



# AMA Conference 2006 FIVE PORTIONS A DAY

19 -21<sup>st</sup> July 2006, Wales Millennium Centre, Cardiff [www.a-m-a.co.uk/conference2006](http://www.a-m-a.co.uk/conference2006)

## BELFAST CITY COUNCIL - ARTS MARKETING ASSOCIATION BURSARIES



Belfast City Council is firmly committed to promoting Belfast's culture and marketing the experience the city has to offer. To help achieve this objective, and to encourage professional skills development in the city's cultural sector, Belfast City Council's Arts Sub-Committee is offering ten delegate places at the Arts Marketing Association Conference, 19-21 July 2006, at the Wales Millennium Centre, Cardiff.

The AMA conference has become the established springboard for new ideas and best practice in arts marketing in the UK, with over 300 delegates attending annually. Each Belfast City Council bursary is worth £449 + VAT (full delegate rate).

Successful applicants' organisations will be required to cover travel, accommodation and expenses.

Selection criteria are outlined below.

To apply, please complete the following form and return to the Culture and Arts Unit by 12 noon on 16 May 2006. (Contact details are at the end of this form).

### *Eligibility Criteria*

1. *Applicant must work in a marketing / audience development role in a Belfast based, professionally managed, not for profit arts organisation (it is unlikely that more than one representative from the same organisation will be selected to attend).*
2. *Criteria for assessing applications:*
  - a) *Demonstrable commitment to professional development in the cultural sector*
  - b) *Demonstrable commitment to arts marketing, audience development and development of cultural tourism in Belfast*
  - c) *Level of positive impact of attending conference on applicant's personal and professional development*

- d) *Level of positive impact of attending conference on applicant organisation's development*
- e) *Level of positive impact on marketing, audience development and cultural tourism practice in Belfast*
- f) *Relevance of work experience*

*Applicant's Details:*

Name:

Job Title:

Organisation:

Email:

Telephone:

Fax:

*Work Experience:*

Please summarise your relevant work experience (paid and unpaid) to date:

Employer:

Post:

Main Duties:

*Current Post:*

Please provide a staffing structure of your current organisation that illustrates your position:

*Your Professional Development:*

What activities do you currently undertake, or have you undertaken in the past, that demonstrate your commitment to your own professional development?  
(300 words max):

*Benefit to Audience Development and Cultural Tourism in Belfast:*

Please outline how your attendance at the conference would positively impact on audience development and cultural tourism in Belfast:  
(300 words max):

*Support of Line Manager or other appropriate Senior Representative from your organisation:*

Please specify how you think the applicant and your organisation will benefit from the applicant attending the AMA conference (300 words max):

I confirm that I am able to attend the conference from 19 - 21 July 2006 at the Millennium Centre, Cardiff (including evening social events), that I will complete a delegate feedback form and agree to any associated public relations activity.

Signed: \_\_\_\_\_ (Applicant)                      Date: \_\_\_\_\_

**TO BE COMPLETED BY THE APPLICANT 'SPONSOR'**

To the best of my knowledge, the above applicant meets the eligibility criteria for the bursary scheme.

I confirm that (insert organisation name \_\_\_\_\_) is willing and able to pay travel, accommodation and expenses for this applicant to attend the AMA 2006 conference and will take responsibility for making these arrangements.

Signed: \_\_\_\_\_ (SPONSOR)                      Date: \_\_\_\_\_

Applicants will be notified week commencing 22 May 2006. Successful applicants will be sent delegate information by the Arts Marketing Association (contact Sara Philips T: 01223 578078 E: sara@a-m-a.co.uk). Accommodation (if required) and travel is the responsibility of the applicant.

Please return this completed form by 12 noon on Tuesday, 16 May 2006 to:

Lesley Holmes  
Cultural Communications Officer  
The Culture and Arts Unit  
Economic Initiatives Section  
Development Department  
Belfast City Council  
The Cecil Ward Building  
4-10 Linenhall Street  
Belfast BT2 8BP

Please note that late applications will not be considered.

T: 028 9027 0229              F: 028 9027 0325

E: [holmesl@belfastcity.gov.uk](mailto:holmesl@belfastcity.gov.uk)

W: [www.belfastcity.gov.uk/arts](http://www.belfastcity.gov.uk/arts)

