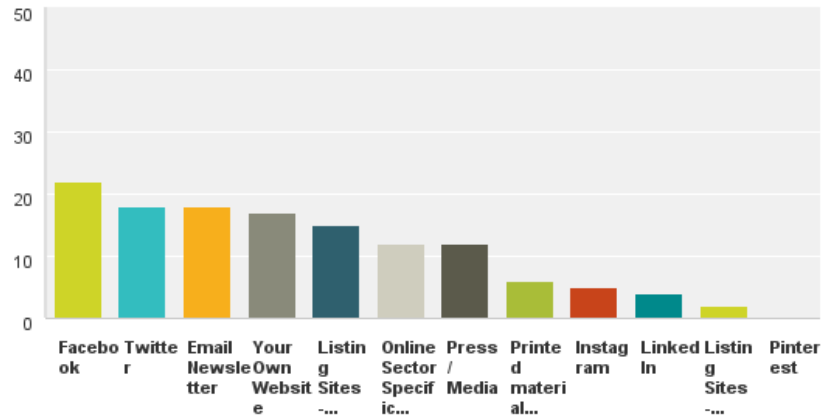
Answered: 44 Skipped: 3



Please Select those that apply

Q8 Where do you post information about your call outs?

Answered: 25 Skipped: 22

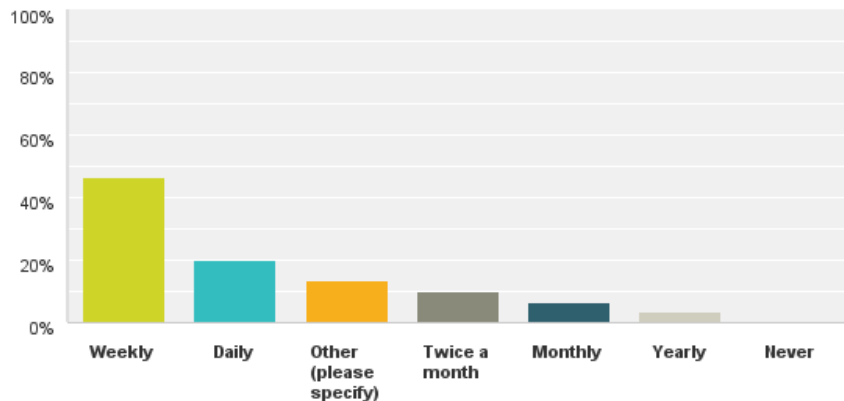


Please Select those that apply

Creatives looking for opportunities

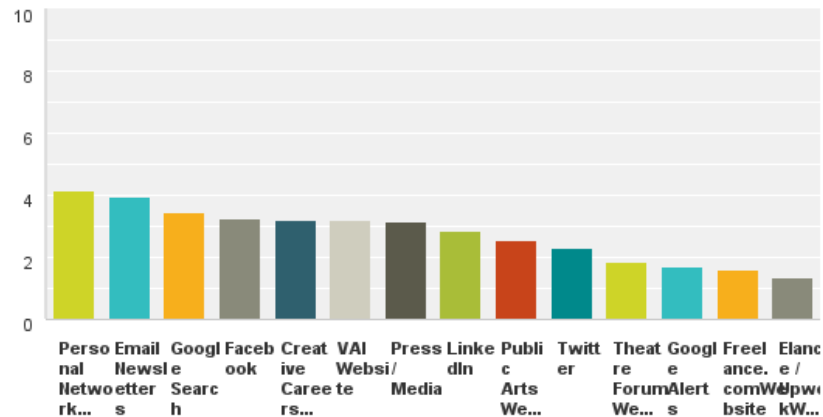
Q1 How often do you search for professional opportunities?

Answered: 30 Skipped: 0



Q4 How do you search for your professional opportunities?(Click all that apply. Please use ranking of 5 for use all the time in - 1 for don't use)

Answered: 29 Skipped: 1



WHO IS AFFECTED



Creatives & creative businesses
promoting or looking for
market opportunities

- **3,000,000** + creative opportunities posted yearly in Europe.
- **70,000** + creative opportunities posted yearly in Ireland.
- Promoters of the opportunities post on average **7 calls per year**.

HOW MUCH DOES IT COST?

INDIVIDUAL CREATIVES



2hs spent on average per week searching for opportunities = 110 hours per year = €949.52 per year*

*Based on an average European hourly wage of €9.13 (estimated on the basis of a monthly salary of €1,578.98 for 40hs/week).

PROMOTORS OF OPPORTUNITIES



ON AVERAGE:

- 10 minutes spent to evaluate an application
- 49 responses received per call
- only 24 (out of 49) match the call
- At least 250 minutes spent reviewing responses that do not match
- 7 calls per year sent
- 1750 minutes, or 29.2hs (3.625 working days) are wasted per year reviewing unsuitable applications

WHAT ARE WE LOOKING FOR?



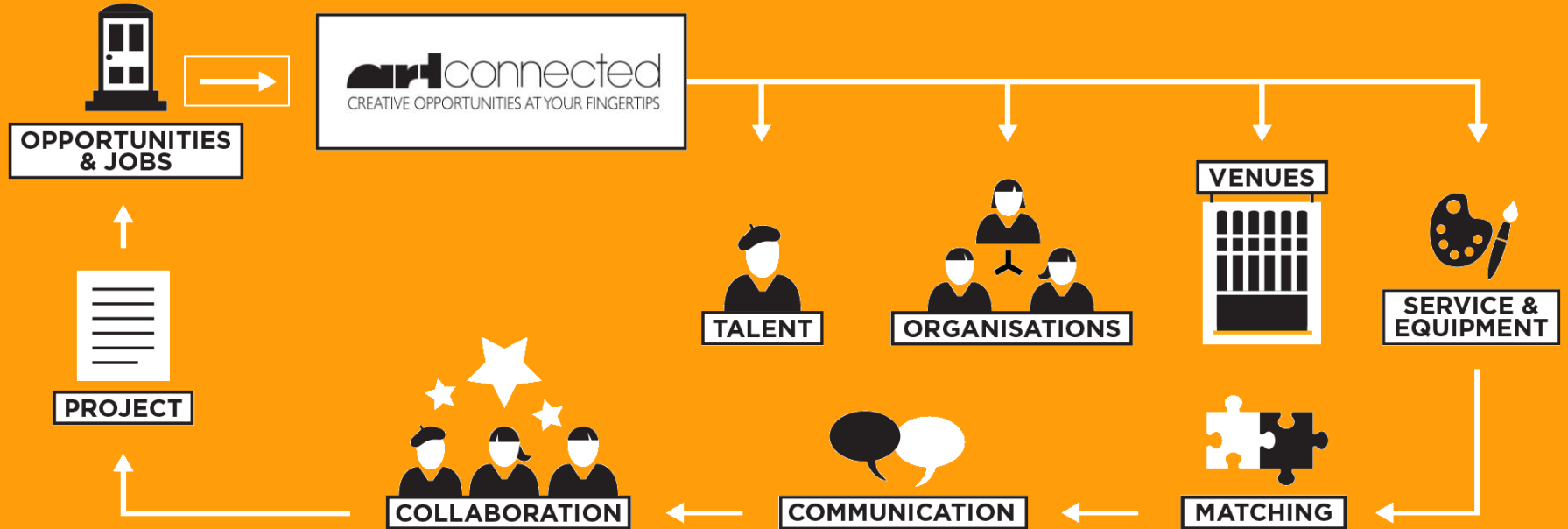
ELIMINATING TIME SPENT ON SEARCH – an intelligent layer to select the best match for each callout & talent.

SAVING TIME & MONEY – saving 2-6 hours weekly & reducing numbers of irrelevant applications.

EFFECTIVE & AFFORDABLE SOLUTION – matching any budgets, targets only creative sector, in any geographical location.

NO FRAGMENTATION – catering for both creative businesses & individuals, covering for all genres and allowing cultural and creative professionals to connect across borders (greater utilisation of the European Single Market).

ARTCONNECTED MATCHES OPPORTUNITIES WITH CREATIVE TALENT



IRELAND
PILOT TESTING



- **Engaging Creative Businesses & Organisations** looking for Talent (18% of the market), and on
- **Registering** individual creatives & venues, equipment & service providers working in Audio-Visual (9% of the market), Performing Arts & Music (32%), Visual Arts (16%).

POLAND & ITALY
NEW MARKETS
FROM 2017



Partnerships with local organisations & festivals in Warsaw & Milan

THANK YOU & PLEASE GET IN TOUCH!

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The logo for 'artconnected' features the word 'art' in a bold, lowercase, sans-serif font, followed by 'connected' in a thinner, lowercase, sans-serif font. The 'a' in 'art' is stylized with a thick, rounded top. Below the logo, the tagline 'CREATIVE OPPORTUNITIES AT YOUR FINGERTIPS' is written in a smaller, all-caps, sans-serif font.
artconnected
CREATIVE OPPORTUNITIES AT YOUR FINGERTIPS