

## Call for proposals

# Analysis of Communication systems

We are 10 European cultural networks who daily connect thousands of cultural professionals and artists across the world to join and exchange on projects, actions, meetings and communications.

We wish to improve our individual communication to come across much stronger with messages, to develop a joint communication strategy and to reach out to a wider community of cultural professionals, researchers and students, politicians, civil servants and experts working in the field.

To achieve this, we are calling for an offer on an analysis of our communication systems and strategies.

## Analysis

The analysis should include the following aspects:

### 1/ Communication resources, tools and infrastructures

For each network, the expert has to identify and report:

- The online and off line tools (website, platforms, social media, email, mail, messaging...) and data bases; the outputs (magazines, bulletins, messages, movies...) and the media employed; the infrastructure in use (software, applications, special devices...),
- Explicit the function that each tool has in the communication strategy and quantify its use (eg. frequency, outreach, ...)
- Collect and analyse a sample of communication materials (online and paper publications, videos, press releases, mail signatures...) for each network, providing comparison (Use of different languages? Size and readability or accessibility? Use of pictures and logos? Consistency in terms of image/branding?...)
- Compare the different systems and point out convergences, divergences and possible obstacle to integration
- Typology and quantity of the human and financial resources allocated by each network

## 2/ Communication Strategy

For each network, the expert has to identify and report:

- The target groups, the classification or grouping adopted,
- The main topics and types of information (end user information, advocacy messages, promotion, researches...) communicated and weigh its composition per target in relation to the identified topics/kinds
- The tools used for each target group and specify if they differ from one group to the other
- The evaluations, when existing, carried out by each network when assessing their communication work, visibility, impacts or outreach
- The scheduling of the communications if any
- The strategy adopted (differentiate possibly between short, medium and long term), if any.

## Requested minimum results of the analysis

- The analysis should be run on a minimum of 7 networks and a maximum of 10 networks.
- An analytic report on the “state of the art” including, illustrating also the sources, annexing the material collected,
- Design a self assessment survey in order to collect comparable information on other networks’ communication systems.

## Timeline

- Start on January 15, 2015 the latest
- Deliver an interim report of the analysis by mid February 2015
- Deliver a final analysis and tool kit for self-assessment by March 2015.

## Your proposal

(to be submitted via email by Dec. 30, 2014

to [operations-director@cultureactioneurope.org](mailto:operations-director@cultureactioneurope.org))

Must outline:

- Your understanding of the task
- The methodology you intend to use (you are allowed to combine online questionnaire and semi-structured interviews). Existing online toolkits and case studies that could feed a common reflection and the survey itself can be also included.
- Your offer however can not exceed the limits set in the following “Budget”
- Your relevant experience/clients.

## Budget

Maximum 4200 Euro VAT included.

## List of networks to be first analyzed

CAE – Culture Action Europe

EMC – European Music Council

European Choral Association – Europa Cantat

FACE – Fresh Arts Coalition Europe

IETM – international network for contemporary performing arts

NEMO – The Network of European Museum Organisations

On the Move

Res Artis

RESEO – European Network for Opera and Dance Education

Trans Europe Halles