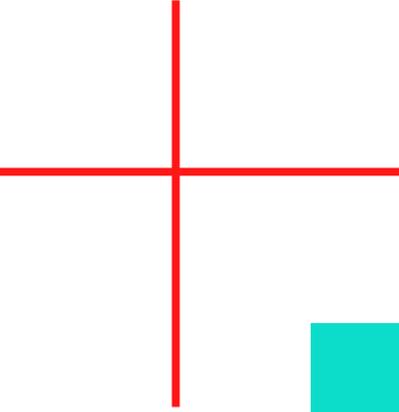


ARTS
CULTURAL
MANAGEMENT
CONFERENCE
for students + emerging professionals

ACMC Localized Hub

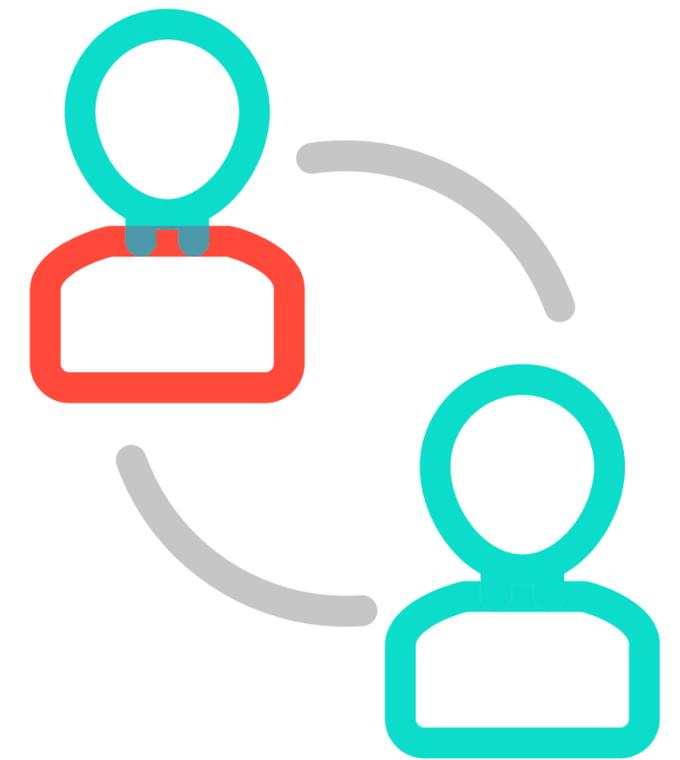
A complete guide





What you'll find

- Essential info about ACMC 2021
- Localized Hub Coordinator's role
- Step-by-step guidance
- Practical tips
- Regular support sessions
- FAQ



MUST KNOW

#ACMC21 Key info

ACMC 2021

This annual conference offers students & emerging professionals a unique platform to exchange ideas, present their research & projects, get insights from high-profile speakers, connect & collaborate with peers internationally.

ACMC 2021 theme:

REvisiting Borders

Sub-themes:

REImagine, REinterpret, REsilience

Participants from different countries across Europe & beyond will tune into the event via their own **localized hubs**.

- Event date: 28 - 30 January 2021
- Duration: 3 days
- Open call begins: 18 August 2020
- Open call ends: 4 October 2020
- Submission results: 30 October 2020
- Agenda confirmed: 2 December 2020
- Format: Virtual (via live streaming & online meeting platforms)
- ACMC channels:



Useful contacts

ACMC Team

ACMC general queries
hello@acmconference.com

Andreea Lupu
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Nicole Vasconi
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Kelsey Maas
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MUST KNOW

#ACMC21 Key info

ACMC's core values

We are:

- **approachable** - using ordinary language to transmit key messages while appealing to target audiences.
- **professional** - sharing valuable content to key audiences; acting with integrity & responsibility when handling partnerships, budgets & personal data; maintaining transparency in ACMC's internal & external communication.
- **inclusive** - embracing participants & partners from diverse backgrounds, ensuring content is accessible for those with special needs, & anti-racist in our approach & implementation.
- **flexible** - always open to suggestions from audiences & stakeholders, identifying opportunities & following best-practice examples.

Communicating ACMC

Branding guidelines:

- **ACMC logo** - available formats are jpeg, ai, png (transparent background) to be used on approved marketing materials, ensuring negative space around the logo (all sides) of the size of "ARTS". When printed, minimum size is 1cm.
- **Language** - friendly, clear & concise, with no offensive words or phrases, use capital letters for the conference's name, 2021 title & sub-themes.
- **Visibility** - use specific hashtags when appropriate (e.g. #ACMC21, #ACMCnetwork, #RevisitingBorders, #ACMCreimagine, #ACMCreinterpret, #ACMCresilience, #ACMCHub(city))
- **Content** - you can promote our monthly meet-ups & newsletters, conversations on Slack @ACMCnetwork, share our Facebook & Instagram posts & stories & create your own by tagging @acmc_conference.

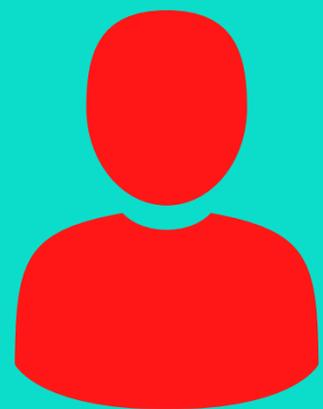


Localized hub



a group of students &/or emerging professionals in the arts & cultural management disciplines based at a university/organization/collective in the same city/region, that actively contributes to the agenda & local reach of #ACMC21

- 1 university or arts/culture organization
- 1 coordinator
- 1 conference session (minimum)



Localized Hub Coordinator



the main lead for the Hub who reports to & collaborates with the ACMC team.

Main responsibilities

- Promote locally the #ACMC21 Open Call.
- Liaise with the ACMC team - reporting on hub engagement & acting on ACMC team guidance.
- Secure funding &/or other support for the delivery of presentations & talks.
- Help curate the #ACMC21 agenda for hubs.
- Assist with event evaluation.
- Contribute to the post-conference publication.

Benefits

- Grow network by connecting with fellow Localized Hub Coordinators across & beyond Europe.
- Collaborate on joint presentations & interactive sessions for #ACMC21.
- Boost your project management & communication skills.
- Get a positive reference from the ACMC team to your LinkedIn profile!

Can you coordinate a localized hub?

Check how many boxes you can tick



You are a BA or MA student in a discipline related to arts & cultural management.

or



You have recently started working in a relevant area of the arts & culture sector (e.g. administration, communication, management, engagement, development, etc.).



You are eager to participate in ACMC 2021, to promote its opportunities to others & to develop your skills.

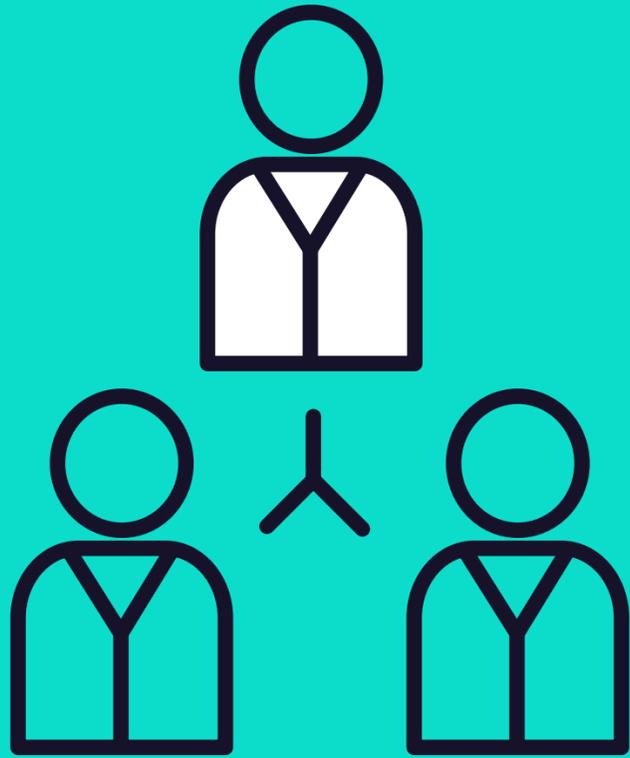


You have a network of students/emerging professionals & can reach out to potential speakers & partners.

Congrats!

You can be an ACMC Localized Hub Coordinator if you tick one of the first two boxes and at least one of the last two boxes.





Welcome to the ACMC Team!

Now that you want to coordinate a localized hub, contact us at hello@acmconference.com to let us know.

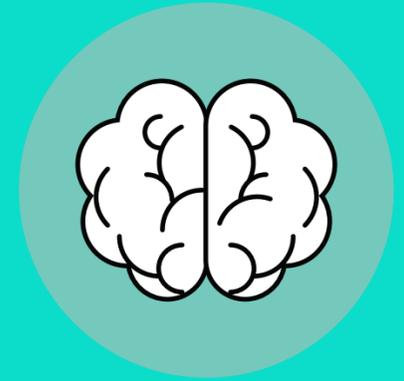
We will then add you to ACMC's Localized Hub Coordinator support programme that includes regular guidance sessions.

How to set up a hub

Step by step

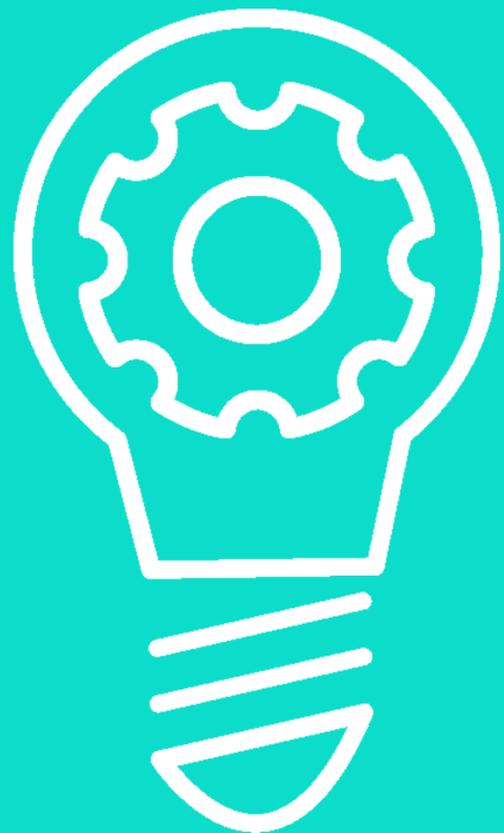
- 1. IDENTIFY** - Make a list of who could be interested in participating & the key people/ departments that can support your hub with funding/logistics/comms/speakers.
- 2. COMMUNICATE** - Reach out to them using ACMC's branded messaging and materials. Make sure you use different channels (e.g. phone, email, social media).
- 3. ORGANIZE** - Once you have a list of people interested to take part (either as a presenter or workshop facilitator), share this information with the ACMC team & help them use the right resources to get involved (e.g. Open Call document). Forming a local Hub planning group might be a fun & useful way to involve others & share responsibilities.
- 4. DEVELOP** - Reach out to your course leader (uni) or line manager (work) to ask for support (funding/logistics/experts) in order to help those in your hub to deliver their presentations & interactive sessions. Contact ACMC Team for more guidance. Each hub is expected to contribute at least 1 session for the overall conference.
- 5. CONNECT & COLLABORATE** - (optional) You can get in touch with fellow Localized Hub Coordinators in different cities & countries to plan and organize cross-hub sessions. Always notify the ACMC Team before proceeding & when a session is agreed upon.
- 6. DELIVER** - Once your sessions are added to the #ACMC21 agenda, you need to ensure the right technical resources for their delivery (recorded or live streamed). The ACMC team will advise on what platforms & tools to use & in what time slots.
- 7. PARTICIPATE** - Tune in to your preferred sessions of #ACMC21 & encourage your hub members to communicate about it on personal channels through comments, shares, posts & stories.
- 8. EVALUATE** - Assist the ACMC Team with data gathering & evaluation of attendance, etc.
- 9. PUBLISH** - Help contribute to the post conference publication which will gather the main themes & discussion from ACMC.

Let's Brainstorm!



We encourage hubs to get creative as they create & curate complimentary events & sessions to #ACMC21 but we've put some sample ideas to help you start to brainstorm.

- Poster presentations by those completing or finished with thesis research.
- Round/digital table discussion surrounding a question(s) related to the theme & relevant to the area/organization/program.
- Pre-event reading group that recommends & discussions readings relevant to the themes.
- A session held in a language other than English.
- Local artistic event & other brilliant ideas proposed by you!



RESOURCES

- [Fundraising tips](#) from GoFundMe
- [How to](#) create an event budget
- [Free event budget template](#)
- [33 ideas](#) to promote your event
- [How to](#) engage your audiences before, during and after event.

Practical Tips

FUNDRAISING - The tactics you can use to obtain financial support for your localized hub's activities will depend on whether you're a student or an emerging professional. You should always start by assessing exactly how much you need to spend on what you want to produce.

- **Students** can contact your Faculty's Department of Outreach & Engagement (or any relevant) or your Course Leader explaining a bit about the ACMC 2021 conference, why you want to get involved and what budget you need to cover your costs for producing & sharing academic content on the conference's themes. You can always reach out to the Students Union in your university to get extra help and guidance on fundraising & contacts.
- **Emerging professionals** should identify any opportunities for personal development support within the organizations they work for. You can set up an online fundraiser or contact a local network of professional development for early-career workers that can support your hub's needs. If you're thinking to organize a panel discussion/workshop/talk as part of your hub's agenda, you can first contact the relevant people in your workplace & try to convince them to volunteer.

PROMOTING - Be everywhere, every time! The key to good promotion is choosing the right channels & tailoring your messages to the target audience's profile.

- **Students** should inform the Marketing Department of your Faculty and University as well as the Students Union about the ACMC Conference & your hub's involvement in it, asking them to publish your pre-drafted messages on their channels before, during & after the event's date. Maximize your engagement & visibility by using the specific hashtags & social media handles.
- Emerging professionals can take a similar approach by raising awareness of their participation via their own networks & organization's communications channels.

ENGAGING - Try to keep updated with people's reactions to your promotion & be quick to respond.



"One for all & all for one!"

Get support on your Local Hub Coordinator's adventure from the #ACMCnetwork by:

- Checking out our **FAQ section below & webpage**
- Discussing with fellow coordinators **on Slack**
- Booking **one-to-one support sessions** with the ACMC Team

Regular support sessions

Maybe you have experience in organising events, fundraising , promoting an initiative or simply gathering people around a certain idea. Or maybe you have never done any of these before.

Make ACMC 2021 a great opportunity to gain or improve skills!

The ACMC Team is offering a few time slots (during one hour) every two weeks for one-to-one guidance calls via Zoom. You will be able to pre-book a time slot minimum 5 days in advance in order to receive confirmation and invitation to the meeting. Details to be confirmed. **Complete this form.**

Do you have a quick question? Good chance that other coordinators do too. Before contacting ACMC Team to book a support session, check out our Localized Hub Coordinator's FAQ page. We also encourage you to connect with other coordinators for further advice and exchange of tips on Slack @ACMCnetwork (channel #LHcoordinators).

These support sessions are designed to help you as you are starting and then developing a localised hub in your university/work place or collective.

FAQ

- **How do I express my interest?**

Contact the ACMC Team at hello@acmconference.com

- **What info do I need to give for you the organizers?**

- Full name
- Your role (student/emerging professional),
- Location (city, country),
- Name of university, faculty or of workplace/collective
- Why you want to get involved
- What you would like to do as a Localized Hub Coordinator.

- **Can I be a hub as an “individual” or do I need to be connected to a university, organization, etc?**

The aim of localized hubs is to engage the arts & culture community more locally & in light of the event being online. It is important that a wider uni or organization is also involved.

- **Can they be outside of Europe?**

Yes! For the first time in ACMC's history, we accept applications from people outside of Europe.

- **How many sessions can there be per hub?**

Each hub is expected to produce a minimum of 1 session, however more are encouraged - including cross-hub collaborations. The max total of sessions will depend on the number of hubs involved with conference. Depending on the circumstances (due to Covid-19), hubs can also plan pre/post conference events - such as networking or artistic performances.

- **Will my hub get a special, advertised slot during the conference?**

Yes. Each localized hub coordinator will advise on the necessary time slots which will be featured in the ACMC 2021 agenda. We can help each hub advertise their own sessions before the event date. Details to be announced soon.

- **Will the conference be recorded?**

Yes, with the consent of everyone involved, we will be recording the plenary sessions (e.g. keynote talks and panels) & each hub will be able to record its own sessions. Networking sessions will not be recorded.

- **Will all the conference attendees be able to attend my hubs' sessions, or will hubs be occurring at the same time?**

Your hub's sessions may be scheduled in parallel with other hubs'. Attendees will be able to pre-book your hub's time slots. The number will depend on their interest.