

WAYS FOR CREATIVE COMPANIES

TO GET INVOLVED IN **CREATIVE WEEK CAPE TOWN**



Help highlight the role of the creative industries in Cape Town by supporting **Creative Week 2014**. Here are a couple of ideas to get you started.

1. HOST YOUR OWN EVENT.

Creative Week is an amazing opportunity to do something together as a company. Hosting your own event not only encourages a sense of community amongst your employees, but can also help to raise the profile of your organization. Your event can take the form of a presentation, installation, demonstration or almost anything else! For more information visit www.creativeweekct.co.za

2. MAKE SPACE.

Do you have a fabulous indoor or outdoor space in which Creative Week events could be hosted? Let us know at creative@capetownpartnership.co.za or publicise the available space on **Facebook**.

3. OPEN YOUR DOORS.

Hold an open day for interested parties to visit your workspace, watch you work and learn more about what you do.

4. LAUNCH SOMETHING.

Launching your new product or campaign during Creative Week can help amplify your message.

5. GIVE YOUR EMPLOYEES A FREE PASS.

Encourage your staff to take some time out of their work days to be inspired by attending Creative Week events.

OTHER THINGS TO THINK ABOUT:

- **When planning your event, consider sustainability.** Where possible, try to keep your events carbon neutral and use recycled or biodegradable materials.
- **Remember, there's power in numbers:** contact other Creative Week participants or members of your community to help host events and share responsibilities.
- **Activate a public space.** Given the choice, take your event outside and host it in the open.

WHAT IS CREATIVE WEEK?

Start where you are, use what you have and make what you can to celebrate everyday creativity

from Saturday 13 September to Sunday 21 September 2014.

Creative Week is an annual celebration of creativity, innovation and culture, crowdsourced by Capetonians and coordinated by **Creative Cape Town**. It is an opportunity to experience the city's artistic energy and diversity while the **Loeries** are in town.



START

WHERE YOU ARE

