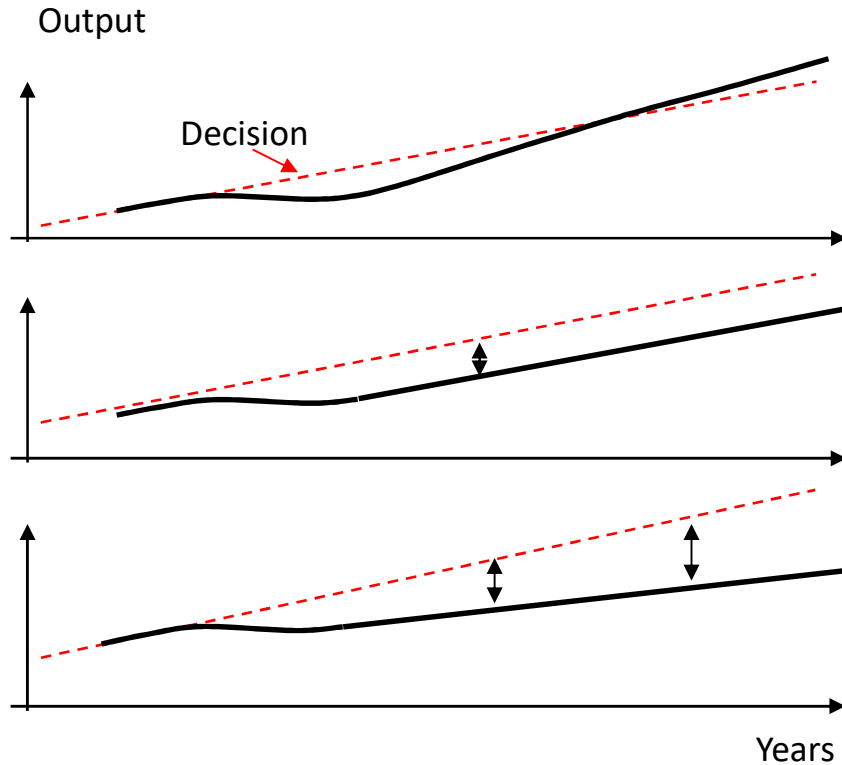


# **Kulturstiftung der Länder - Kulturhauptstadt 2025 Workshop #3 – 05.06.2019**



**"HOPE IS N  
STRATEGY"**

# POST DECISION – Plan B



## « Sustainable process »

City will have initial dip due to disappointment but plan B soon on track

## « Slow process below potential »

City is slow to get onto plan B. Initial momentum lost. Performs below potential

## « Lost opportunity »

City has no plan B or does not implement. Lost opportunity



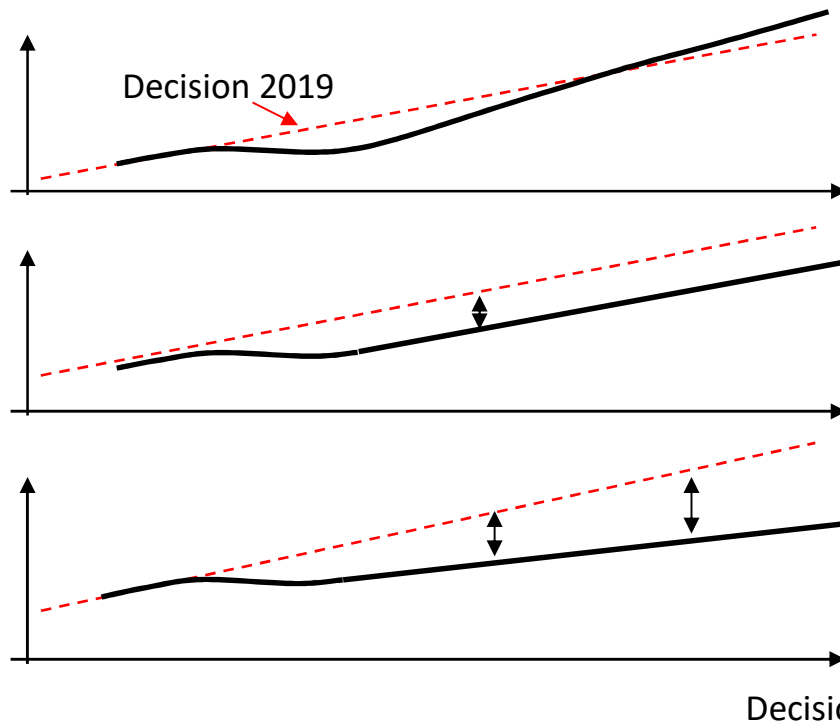
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**DECEMBER 2019**  
**SECOND ROUND OR PROCEED TO PLAN B**



# POST DECISION – 2<sup>nd</sup> round

Output



« Sustainable process »

Team ready for 2<sup>nd</sup> round. Strategy and work plan in place. Project management!!

« Slow process below potential »

Finance and team not in place. Strategy & workplan weak. Weak project management C

« Critical situation »

Haven't even thought about how to go about 2<sup>nd</sup> round.



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# HAVE YOUR PLAN READY



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# BUDG€T


- ❖ STAFF COSTS
- ❖ OFFICE EXPENDITURE
- ❖ BID BOOK
- ❖ CITY VISIT BY JURY
- ❖ JURY PRESENTATION
- ❖ NATIONAL AND INTERNATIONAL TRAVEL
- ❖ OUTREACH
- ❖ COMMUNICATION/ADVOCACY



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## STAFFING – ROUND 2

Governance R & R	Communication Internal/External	Bidbook, presentation, city visit
<ul style="list-style-type: none"><li>❖ Bid-director</li><li>❖ Office manager</li><li>❖ Politics/finance</li><li>❖ Cultural strategy</li><li>❖ External advisors</li><li>❖ Interns</li></ul>	<ul style="list-style-type: none"><li>❖ Communication manager</li><li>❖ International</li><li>❖ Digital platforms</li><li>❖ Outreach</li><li>❖ Interns</li></ul>	<ul style="list-style-type: none"><li>❖ Bid-manager</li><li>❖ Editor</li><li>❖ Artistic director</li><li>❖ Creative officer</li><li>❖ Interns</li></ul>







## BID DIRECTOR

- Organise your team
- Have clear strategy , R & R  
Align expectations
- Empower your staff
- Contingency plan!
- Outside-in perspective
- Delegate, delegate..



- Political commitments
- Financial commitments
- Communication
- Bid-book
- City visit
- Presentation

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Andrew Jackson  
Andrew J.  
Wm Van Buren  
to Wm Van Buren  
J. Tyler  
Samuel Jackson  
J. Taylor  
Millard Fillmore  
Chas. F. Smith

## Political & financial commitments

❖ content

❖ budget



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# COMMUNICATION



- Internal
- External
- International
- Advocacy
- Outreach



**SECOND ROUND**  
**BIDBOOK = CONTRACT**



# BID BOOK – PRESENTATION – CITY VISIT



- ❖ Bid-manager
- ❖ Editor
- ❖ Artistic director
- ❖ Creative manager  
for city visit and  
jury presentation



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**CUT TO THE BONE!**  
**PRIORITISE, PRIORITISE, PRIORITISE**

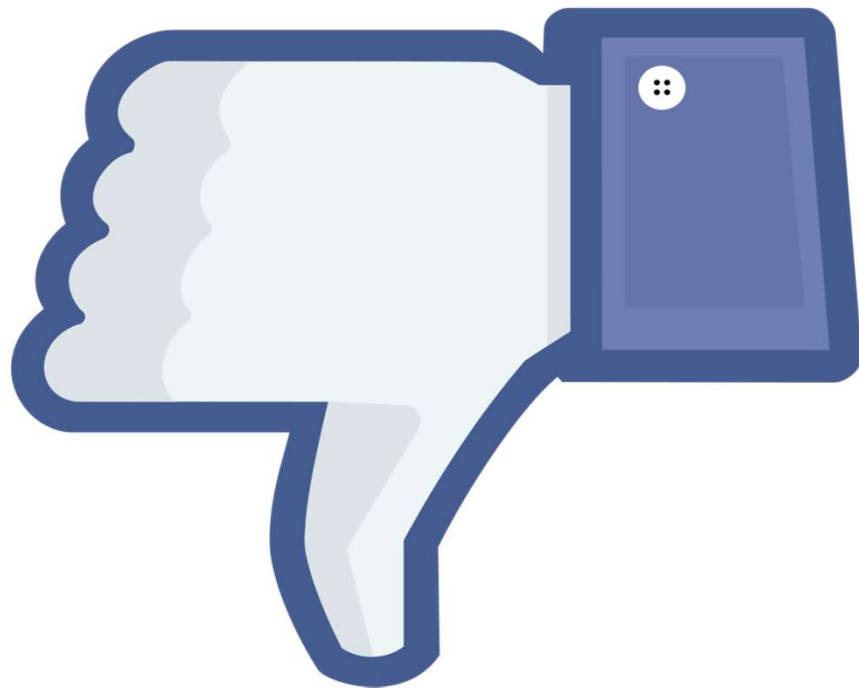


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# NICE TO DO – NEED TO DO







- No random city events
- No trivial press
- No props and flags
- No fancy offices
- No politics





- Political support
- Financial commitment
- Communication
- Bid-book
- City visit
- Presentation



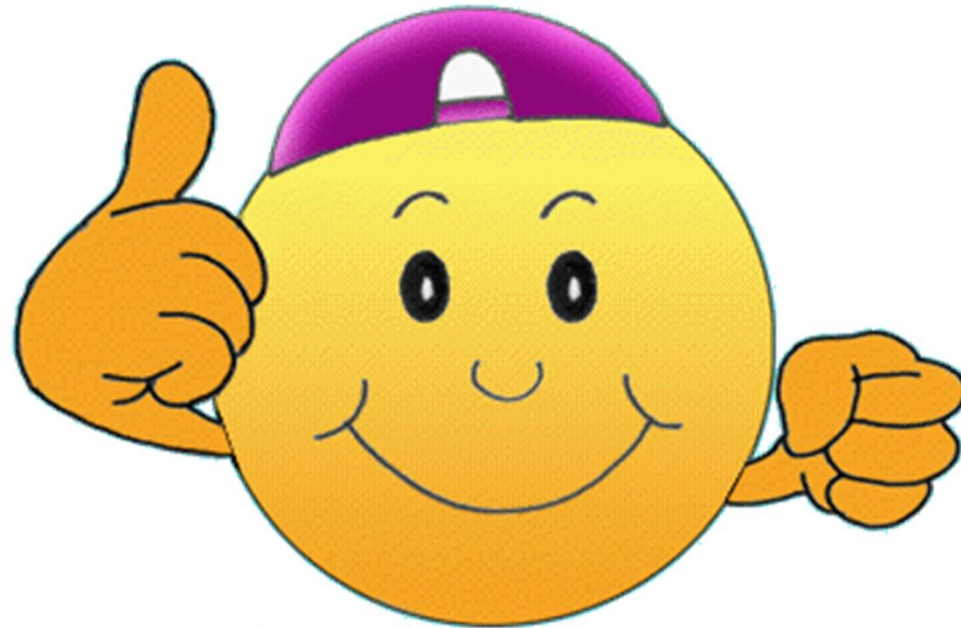
# DECEMBER - WIN WIN





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**GO FOR IT !**



***GOOD LUCK !***

