

Sub-Strategy #5:

Establish, commit to and actively support the development of internal and/or external support procedures to reinforce and enhance the developing relationships between Canadian cultural clients and the private sector. This demands that a decision be made by EAICR as to the level of commitment in both manpower and funding to the initial training of all key bodies (EAICR, private sector, cultural groups, missions).

Rationale

The success of the tools provided herein (marketing brochure and step by step manual) is directly dependant upon the level of commitment to their active implementation into the system and their use.

Tactics

- Set up a *program champion* to initiate and lead the development of the recommendations provided herein. This could be achieved by:
 - creating an EAICR sponsorship department with fulltime resources committed to achieving stated goals; or perhaps more realistically,
 - appointing an individual as an internal Program Champion who will act as key liaison with all groups. This individual should participate in training seminars and have an in-depth understanding of the various cultural clients from each department. Guidance should be provided to cultural groups in their initial and ongoing efforts.
- Integrate education seminars on the event marketing process into established training programs. The seminars should be made mandatory for:
 - EAICR department representatives;
 - targeted cultural clients receiving a base level of EAICR funding (to be determined); and
 - key missions targeted as playing a vital role in the link to advancement of event marketing efforts (i.e. Eastern Europe).

These are outlined more specifically in the tactics of sub-strategies 3 and 4.

- Consider the development of sponsorship incentive programs, i.e., reference ABSA and BCA awards, programs such as "dollar matching" incentives and "Bovey Report" Recommendation #21 (Funding of the Arts in Canada to the Year 2000).