

Durban to host BASA Education Programme, supported by Etana Insurance

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With a new KwaZulu-Natal representative on the ground and an increased focus on the relevance, advancement and sustainability of the arts in the region, the upcoming BASA Education Programme, supported by Etana Insurance, are not to be missed by arts practitioners.

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The first Durban series of workshops in the 2013 BASA Education Programme, supported by Etana Insurance, take place on April 11th at the KZNSA Gallery in Bulwer Road, Glenwood, and are free to pre-registered participants.



Businesses will also be able to take part in the focused activities on April 11th by attending a business breakfast also at the KZNSA Gallery.

The business breakfast will include national and regional Business and Arts South Africa representatives and will give insight into a number of initiatives aimed at business. These include the first-of-its-kind BASA Arts Sponsorship Management Toolkit, which gives South African businesses a tool to navigating the sponsorship cycle and, ultimately, the ability to measure the effectiveness of arts sponsorship as a strategic part of any business.

The Durban workshops are also a chance for businesses and arts practitioners to connect with newly appointed Business and Arts South Africa representative in the region - Sharlene Versfeld of Versfeld & Associates.

Versfeld has been involved professionally in the South African arts sector since 1987 and has a long-standing reputation for her extensive work as an arts marketer most notably with the various festivals hosted by the Centre for Creative Arts at the University of KwaZulu-Natal. In 2012 Versfeld undertook research for the British Council, with Nicolette du Plessis of Cultural Radius, on the South African arts landscape in relation to international agencies and collaborations. She is additionally a Board member of the Flatfoot Dance Company and does pro bono marketing for Action in Autism in KwaZulu-Natal.

"This is a challenging chapter in the arts industry in South Africa," Versfeld says of her new tenure.

"Tough as it may be, we truly believe that businesses are looking for new and innovative ways to leverage their brands, whether from a sponsorship point of view or from a meaningful corporate social responsibility perspective.

"The research that BASA has done, the relationships developed with business and the inroads made into professionalising the arts industry provides a solid foundation for the further development of arts and business relationships, and we look forward to being part of a motivated and skilled team to help facilitate this in KZN."

The Durban BASA Education Programme workshops, supported by Etana Insurance, are divided into three sessions and will cover social media, publicity basics (as part of the Back To Basics programme) and fundraising.

Are you all aTwitter and LinkedIn to Facebook? 11:00-12:30

Alma Maxwell of Outsourced Communications will share some insights about Social Media and how arts organisations can use these "versatile free-to-use" platforms to get the conversations going.

Back to Basics 13:00-14:30

Publicity and the Art of getting your message across in a very cluttered media space. Sharlene Versfeld and Kwazi Ngubane of Versfeld & Associates, unpack the basics of publicity and share some useful tips in getting media coverage.

Fundraising 14:45-16:00

From crowd-sourcing to sourcing-crowds of money, a professional fund-raiser will look at hints and tips to increase your opportunity of raising funds for your organisation/project.

The BASA Education Programme, supported by Etana Insurance, has seen workshops already held in Johannesburg and Cape Town and upcoming workshops planned for the Eastern Cape as well as Limpopo regions.

To be part of the BASA Education Programme, supported by Etana Insurance, and attend these important, insightful and stimulating workshops contact: Jessica Dennison at Jessica@basa.co.za or 011 447 2295.

About Business and Arts South Africa NPC:

Business and Arts South Africa NPC is an internationally recognised South African development agency which incorporates the arts into, and contributes to, corporates' commercial success. With a suite of integrated programmes, Business and Arts South Africa NPC encourages mutually beneficial partnerships between business and the arts. Business and Arts South Africa NPC was founded in 1997 as a joint initiative of government and the business sector, to secure the future development of the arts industry in South Africa, through increased corporate sector involvement. Established as a Non Profit Company, Business and Arts South Africa NPC is accountable to both government and its business members.

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