



# Session Toolkit

## **BRAND LONGEVITY**

Localising, evolving, and  
diversifying your brand over time



OTTAWA ARTS  
COUNCIL | CONSEIL DES  
ARTS D'OTTAWA

# SESSION OVERVIEW

The COVID-19 pandemic spurred on many challenges for performing artists. It also created some new opportunities for artists to produce and create in innovative ways.

The following toolkit summarizes **Kwende Kefentse's** video session lending his expertise in cultivating community collectives specifically within the music community.



## Find the gap

Searching for your community niche



## It starts with your community

Cultivating connections for your collective



## Consistency is key

Building reliable community programming



## Taking Risks & Experimentation

Taking risks & experimenting in service of culture



## Building & trusting your vision

Trusting your collective's vision

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## Find the gap

Searching for your community niche

There are all sorts of roles in music and the arts overall that can be based in community-driven projects instead of commercially driven projects. If you are someone who is driven by culture, community, and change, start participating in events, projects and organizations that speak to those values. Observe these avenues and start to identify what may be missing from your community that could be filled.

**TIP #1** Find places and spaces where people convene for cultural exchange (the record store, arts centres, studios etc.); here you can listen and take the temperature of your local culture to find the gap that could be filled in your culture scene.



## It starts with your community

Cultivating connections for your collective

When venturing into the world of collective creation, it's important to take note of the network and resources around you. Who do you know with talents other than your own? What spaces exist in your community that would welcome these creative activities? It is important in the inception period of your collective project to remain open and in agreement with participants on the objective of the collective.

**TIP #2** Remember, the strongest advantage to working in community is the diversity of ideas, talents, and perspectives– this diversity will attract more audience members and participants to your collective than working with just your own singular experience and vantage-point.

**TIP #3** As your collective develops and becomes more solidified, consider at this point, delineating roles and responsibilities to each member for ease of organization and efficiency.

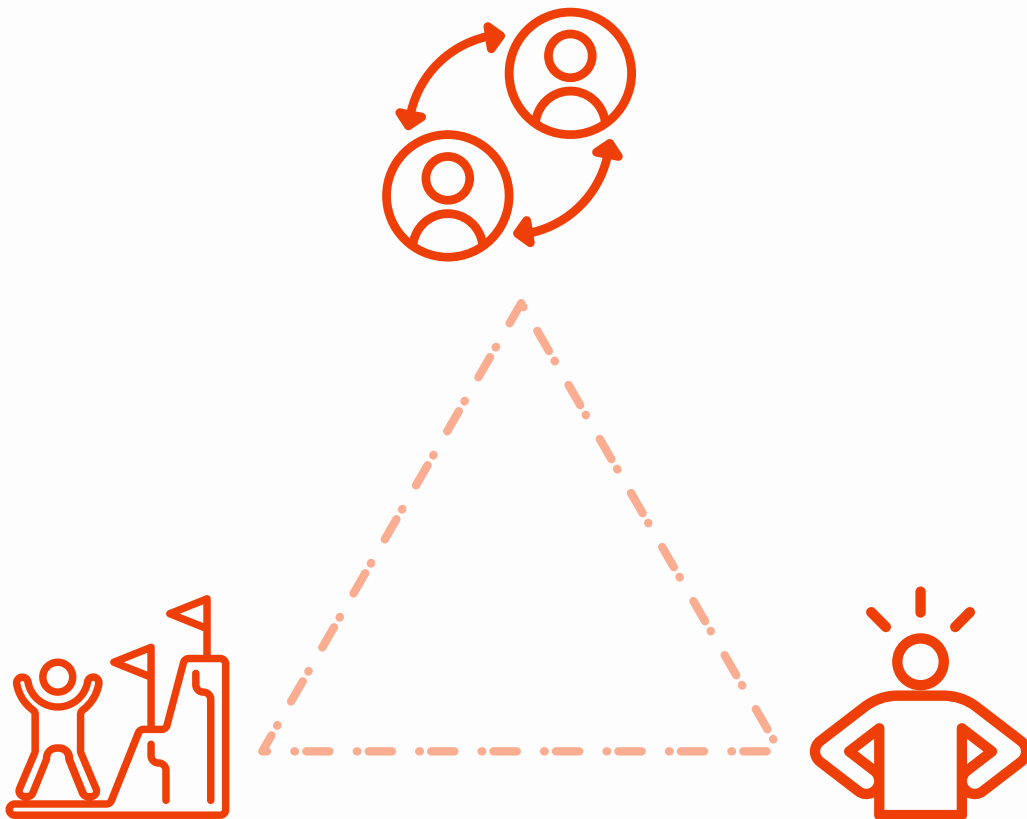


## Consistency is key

Building reliable community programming

As your community collective continues to program and create culture events, staying consistent with that programming will play as a major factor in developing audience loyalty. Do the work, over and over again and your audience will return and grow!

Changes will inevitably occur, collective members may leave, your venue may need to change; by remaining flexible to those changes and continuing to cultivate relationships as you continue to program, those changes will be less of a challenge and more of an opportunity for new programming or elements for your audience and community members.





## Taking Risks & Experimentation

Taking risks & experimenting in service of culture

As you grow your audience through the consistency of your programming, the opportunity to experiment and create new levels of experience will emerge. Finding new, perhaps larger, venues, creating merchandise, or experimenting with the programming incrementally can ensure you and your audiences stay and you as a collective stay engaged in the work.

**TIP #4** As culture-creators in your community, it is incumbent on you to expand the scope of your programming and stay attuned to the community interests. Returning to step one of finding the gap is important to your evolution as a collective.

**TIP #5** Taking a risk or experimenting together is an act of trust and can strengthen your collective. Ensuring everyone is on the same page when it comes to these risks can be an exercise in team-strengthening and embolden your team to continue testing and developing their creativity in service of the community.



## Building & trusting your vision

Trusting your collective's vision

When it comes to the direction and longevity of your collective your best guide is **YOU**. You and your collective members' taste and vision will fundamentally choose all aspects of your collective's programming so trust in it and develop it.

### Resource links

**TIMECODE:** <http://www.timecode.com/>

**Music.Art.Ppl.:** <https://www.musicartppl.com/>