



## The Future of Marketing is Art: A Symposium

Debates around the creative industries, and their role in the wider economy have been raging for a long time. Civic society in Zimbabwe has long studied and sought to intervene in the sustainability of art as a career. Despite these efforts, creatives largely remain poor, with very few making a sustainable living from their art. To further compound this matter, there is a common frustration among marketers, ad-agencies and decision makers in business around most creatives' attitudes towards them, with unprofessional ethics, inflated egos and arrogance cited as prevailing. This, in turn, has led to the development and maintenance of an attitude by communities that the arts have no other benefit to them other than as mere entertainment.

It is, however, universally agreed that the creative economy and its players can and should play a very important role in the development of any economy, with the important role of achieving economic growth without losing cultural identity being a primary objective.

We are living in an unforgiving time in our economic history, with company closures, job-losses/retrenchments and dwindling purchase power becoming the order of the day. During economic downturns, vulnerable people, professions, and industries face the very real prospect of suffering such significant losses as to impact our entire economic landscape.



Business is finding it hard to maintain formal jobs, and creatives have not been spared. Coupled with the already fractured relationship that exists between business and creatives, there is a real threat to artistic creativity and the loss of this critical skill in the wider economy.

In a world where innovation and culture are becoming the cornerstone of most thriving economies, where does Zimbabwe's creative industry find itself?

The Creatives4Africa symposium brings together business leaders, human resources practitioners, prominent artists, the marketing industry, civic society leaders, researchers and thinkers from across Zimbabwe. They will outline how they see the relationship between the wider economy and the aspects of the cultural economy. They will examine the fractured nature of the current relationship between business and art, and attempt to resolve this in a manner that creates sustainable livelihoods in the creative sector. They will cast a critical eye to the future and look at where this relationship might go in the next decade - if given a chance. Some of

this might be utopian and speculative, but perhaps out of this will come a chance to seize the initiative and develop a new program for culture.



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### PROGRAM

- 1:00PM Registration & Welcome Cocktail
- 1:30PM Welcome – Medley Performance of all the Great Adverts & Jingles since 1980  
Introductory Message from our Master of Ceremony  
Welcome Address by National Arts Council of Zimbabwe Official (TBC)
- 2:00PM Keynote Addresses:  
**The Role of Creatives in a Country's Wider Economy**  
Speaker 1: - Creativity in Marketing & Advertising  
Speaker 2: - Creativity in Events & Entertainment  
Speaker 3: - Creativity in the preservation & evolution of our Culture
- 2:30PM Creative Pitch Awards:  
The 90 second Creative Pitch Competition - Finalists
- 2:45PM Exhibition and Networking Break (Meet Exhibitors at the Creative Marketplace)
- 3:30AM **Panel Discussion: The Professional Creative**  
A panel discussion about creatives and their role in the wider economy. This will be a meet, talk and critique session which will explore the creative space and the tenuous relationship that exists between artists/creatives and commerce. This discussion will explore the expectations of commerce, their frustrations and how the creative should deal with this perception. It will also facilitate understanding from commerce about the specific issues that creatives have that are barriers to the development of thriving partnerships. The overall objective will be to define what a professional artist actually is in terms of earning power, access to the market, representation and endorsement attractiveness.  
  
This panel will include prominent artists, business leaders; Marketers; civic society leaders; Procurement Executives and Advertising Agency Directors.

**Panel Discussion: Audience Building – Art and the Business of Entertainment.** (Staged concurrently)

A panel discussion that explores the role of entertainers/creatives in audience building at established entertainment venues, events, and festivals. This will be a meet, talk and critique session which will explore the relationship between creatives and promoters, restaurant & night-club owners, and event planners (both commercial & private events.)

This panel will include prominent promoters; performing artists; ZIMURA; radio personalities; venue owners/managers; and prominent event support staff (sound & lighting engineers, stage & event managers, & equipment hire specialists.)

**Panel Discussion: Role of Non-Creatives in the Creative Economy** (staged concurrently)

A panel discussion about the role of any and all non-creatives in the creative sector. This will be a meet, talk and critique session which will explore the role of non-creatives in creating and supporting the livelihoods of creatives, and the state of relationships of those already in the employ of creatives.

This panel will include prominent artist managers; self-managed successful creatives; marketers & advertisers; sales professionals; art gallery owners, NGO directors in the arts space.

4:30PM

**Aggregated Services Pitches & Creatives Micro-jobs Website Introduction**

5:30PM

**Business Networking Cocktail (with light entertainment.)**