Course Information and Learning Outcomes

Managing and curating successful cultural festivals requires effective planning, great programming philosophy and a clear execution and evaluation process. On top of that, cultural managers involved in festivals should take on a world-view on the trends, communities, place and other sociocultural impacts. Hong Kong has a number of cultural festivals happening throughout the year, such as arts festivals, film festivals, literary arts festivals, district festivals and community festive celebrations. The course will discuss how festivals (especially performing arts festivals) are organized and curated. Issues and future trends will also be discussed alongside case studies of local and overseas examples. Students of this course are also expected to organize and put together an actual arts festival.
At the end of the course, students will be able to:

- Critically evaluate and to interpret accurately the various business and management processes, procedures and practices in the organizing of cultural festivals.
- Understand and communicate clear programming philosophies/design of arts festivals.
- Critically assess the relationship between cultural festivals and their communities, places and other sociocultural impacts.
- Understand the philosophy and management style of major international and local arts festivals.
- Organize an actual arts festival from scratch, with specific focus on artists’ liaison, marketing and production management.

Class Schedule

Week One (11th January 2017)
Course Introduction.
The Nature and Role of Festivals and Connection to Community and Place (1)
Tutorial:
- Newspaper article discussions

Week Two (18th January 2017)
The Nature and Role of Festivals and Connection to Community and Place (2).
Contemporary Reasons for Organizing Cultural Festivals.
Tutorial:
- A recap of previous festivals organized by the programme/ Forming festival teams

Week Three (25th January 2017)
Curating Festivals – Programming Philosophy and Competitive Edge
Tutorial:
- Morpeth, N. D. (2016). The ‘Performance’ of an Easter Festival on an Island Community: Bringing Communities Together or Entertaining Tourists?. In Managing and Developing Communities, Festivals and Events (pp. 80-89). Palgrave Macmillan UK.

Timeline and Budget to be ready

Week Four (1st February 2017)
NO CLASS DUE TO LUNAR NEW YEAR
Week Five (8\textsuperscript{th} February 2017)

Production and Event Management – A Festival’s Perspective

Tutorial:

Confirm all programmes in the festival

Week Six (15\textsuperscript{th} February 2017)

Guest Speaker

Tutorial:

Designs to be confirmed

Week Seven (22\textsuperscript{nd} February 2017)

Festival Human Resource and Marketing

Tutorial:

Week Eight (1\textsuperscript{st} March 2017)

Festival Audience and Experience

Tutorial:
- Seminar Presentation on New Festival Ideas

Week Nine (8\textsuperscript{th} March 2017)

Performing Arts Festivals in Hong Kong in 2016 – Issues and Challenges

Tutorial:
- Seminar Presentation on New Festival Ideas
Week Ten (15th March 2017)
**Monitoring and Evaluating Festivals**

Tutorial:
  READ Chapter 6.

Week Eleven (22nd March 2017)
**The Future of Festivals**

Tutorial:

Week Twelve (29th March 2017)
**NO CLASS – TEAMS TO MEET IF NECESSARY**

Week Thirteen (5th April 2017)
**Seminar Presentation on World Festivals**

(17th – 23rd April 2017)
**Festival Week** (students to carry out roles assigned to them)

*Please be prepared to meet outside class hours for meetings/ discussions.*

**Core Readings**


**Assessments**

- Class Tutorials and Participations 15%
- Seminar Presentation 1 15%
- Seminar Presentation 2 15%
- Festival Management (Planning, Execution and Evaluation) 55%
CLASS TUTORIALS AND PARTICIPATIONS (15%)

Students will be assessed based on attendance, level of class participation, as well as the presentation of a paper as part of the tutorial.

GROUP PROJECT 1 (15%)

In groups of 3 to 4, present the programming philosophy of a proposed cultural festival that will be held over a weekend (Thursday to Sunday) in Hong Kong. Your 15-minute presentation should include:

a) The name of the festival
b) Introduction of the festival
c) The programming philosophy
d) The likely events and artists
e) The festival venue

The festival should consist of at least 7 events.
Presentation date: 8th March 2017 (during class)

GROUP PROJECT 2 (15%)

In groups of no more than 4, evaluate a cultural festival outside Hong Kong. The evaluation must include the festival’s programming philosophy, the choice of events/venues, and other key management issues. To avoid two or more teams presenting the same festival, the groups must confirm their choice of festival with the tutor by 15th March 2017. Presentation date: 5th April 2017 (during class)

EXECUTION OF FESTIVAL (55%)

An actual festival will be executed in April 2017. The class will be divided into seven main teams/committees. They include:

a) Publicity and Promotions (Online and Offline)
b) Media Relations
c) Audience Building and Partnerships
d) Technical
e) Production Management
f) Artists Liaison
g) Festival Committee
Students will be assessed based on their performance and a submitted reflection journal on their respective:

- Planning Process (20%)
- Execution of Duties (25%)
- Evaluation of the entire Festival (10%)

Each reflection journal should be at least 400 words in English/ 800 words in Chinese.

**Note to students**

The Chinese University of Hong Kong places very high importance on honesty in academic work submitted by students, and adopts a policy of zero tolerance on cheating and plagiarism.


Section 1 What is plagiarism  
http://www.cuhk.edu.hk/policy/academichonesty/p01.htm

Section 2 Proper use of source material  
http://www.cuhk.edu.hk/policy/academichonesty/p02.htm

Section 3 Citation styles  
http://www.cuhk.edu.hk/policy/academichonesty/p03.htm

Section 4 Plagiarism and copyright violation  
http://www.cuhk.edu.hk/policy/academichonesty/p04.htm

Section 5 CUHK regulations on honesty in academic work  
http://www.cuhk.edu.hk/policy/academichonesty/p05.htm

Section 6 CUHK disciplinary guidelines and procedures  
http://www.cuhk.edu.hk/policy/academichonesty/p06.htm

Section 7 Guide for teachers and departments  
http://www.cuhk.edu.hk/policy/academichonesty/p07.htm

Section 8 Recommended material to be included in course outlines  
http://www.cuhk.edu.hk/policy/academichonesty/p08.htm
Section 9 Electronic submission of assignments via VeriGuide
http://www.cuhk.edu.hk/policy/academichonesty/p09.htm

Section 10 Declaration to be included in assignments