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EXECUTIVE SECRETARIAT FOR INTEGRAL DEVELOPMENT (SEDI)

Virtual Training Program Announcement and Call for Applications

“BRANDING AND DIGITAL MARKETING ACCELERATOR FOR CREATIVE ENTREPRENEURS”

The Executive Secretariat for Integral Development of the Organization of American States (OAS-SEDI) is pleased to announce a virtual training program **“Branding and Digital Marketing Accelerator”** targeting SMEs in the Creative and Cultural Industries of OAS Member States across the Caribbean. The program is part of SEDI’s mandate to provide technical support to foster entrepreneurship and the growth and development of the creative sector.

SEDI is requesting applications from creative entrepreneurs from OAS Caribbean Member States to participate in the program.

BRANDING AND DIGITAL MARKETING ACCELERATOR

The OAS-SEDI online training program is aimed at creative entrepreneurs wishing to develop and build stronger and more robust brands in the creative sector. The program will focus on making branding and marketing concepts more accessible to entrepreneurs in the creative and cultural industries, and allow them to analyze and apply all the relevant concepts, using a broad range of tools. It will also help brand developers and enterprises seeking to develop their brand, to think strategically. The broad aim of the program is to place digital strategies at the center of business development and to learn all the relevant skills required to think, lead and execute in the digital world.

It will involve fifteen (15) contact hours of online training to be delivered by branding and digital marketing expert based at the UWI, St. Augustine Campus, Ms. Marissa Brooks. Participants will have the opportunity to work with other regional peers over the period of the training.

Those selected for the training will be better equipped at the end of the exercise:

- To develop and help build stronger and more robust regional creative industries brands through a program of training;
- To increase the economic potential of the participating brands through improvement in brand awareness and marketing activities;
- To develop an overall digital marketing strategy that will improve the marketability of participating brands;
- To use the principles of content making within a creative strategy;

- To gain an understanding of how digital, social and mobile technology are changing consumer behaviors and expectations;
- To develop tactics, tools, and methods for researching, implementing, and measuring an effective digital marketing strategy.

THE CALL FOR APPLICATIONS FOR THE OAS-SEDI BRANDING AND DIGITAL MARKETING ACCELERATOR

This call is for applications from creative entrepreneurs interested in joining the **OAS-SEDI Branding and Digital Marketing Accelerator**. The program will be held online between **November 28 and December 14, 2023**. This program will be delivered virtually over 15 credit hours on Tuesdays: 6:00 pm – 8:30pm (5:00pm – 7:30pm JA time) and Thursdays 6:00pm – 8:30pm (5:00pm – 7:30pm JA time)

Dates of the training are: November 28, 30, December 5, 7, 12, 14, 2023

WHO SHOULD APPLY

There is no registration fee to participate in the program and it is open to creative entrepreneurs of OAS Member States in the Caribbean region, particularly those involved in music and entertainment, film and audio visual, visual arts, festivals and fashion and design. There are five (5) spots available for entrepreneurs from each OAS Caribbean Member State.

Criteria for participation:

To be considered for selection to the **OAS-SEDI Branding and Digital Marketing Accelerator** participants should:

- Be involved in leading the marketing and branding aspects of the work of their creative enterprise;
- Have at least three years of experience working with a creative enterprise operating in their home country;
- Be able to work with online platforms and digital tools;
- Be committed to
 - o participate for the duration of the training,
 - o deliver virtual presentations and submit assignments,
 - o work with groups for collaboration on assignments.

HOW TO APPLY

Those wishing to apply should complete the application and submit via email to sesprit@oas.org cc cparga@oas.org. All completed applications should be received by **November 24, 2023**. All participants selected for the program will be notified thereafter.