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 (10th January 2018)
COURSE INTRODUCTION / FESTIVALS, COMMUNITY AND PLACE (1)
In-class task:
  - Newspaper article discussions

Week Two (17th January 2018)
FESTIVALS, COMMUNITY AND PLACE (2) / REASONS FOR ORGANIZING ARTS FESTIVALS
In-class task:
  - A recap of previous festivals organized by the MACUM
  - Forming festival teams

Week Three (24th January 2018)
FESTIVAL PROGRAMMING
In-class task:
  - Group to discuss possible programmes for the festival
Week Four (31st January 2018)
**PRODUCTION AND EVENTS MANAGEMENT**
In-class task:
- Group to share proposed programmes
*Timeline and Budget to be ready*

Week Five (7th February 2018)
**GUEST SPEAKER**
In-class task:
- Festival discussions
*Confirm all programmes in the festival*

Week Six (14th February 2018)
**CHINESE NEW YEAR BREAK**

Week Seven (21st February 2018)
**FESTIVAL MARKETING AND EXPERIENCE**
In-class task:
- Festival discussions
*Design drafts completed*

Week Eight (28th February 2018)
**SEMINAR PRESENTATIONS (1)**
*Designs ready to be printed / Ticketing to be ready*

Week Nine (7th March 2018)
**EVALUATING FESTIVALS**
In-class task:
- Festival discussions

Week Ten (14th March 2018)
**THE FUTURE OF FESTIVALS**
In-class task:
- Festival discussions

Week Eleven (21st March 2018)
In-class task:
- Festival discussions

Week Twelve (28th March 2018)
**SEMINAR PRESENTATION (2)**
Please be prepared to meet outside class hours for meetings/ discussions. Between 3rd April – 16th April, work and meetings about our festival continues. On the 17th April, we will work from JCCAC. The festival opens at 7pm on the 18th April and closes on the 22nd April.

Week Sixteen (25th April 2018)

**EVALUATION OF OUR FESTIVAL**

**Core Readings**


**Assessments**

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participations and attendance</td>
<td>10%</td>
</tr>
<tr>
<td>Seminar Presentation 1</td>
<td>15%</td>
</tr>
<tr>
<td>Seminar Presentation 2</td>
<td>20%</td>
</tr>
<tr>
<td>Festival Management (Planning, Execution and Evaluation)</td>
<td>55%</td>
</tr>
</tbody>
</table>

**CLASS TUTORIALS AND PARTICIPATIONS (10%)**

Students will be assessed based on attendance, and level of class participation.

**GROUP PROJECT 1 (15%)**

Class will divide into 6 groups. Each group will propose a new cultural festival that will be held over a weekend (Thursday to Sunday) in Hong Kong. Your 20-minute presentation should include:

a) Name of the festival
b) Introduction of the festival
c) Programming philosophy
d) Likely events/ artists and reasons
e) Festival venue(s) and reasons
The festival should consist of at least 7 events.

Presentation date: 28th February 2018 (during class)

GROUP PROJECT 2 (20%)

Class will divide into 6 groups. Each group will be assigned a reading. The group has to summarize and critic the assigned reading. Thereafter, the group should offer some suggestions based the takeaways from the reading to our festival.

Here are the readings:


Presentation date: 28th March 2018 (during class)

EXECUTION OF FESTIVAL (55%)

An actual festival will be executed in April 2018. The class will be divided into several teams. They include:

a) Programmes (Administration, Marketing and Production)
b) Outreach and Audience Development
c) Festival Committee
Students will be assessed based on their work performance (for planning and execution) as well as a reflection journal on their personal learning outcomes from the festival.

- Planning Process (20%)
- Execution of Duties (25%)
- Reflection Journal (10%)

Each reflection journal should be at least 500 words in English/ 1000 words in Chinese.

Honesty in Academic Work: A Guide for Students and Teachers

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. Any related offence will lead to disciplinary action including termination of studies at the University. All student assignments in undergraduate and postgraduate programmes should be submitted via VeriGuide with effect from September 2008: http://veriguide1.cse.cuhk.edu.hk/portal/plagiarism_detection/index.jsp

Although cases of cheating or plagiarism are rare at the University, everyone should make himself/herself familiar with the content of this website and thereby help avoid any practice that would not be acceptable.

Section 1 What is plagiarism  

Section 2 Proper use of source material  

Section 3 Citation styles  

Section 4 Plagiarism and copyright violation  
Section 5 CUHK regulations on honesty in academic work

Section 6 CUHK disciplinary guidelines and procedures

Section 7 Guide for teachers and departments

Section 8 Recommended material to be included in course outlines

Section 9 Electronic submission of assignments via VeriGuide

Section 10 Declaration to be included in assignments