

Future Skills: The Creative Economy & the Mekong Region

Online RoundTable, June 19th 2025

Co-hosted by [Mekong Cultural Hub](#) and [Helvetas Laos](#)

Context: High potential but systemic challenges to be overcome

The Creative Economy is rapidly growing, and represents a significant opportunity for the Mekong Region, especially young people, who badly need employment. But we know there is already a lack of people with the necessary training and skills, and this is on track to be more pronounced in the future.

The Creative Economy is not a clearly defined field; it involves diverse agencies and actors in its development, and includes many evolving areas of industry. This offers opportunity, but also complexity. The picture across ASEAN is positive, but developing countries – including those in the Mekong Region – are behind.

Currently, creative and social businesses within the Mekong Region either invest significant time and cost in training, or bring in skilled workers from other countries in Asia (e.g. India, The Philippines).

New technologies are transforming every sector. The skill of learning itself, and the ability to navigate change and innovation may now be more important than understanding any particular technology.

- What are the skills that are needed in the region?
- As a diverse group of actors – from culture, development, education and business – how can we contribute to inclusive future skills development?

Conclusions: Invest in soft skills development & growing networks

From closing summary by Malaya del Rosario, [Artlink](#)

According to both our speakers and the World Economic Forum (2025), creativity is among the top 5 most in-demand skills globally. And as the job market evolves, we also need new ways of learning for our current and future generations.

We need to find a balance between the interests young people have and the demands of the job market. To do this we need to give them space to explore and express their interests, and we need to nurture their soft skills before we move on to nurturing their hard skills. Too often hard skills are prioritised and are assumed to be what will make a young person or a creative competitive right in the job market, but the roundtable has brought to the fore that the differentiators come from creativity, communication, connection, and confidence.

We need to grow networks; from alumni networks, to international networks, cross-sector networks, and inter-ministerial networks. We need to bring together actors working on the same problem from different fields. We must also nurture the skills of young people to build networks, with a spirit of abundance and collaboration, looking at going further by going together.

Keynote discussion

The following key points are drawn from the moderated discussion between speakers Ms. Im Sopheap, Chief People Officer at [Digital Divide Data](#) and Souliya Phoumivong, artist and lecturer at National Institute for Fine Arts, Lao PDR.

Communication

- Young people need to know how to communicate effectively. Taking the example of a recent class of graduates from the Fine Arts University – out of 15, 4 can find a job. The differentiator for these four students is not their artistic ability or technical skills, but their ability to communicate and build relationships.
- English language is a big advantage for communication, as the market for creative goods and services is likely to be international.

Connection

- The ability to build relationships and networks is very important. For example, the alumni community of DDD trainees is a space where people can discover new opportunities.
- Exposure to different people and contexts can open minds and increase confidence. This can be local and international.
- International connections remain important for funding the social sector and arts sectors. Young people in the Mekong can also tap into existing opportunities to go out to other parts of the world for cultural and educational exchange. We can create new opportunities by bringing international and regional networks into Mekong countries, to understand the local context, culture and resources.
- We must encourage generosity, resourcefulness, and being helpful as key approaches to connecting and building relationships. Young people must not look for immediate gains, nor enter into a new relationship only focused on what they can get from it. We need mindsets of mutuality and partnership, and openness to collaboration.

Collaboration

- Working collaboratively, with partners who bring different skills and expertise creates a bigger impact.

Confidence

- We need to build young people's confidence. There are cultural factors that may contribute to people being afraid to take risks and make mistakes.
- Exposing young people to new situations and contexts can open minds and increase confidence.
- Creating learning spaces that are safe and fun is very important. The arts can be useful for this.

Creativity

- Personal hobbies and pursuits such as learning an instrument or drawing and painting can nurture skills like creativity, commitment and progressive learning. Again, cultural context may influence to what degree young people have access to such opportunities. Lack of opportunity to experiment and engage with hobbies such as the arts, may work against young people developing their creativity and even knowing what they want.
- Creativity can show in the workplace as problem solving and initiative.

Agility

- Previous generations could train in a skill and then perform that skill as their job. This is no longer the reality. Need to be able to navigate rapidly changing environments and move into new contexts.

Contributions from the floor

Lea Meister, Youth Programme Coordinator, [Movetia](#)

International cooperation is key for innovation in higher education and training; it nurtures communication skills and intercultural competencies.

Cross-sectoral collaboration expands perspectives, including ways of understanding and evaluating needs and opportunities, and looking at different ways of doing something.

Khouanfa Siriphone, Founder & Director, [The STELLA](#)

In December 2024, we hosted the Young South East Asia Leadership (YSEALI) Summit 2024 on Connecting Creative Economy. It took place in Luang Prabang and brought together 100 young Creative Industries leaders from ASEAN to explore regional opportunities for the next 10 years.

Camelia Harahap, Head of Creative Economy, East Asia, [British Council](#)

The ASEAN Creative Economy Sustainability Framework was recently endorsed by the ASEAN leaders at the ASEAN summit. This was supported by the British Council and the UK Government. It offers a framework and the umbrella for developing the national policies and for the creative economy sector in all the Asian regions.

British Council has also been running the ASEAN-UK Advancing Creative Economy Programme, and a hybrid policy training.

Phloeun Prim, Executive Director, [Living Arts International](#)

In Cambodia, the concept of Creative Economy is relatively new and still being shaped. The policy track is important but it takes time. A valuable and useful action would be to map and connect the bottom-up and private sector activities that are already going on in these areas, to create synergy and share resources.

Nak Thailak, Coordinator, [CICADA \(Creative Industries of Cambodia Association for Development & Advocacy\)](#)

Cambodia has a National Policy for Culture but not yet a formal policy for the development of the Creative Economy. In June 2025, the MOCFA (Ministry of Culture and Fine Arts) hosted a workshop for Shaping the Future of the Creative Industries, which involved active participation from civil society.

According to CICADA's research, in Cambodia there are 19 agencies that are relevant to creative economy, so cross-sector and inter-ministerial dialogue is absolutely essential.

Sebby Z, [Association for Myanmar Contemporary Arts](#)

We (AMCA) participated as country coordinator for last year's ASEAN survey for Creative Economy. We surveyed 150 respondents in Myanmar and one of the questions is to rank the challenges to development of the Creative Economy. For Myanmar, the lack of access to financing for the creative industries ranked the highest and this is likely similar to other ASEAN/Mekong region countries. Second is the lack of regional coordination and cooperation to promote the creative economy collectively, followed by the lack of infrastructure and a conducive eco-system at the regional level.

Anupama Sekhar, Executive Director, Arts Equator

Fifteen or so years ago, when the creative economy sector was beginning to take off in a big way in India (in terms of the first formal arts management training programmes starting off and more young people entering the arts as a profession), one of the big debates in the Indian arts community was about collaboration and competition. With the limited number of grants/opportunities available back then (which were mostly from international funders), there was a tendency for the arts/creative community to largely work in silos, not share resources or lessons learnt, as there was a lot of competition for limited resources. The real change in the ecosystem was the generosity and open spirit of a few key Indian arts organisations who began to share openly. As a result, informal networks of exchange began to develop and the change from competition to community/collaboration happened.

Rio Lee, Ritera Group

Education, work supply, transparent settlement and matching to marginalized countries and classes provide stable income. We have established artists, animators, writers, etc., who have gained experience in developing countries.

We are expanding to Korea, China, Japan, and Southeast Asia to build a global system. Our main goal is to build global content networking and build digital assets through the IP market. This is to create a structure for purchase, distribution, and education.

We are currently building a platform MVP, namely the RECESS platform. The development phase will be upgraded in the future, and with your participation and support, we can build a new structure of creative economy. There is animator training in the short term. Contact from potential collaborators is welcome.

Useful links

Report on art and creative technologies in ASEAN:

<https://www.britishcouncil.org/research-insight/interconnected-parts>

Contact

To follow up anything about the roundtable, please contact:

frances@mekongculturalhub.org

Jesper.Lauridsen@helvetas.org

The roundtable was presented as one of a 5-part series of online events that aims to discuss the contexts of creative sectors, young people's skills needs & the job landscape across the Mekong Region, South Asia, Kenya, Switzerland and the EU. Through it, civil society, higher education institutions, and policymakers share insights and propose solutions to urgent needs. It takes place between June and September 2025.

It is part of the Artlink programme, [Turntables: 'LEARN! Fostering transcultural communities of practice'](#) which offers sustainable ways of learning to qualify young cultural practitioners to make a living in the arts. In cooperation with Movetia, ZHDK (Switzerland), Mekong Cultural Hub (Mekong Region/ Southeast Asia), Black Rhino VR (Kenya) and Meta Arts (India).

Course

Digital Skills for Arts Administration

Session 1

Foundational Digital Tools for the Arts



Agenda

1. Welcome and Overview of Overall Training
2. Foundational Digital Tools for the Arts
 - a. Why Embrace Digital Tools
 - b. Drafting an Event Proposal (Google Docs)
 - c. Formatting Application Materials (Google Drive)
 - d. Creating a Budget (Google Sheets)
 - e. Submitting the Proposal (Google Forms)
3. Recap and Questions



Your Participation

1. Please connect from a **quiet space with a strong internet connection** for an optimal learning experience.
2. **Please use the chat** to ask questions, share any technical problems or clarify instructions.
3. In case you need to step away from the training for any reason, **please let us know in the chat.**
4. Please feel free to switch off your camera/audio as needed.

Your Participation - Mobile

Please download the following mobile apps on your smartphone
(available on both Android or Apple)



Apps For Android Users: [Google Docs](#), [Google Sheets](#), [Google Drive](#), [Google Photos](#), [Google Gemini](#)

Apps for Apple Users: [Google Docs](#), [Google Sheets](#), [Google Drive](#), [Google Photos](#), [Google Gemini](#)

Softwares that can be accessed via the mobile browser: [Google Forms](#), [Google Sites](#)

Welcome

Training Overview



Session 1

Foundational Digital Tools for the Arts

Putting together an application

Google Docs, Google Sheets,
Google Drive, Other Document
Tools

Training Overview



Session 1

Foundational Digital
Tools for the Arts

Putting together an application

Google Docs, Google Sheets,
Google Drive, Other Document
Tools



Session 2

Digital Event Planning
& Promotion

*Creating, managing and
marketing a cultural event*

Google Forms, Gmail, Canva,
Bit.ly, Whatsapp

Training Overview



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marketing a cultural event*

Google Forms, Gmail, Canva,
Bit.ly, Whatsapp



Session 3

Digital Reporting &
Documentation

*Storing, organizing and
presenting documentation*

Google Photos, Google Sites,

Training Goals

By the end of this 3-session training, you will be able to:



Apply digital tools to draft and submit grant proposals



Set up and manage event registration and promotions



Document, report, and archive your event using digital formats










Use AI responsibly to enhance writing and communications



Build a reusable toolkit for your future projects

Training Materials

Resources you will receive during the training:

-  Agenda for all 3 sessions (PDF)
-  Sample open call + case study document
-  List of tools with descriptions and links
-  Template Library (Docs, Sheets, Forms)
-  Shared Google Drive folder for activities
 - ◆ Recordings & slides after each session
-  Glossary of key digital terms (e.g., mail merge, PDF merge)
-  Cheat sheets for each tool used







Questions?

Session 1

Foundational Digital Tools for the Arts

Why embrace digital tools in the arts?

Digital fluency is no longer optional—it's foundational for sustainability.

-  **Expand Reach:** Promote work beyond local networks through online platforms
-  **Save Time:** Automate repetitive tasks like registration, emails, and reporting
-  **Access Funding:** Navigate grant portals and submission systems easily
-  **Build Visibility:** Design professional materials and maintain online presence
-  **Stay Organized:** Track budgets, archive documents, and manage events efficiently
-  **Adapt to Change:** Stay resilient in hybrid and remote environments



DISCUSSION

What digital tool do you use the most in your work?



✍️ Put in the chat

Introducing

The Google Suite



Gmail



Drive



Meet



Calendar



Chat



Currents



Docs



Sheets



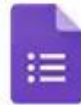
Slides



Keep



Sites



Forms



Docs



Slides



Sheets



Drive



Forms



Meet



Chat

APP	FUNCTION	SIMILAR TO
DOCS	word processing	Word
SLIDES	presentations	PowerPoint, Keynote
SHEETS	spreadsheets	Excel
DRIVE	collaboration and storage	Box, Sharepoint, YouTube
FORMS	Survey and feedback	Qualtrics, Microsoft Forms
MEET	Synchronous video meetings	Zoom, Skype, Teams Meetings
CHAT	Synchronous text stream	Slack, IM, Teams Chat

How To Access Google Suite

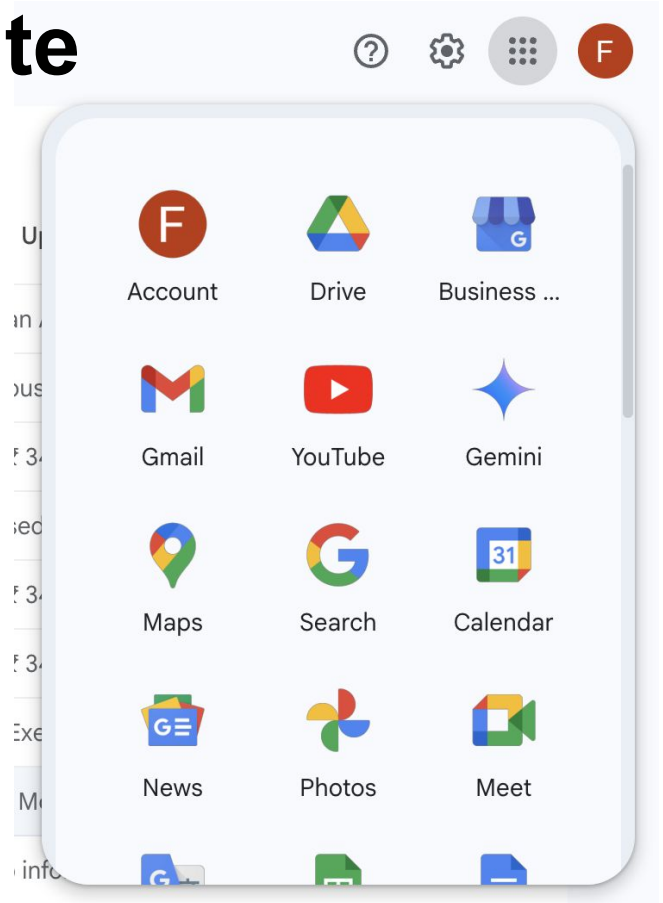
Step 1: Sign In to Your Google Account

- Go to **www.google.com**
- Click “**Sign In**” (top right)
- Use your Gmail ID and password

Don't have a Gmail account? Create one at accounts.google.com/signup

Step 2: Open the Google Apps Menu

- On any Google page, look for the **9-dot grid icon** (top right corner)
- Click it to open the **Google Apps Menu**



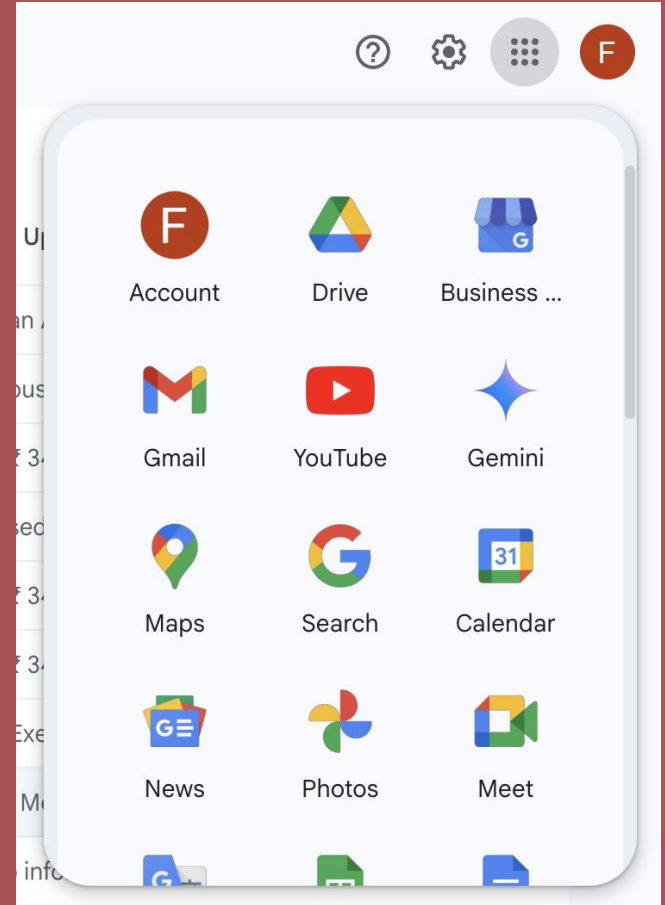
ACTIVITY

Please go to

myaccount.google.com

and explore all the different
Google Services available

(2 mins)



Step 1: Drafting a Proposal



Google Docs

Step 1: Drafting a Proposal



Step-by-Step Tutorial

1. Go to docs.google.com and click “Blank”
2. Title your doc clearly (e.g., `YourName_EventProposal`)
3. Use the following structure:
 - Event Name & Dates
 - Big Idea or Concept
 - Target Audience
 - Activities Planned
 - Expected Outcomes
 - Partners / Collaborators
 - Timeline & Logistics

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Tips

- Use **headings** and bullet points for readability
- Include **links** to samples or past work if relevant
- Mirror the **language used in the open call**
- Share with your team using “Viewer” or “Commenter” access

 **Template:** Use our one-page template to get started

ACTIVITY

Copy the template and begin drafting a proposal for a sample cultural event **(5 mins)**

Step 2: Creating a Budget



Google Sheets

Step 2: Creating a Budget



Step-by-Step Tutorial

1. Open sheets.google.com → click **Blank**
2. Create columns: **Item, Estimated Cost, Actual Cost, Notes**
3. Fill out rows for: **Artist fees, venue, travel, production, tech, outreach, misc.**
4. **Use formulas:**
 - `=SUM(B2:B10)` to total costs
 - `=B2-C2` to compare estimate vs actual

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Tips

- Keep figures realistic — better to overestimate than underbudget
- Use **separate tabs** for different versions (e.g., draft, final)
- Highlight total rows with color for visibility
- Share as “View Only” when attaching in a proposal

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 **Template:** Use our one-page template to get started

ACTIVITY

Copy the template and begin drafting a budget for your cultural event **(5 mins)**

Step 3: Using AI for Enhancing your Application

Gemini

Step 3: Using AI for Enhancing your Application



Step-by-Step Tutorial

1. Open gemini.google.com and sign in with your Google Account
2. Copy and paste your existing proposal and budget, and write the prompt: *“Please review this proposal for an artistic project open call and suggest improvements, feedback and revision”*.
3. Review the suggestions and make edits/additionals to your proposal and budget.

Step 3: Using AI for Enhancing your Application



Step-by-Step Tutorial

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Tips

- **Be specific** in your text prompts and make sure you always upload your own material / notes to improve upon
- Add the text from the open call to make the **output more specific**
- Never copy-paste AI output blindly — **edit for context and clarity**
- Use AI to **overcome writer’s block**, not replace your voice
- Ask Gemini to **check grammar** or simplify a section

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 **Template:** Use our template prompt to get the most out of Gemini

ACTIVITY

Use the prompt template provided and copy-paste your sample event proposal and budget into an AI model to enhance it. **(5 mins)**

Step 3: Using AI for Enhancing your Application

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Pros

Speed & Efficiency: Quickly generate drafts, summaries, and structure your ideas.

Clarity & Precision: Improve language, grammar, and articulation.

Creative Spark: Get help overcoming writer's block or reframing your narrative.

Consistency: Maintain tone and formatting across documents.

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Generic Output: Risk of sounding impersonal or formulaic if over-relied on.

Context Blindness: AI may misinterpret cultural, emotional, or artistic nuance.

Over-dependence: Undermines your own creative authorship and voice.

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Imp. Considerations

Originality

Ensure your artistic voice and lived experience stay central.

Disclosure: Be transparent (if needed) about AI-assisted drafting.

Bias Awareness: AI is trained on biased data—critically review what it suggests.

Confidentiality: Be cautious when uploading sensitive or unpublished content.

Step 4: Formatting Application Materials



Google Drive

Step 4: Formatting Application Materials



Step-by-Step Tutorial

1. Creating and Organizing Your Folder

- Create a new folder and name it clearly: *YourName_ProjectTitle*
- Move related files (proposal, budget, portfolio, CV) into this folder by dragging them in.
- Use subfolders for clarity if needed (e.g., “Work Samples”, “Admin Docs”)

2. Uploading Files

- Click **+ New** → **File Upload** to add PDFs, images, or offline documents or make Google Docs, Slides and Sheets directly in this folder.
- Rename files for clarity and use (e.g., *Proposal_Final.pdf*)

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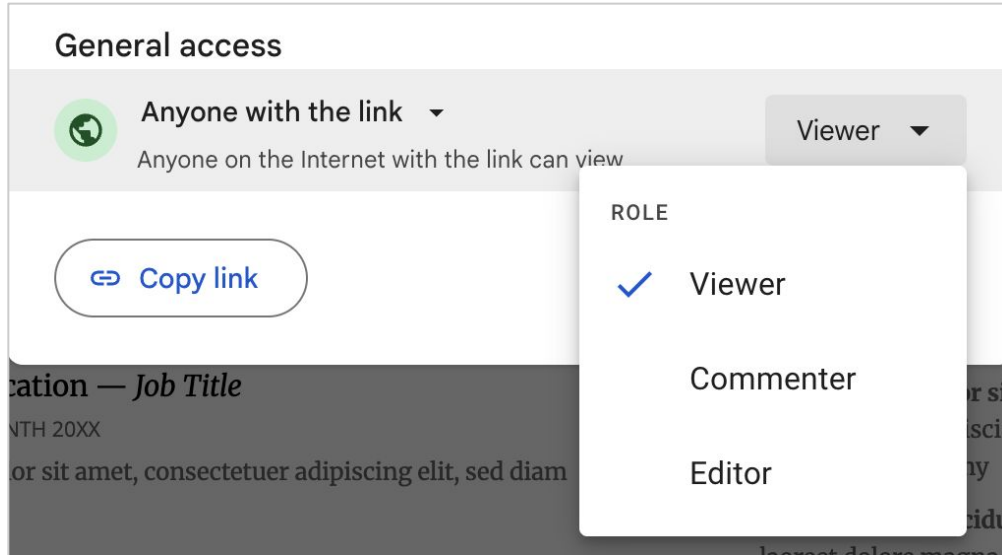
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3. Sharing the Folder or File

- Right-click the folder or file → **Share**
- Click “Copy Link” and choose permission level:
 - **Viewer** – Safe for most applications (can’t edit)
 - **Commenter** – If feedback is expected
 - **Editor** – Only for collaborators
- Optional: Use “Anyone with the link can view” to avoid access issues
- Double-check permissions before submitting to ensure access

Step 4: Formatting Application Materials



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ACTIVITY

Create Google Folders in the Drive link shared with you, upload your materials (proposal + budget) and put a shareable link in the chat
(5 mins)

Step 4: Formatting Application Materials



Folder & File Hygiene

- Avoid clutter: delete outdated drafts or move them to an “Archive” subfolder
- Use numbering (e.g., **01_Proposal**, **02_Budget**) to keep files in logical order
- Add emojis (📄, 🗑️, 💰) to folder names for quick visual scanning

File Format Best Practices

- Convert Word/Excel files to Google Docs/Sheets for smoother sharing
- For visual works, include a *README* Doc with context, titles, and credits
- Export key documents as PDFs before uploading to lock formatting

Step 4: Formatting Application Materials



Link Sharing & Professionalism

- Use a link shortener like bit.ly for cleaner presentation
- Test access in incognito mode to confirm visibility
- When sharing, add a message like: “Please find my application materials here.”

Version Control & Backup

- Download a ZIP copy of your full folder before sending it out
- Use **Version History** in Docs/Sheets to track changes
- Install Google Drive for Desktop to simplify uploads

○

Step 4: Formatting Application Materials



Security & Privacy

- Avoid uploading personal documents unless specifically requested
- Use expiring links or restrict access after deadlines if needed
- Label sensitive materials clearly (e.g., *Private – Do Not Share*)

File Size and Formatting

- Combine multiple documents into a single PDF
- Compress PDF size for upload/email
- Convert images or docs into PDF or vice versa



Smallpdf

Step 4: Formatting Application Materials



Digital Signature

- **Google Docs:** Insert → Drawing → Scribble (to draw your signature)
- **PDF Editors:** Use tools like Adobe Acrobat, Smallpdf, or PDFescape
- **Touchscreen devices:** Sign with a stylus or finger and save as an image
- Use **Canva** or **DocHub** to make a cleaner, stylized signature

How to Insert It

- Insert your signature image at the end of the document (before your name/date)
- Or use the “Sign” feature in PDF tools to place it precisely
- Align left or center, and don’t make it too large

Step 5: Submitting the Proposal



Google Forms

Sample Open Call

Open Call: Creative Futures Microgrants

Creative Futures invites applications from emerging artists and cultural practitioners working across disciplines to propose community-rooted art projects. We are offering micro grants of up to \$1,500 to support project development, production, or public engagement activities. Projects must take place between August and December 2025 and demonstrate clear community benefit, artistic innovation, and feasibility. Applicants must be 18+, reside in South or Southeast Asia, and be able to submit documentation in English. We strongly encourage proposals from underrepresented voices.

Deadline: September 30, 2025

Homework: Prepare Your Materials

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Homework: Submit The Open Call

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Deadline: September 30, 2025

[View Google Form](#)

Before Next Session

1. Submit the Google Form with your application materials
2. Review this slide deck and the tools mentioned
3. Review the associated glossary, templates and documents shared



Thank you!

Time for questions :)



Session 2 -

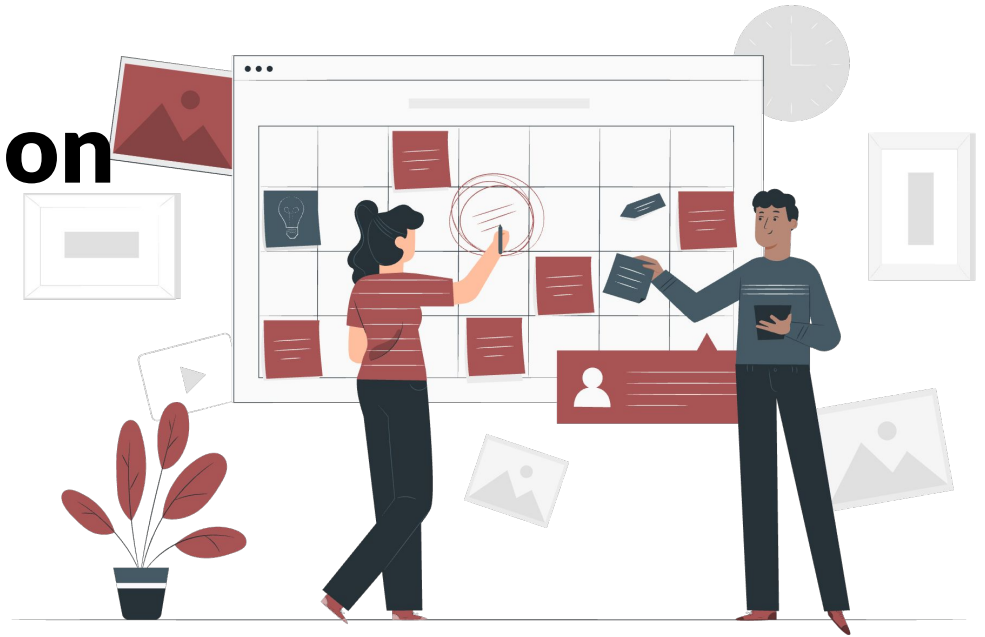
Digital Event Planning
& Promotion

Course

Digital Skills for Arts Administration

Session 2

Digital Event Planning and Promotion



Session 1 - Review

For Participants

Submitting the Open Call form – any hurdles or challenges you faced?

Which tool stood out to you from Session 1?

General Feedback & Suggestions

Today's Agenda

1. Welcome and Overview
2. Event Registration with Google Forms
3. Designing Promotional Content with Gemini and Canva
4. Promoting via Social Media
5. Promoting via Email
6. Recap and questions

1 challenge you're facing
when organizing events in your
community / location

 **Put in the chat**

1 challenge you're facing when organizing events in your community / location

Share with each other (5 mins)

What are the top 3 event promotion challenges in your region?

Which digital tools have you tried? What worked/didn't work?

What barriers prevent you from using digital tools effectively?

6-Step Process



6-Step Process



1. Craft Written Content
2. Craft Visual Content
3. Engage Existing Audiences
4. Find New Audiences
5. Pre/During/Post Engagement
6. Repurpose & Restart

6-Step Process



0. *Setup Registration*

1. Craft Written Content
2. Craft Visual Content
3. Engage Existing Audiences
4. Find New Audiences
5. Pre/During/Post Engagement
6. Repurpose & Restart

Event registration

Step 1: Create a Registration Form



Google Forms

Step 1: Create a Registration Form



Google Forms

Step-by-Step Tutorial

Go to forms.google.com → click **Blank Form**
or **Choose Existing Template**

1. **Title the form** (e.g., *Workshop Registration – June 2025*)
2. **Add essential fields:**
 - Name (Short answer)
 - Email (Short answer with email validation)
 - Phone (Optional)
 - Organisation / Affiliation (Short answer)
 - Which session are you attending? (Multiple choice or dropdown)
 - Any access needs? (Paragraph)

Step 1: Create a Registration Form



Google Forms

Step-by-Step Tutorial

Go to forms.google.com → click **Blank Form**
or **Choose Existing Template**

1. **Title the form** (e.g., *Workshop Registration – June 2025*)
2. **Add essential fields:**
 - Name (Short answer)
 - Email (Short answer with email validation)
 - Phone (Optional)
 - Organisation / Affiliation (Short answer)
 - Which session are you attending? (Multiple choice or dropdown)
 - Any access needs? (Paragraph)
3. Click **Settings** → **Responses:**
 - Toggle on “Collect email addresses”
 - Toggle off “Limit to 1 response” (optional)
4. Customize confirmation message under **Settings** → **Presentation**
5. Click **Send** → **Link icon** → shorten the URL → share or embed

Step 1: Create a Registration Form



Google Forms

Tips

- Use **Sections** to group related questions and keep the form tidy
- Add **your logo and color scheme** to match your project branding
- **Test the form** yourself before sharing it widely
- Download responses to Sheets for easy sorting and emailing

Step 1: Create a Registration Form



Google Forms

Tips

- Use **Sections** to group related questions and keep the form tidy
- Add **your logo and color scheme** to match your project branding
- **Test the form** yourself before sharing it widely
- Download responses to Sheets for easy sorting and emailing

Tips

Confirmation Messages: Customize the message users see after submitting (e.g., *“Thanks for registering! You’ll hear from us soon.”*) Add your email or social links there.

Privacy: Don’t ask for sensitive data unless you need it

ACTIVITY

Please go to forms.google.com and create a sample registration form for your event **(5 mins)**

ACTIVITY

Please go to forms.google.com and create a sample registration form for your event **(5 mins)**

Must include: Name, Email, Phone, Organization

Add 2-3 questions specific to your event type (workshop vs performance vs exhibition)

Customize the confirmation message

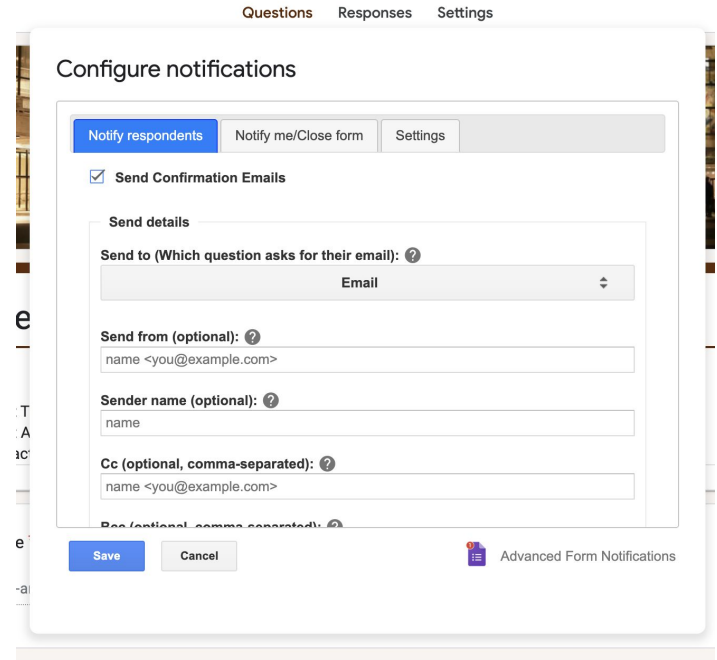
ACTIVITY

Share your form and give feedback to each other in pairs **(5 mins)**

- Are questions clear?
- Is anything missing?
- Does the confirmation message make sense?

Step 2: Use Google Form Add-Ons

Make your forms more powerful
and professional

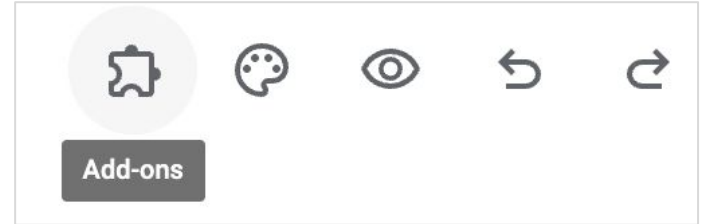


The screenshot shows the 'Configure notifications' dialog box in Google Forms. At the top, there are three tabs: 'Questions', 'Responses', and 'Settings'. The 'Settings' tab is active. Below the tabs, there are three sub-tabs: 'Notify respondents' (selected), 'Notify me/Close form', and 'Settings'. A checkbox labeled 'Send Confirmation Emails' is checked. Underneath, there is a 'Send details' section with four fields: 'Send to (Which question asks for their email):' with a dropdown menu showing 'Email'; 'Send from (optional):' with the text 'name <you@example.com>'; 'Sender name (optional):' with the text 'name'; and 'Cc (optional, comma-separated):' with the text 'name <you@example.com>'. At the bottom left are 'Save' and 'Cancel' buttons. At the bottom right is a logo for 'Advanced Form Notifications'.

Step 2: Use Google Form Add-Ons

Step 1: Accessing Google Suite Add-ons

1. Click on the **Add-ons** puzzle piece icon at the top menu of the screen.

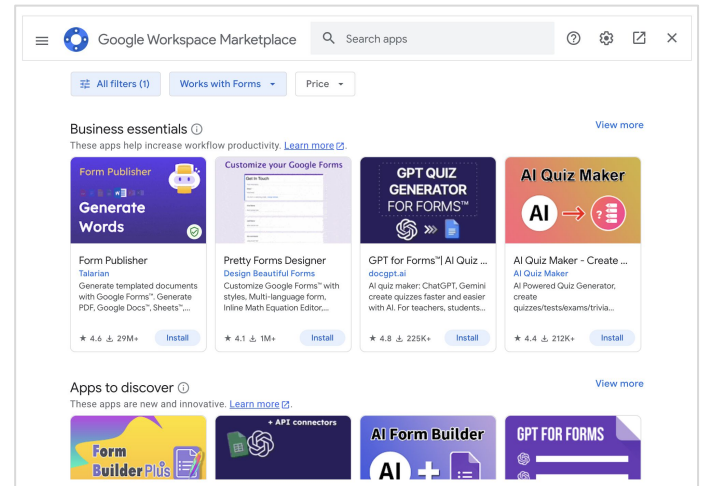


Step 2: Browsing and Installing Add-ons

1. In the drop-down menu, select **Get add-ons**.
2. This will open the **Google Workspace Marketplace**.
3. Use the search bar to find the add-on you want.
4. Click on the add-on and press **Install**.

Step 3: Using and Configuring Add-ons

1. After installation, go back to the **Add-ons** menu.
2. Select the installed add-on and click on it.
3. A sidebar or configuration window will open where you can set up and customize the add-on's settings.



workspace.google.com/marketplace

Step 2: Use Google Form Add-Ons

Make your forms more powerful and professional

1. FormLimiter

Auto-close form after a deadline or number of responses
→ *Perfect for limited-capacity events, grant deadlines*

2. Certify'em

Auto-generate certificates after form submission
→ *Great for workshops, trainings, or artist residencies*

3. Form Publisher

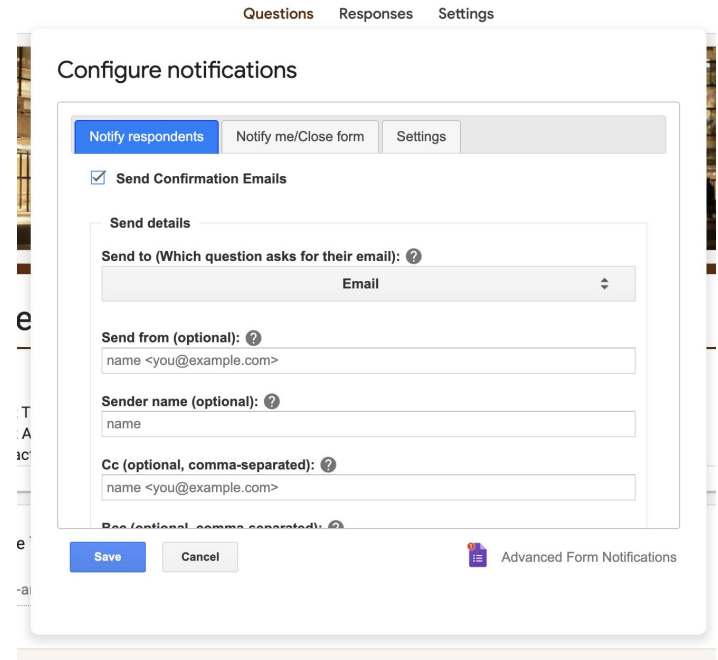
Convert responses into PDFs, Docs, or Sheets
→ *Ideal for generating letters of participation or summaries*

4. Email Notifications for Forms

Send automatic email alerts to you or respondents
→ *Stay updated or confirm receipt without manual effort*

5. Choice Eliminator 2:

Remove an option once it's selected
→ *Use for limited interview slots, session sign-ups, or equipment bookings*



Questions Responses Settings

Configure notifications

Notify respondents Notify me/Close form Settings

Send Confirmation Emails

Send details

Send to (Which question asks for their email): ?
Email

Send from (optional): ?
name <you@example.com>

Sender name (optional): ?
name

Cc (optional, comma-separated): ?
name <you@example.com>

Save Cancel

Advanced Form Notifications

Step 3: View Form Responses with Sheets



Google Forms



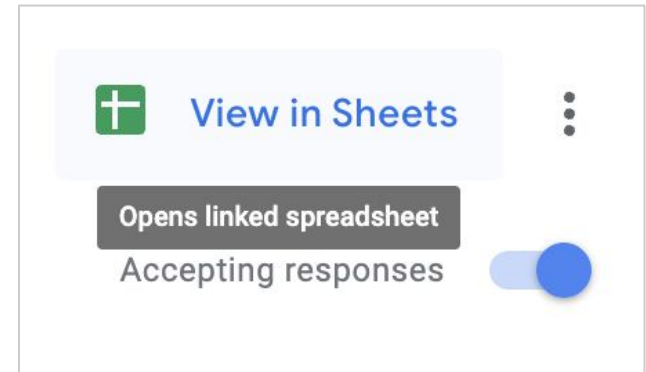
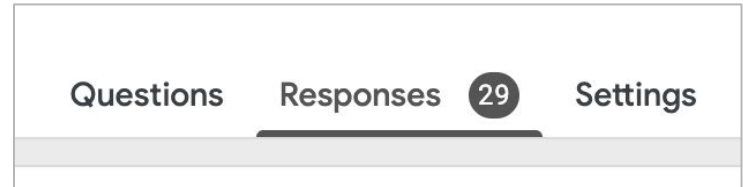
Google Sheets

Step 3: View Form Responses with Sheets



Step-by-Step Tutorial

1. Open your form at forms.google.com
2. Click the **"Responses"** tab at the top
 - View **Summary** for graphs
 - View **Individual** to see single responses
 - View **Question** to analyze trends
3. Click the **Google Sheets icon** (top-right of "Responses" tab)
 - This creates or links a Sheet with all data
4. In Google Sheets:
 - Each row = 1 submission
 - Each column = a question
5. Use filters to organize:
 - Select row 1 → click "Data" → "Create a filter"
 - Use dropdown arrows to sort or search



Step 3: View Form Responses with Sheets



Tips

Summarize Quickly

- Use charts in the Summary tab to get instant visual insights
- Use Sheets functions like `=COUNTIF` to tally responses

Clean Up Data

- Remove duplicates or empty rows in Sheets
- Use “Wrap Text” for long answers for better readability

Color-Code Key Info

- Highlight important columns (e.g., session names, city)
- Use conditional formatting to mark late submissions or missing fields

Data Collection

- The Sheet will get updated automatically whenever someone submits your Google Form.

Export & Share

- Download as Excel or CSV
- Share the Sheet as “View Only” for collaborators or reporting

Outcome

Clear, organized response data that can be filtered, analyzed, or exported for reports and planning.

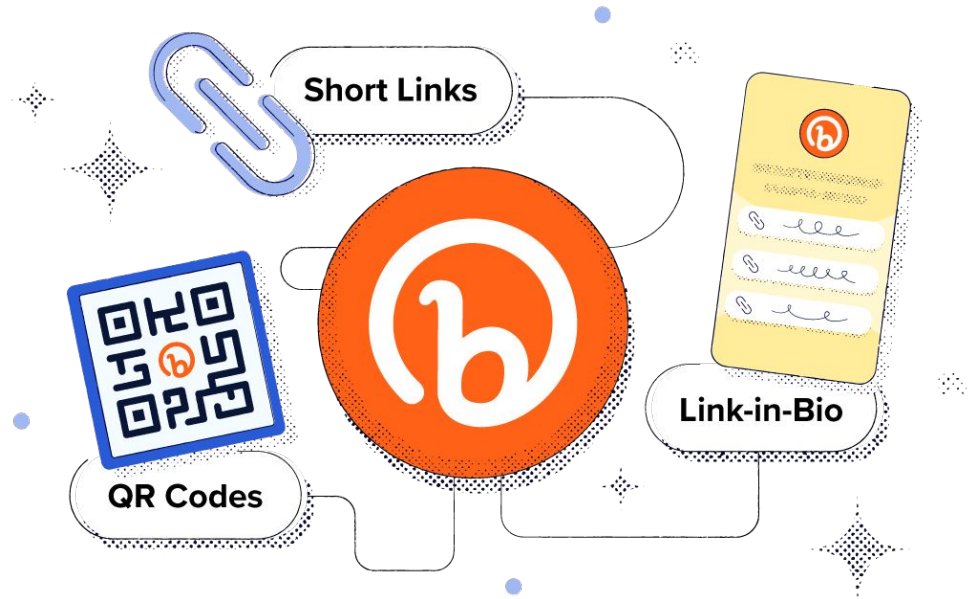


Step 4: Create a Short Link, QR codes and a link in bio

bitly

Linktree*

dub



Step 4: Create a Short Link, QR codes and a link in bio

Short URL

Paste the URL to be shortened

Enter the link here

Shorten URL

ShortURL is a free tool to shorten URLs and generate short links
URL shortener allows to create a shortened link making it easy to share

TINYURL

Shorten a long URL

Enter long link here

Customize your link

tinyurl.com



Enter alias



Success!



Shorten URL

ACTIVITY

Use one link shortener to create a short, shareable link and a QR code for your event registration form.

(5 mins)

Crafting written content

Event Title (Less than 4 Words)

Make it easy to **PRONOUNCE, REMEMBER,
WRITE & SEARCH**

Event Title (Less than 4 Words)

Make it easy to **PRONOUNCE, REMEMBER,
WRITE & SEARCH**

Short Description (20-50 Words)

Communicate the **BIG IDEA/INSPIRATION**

Event Title (Less than 4 Words)

Make it easy to **PRONOUNCE, REMEMBER,
WRITE & SEARCH**

Short Description (20-50 Words)

Communicate the **BIG IDEA/INSPIRATION**

Long Description (50-200 Words)

Represent all the **PARTNERS, ORGANIZERS, INTENT**

Event Title (Less than 4 Words)

Make it easy to **PRONOUNCE, REMEMBER, WRITE & SEARCH**

Short Description (20-50 Words)

Communicate the **BIG IDEA/INSPIRATION**

Long Description (50-200 Words)

Represent all the **PARTNERS, ORGANIZERS, INTENT**

Event Details

Make it **READABLE, CONTEXTUAL, TARGETED**

Remember to add Duration, Language, Disclaimers, Partners

Event Title (Less than 4 Words)

Make it easy to **PRONOUNCE, REMEMBER, WRITE & SEARCH**

Short Description (20-50 Words)

Communicate the **BIG IDEA/INSPIRATION**

Long Description (50-200 Words)

Represent all the **PARTNERS, ORGANIZERS, INTENT**

Event Details

Remember to add Duration, Language, Disclaimers, Partners

Make it **READABLE, CONTEXTUAL, TARGETED**

Call-To-Action

Register at *THISLINK* | Watch at *THISLINK*

Make it **ACTIONABLE, TIME-BOUND AND FORWARD-FRIENDLY**

Event Title (Less than 4 Words)

Short Description (20-50 Words)

Long Description (50-200 Words)

Event Details

Remember to add Duration, Language, Disclaimers, Partners

Call-To-Action

Register at *THISLINK* | Watch at *THISLINK*



Event Registrations (Zoom, Google Form)



Social Listings (FB Events, FB/YT Livestream)



Email Marketing (Plain-Text Invites)



Whatsapp Marketing (Chats, Groups, Broadcasts)



Social Media Marketing (Profiles, Pages, Groups)

Optimize Written Content

Use Formatting



Use Emojis Creatively

Structure your Message

Make it Stand Out

Give Additional Details

Make It Time-Bound

Make it Actionable



ACTIVITY

In groups, identify what's wrong with the following event description and give us 3-4 changes you'd make.

(2 mins)

ACTIVITY - Sample Description

Join us for an amazing and incredible workshop about digital skills and technology for people working in arts administration and cultural management, featuring expert facilitators who will teach you everything you need to know about using computers and the internet for your projects. It will be really fun and educational. Contact us if interested.

Crafting visual content

#OptimizeForTime



Social Media

Instagram Stories

Instagram Posts

Facebook Posts

Facebook Covers

Twitter Posts

Pinterest Pins

[See all >](#)



Personal

Invitations

Cards

Resumes

Postcards

Planners

T-Shirts

[See all >](#)



Business

Presentations

Websites

Logos

Business Cards

Invoices

Proposals

[See all >](#)



Marketing

Posters

Flyers

Infographics

Brochures

Newsletters

Menus

[See all >](#)



Education

Lesson Plans

Worksheets

Certificates

Storyboards

Bookmarks

Class Schedules

[See all >](#)



Trending

Zoom Virtual Backgr...

Concept Maps

Mind Maps

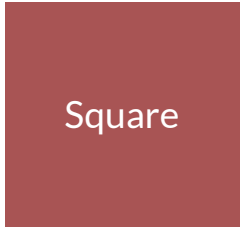
Greeting Cards

Father's Day Cards

Bingo Instagram Stor...

[See all >](#)

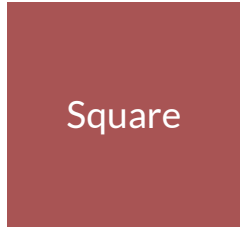
#OptimizeForTime



2500 Pixels x 2500 Pixels

- Instagram / FB / LinkedIn Feed
- Profile Pictures
- Whatsapp Forwards
- Printed Cards
- Gmail Inserts
- Website Embed

#OptimizeForTime



Square

2500 Pixels x 2500 Pixels

- Instagram / FB / LinkedIn Feed
- Profile Pictures
- Whatsapp Forwards
- Printed Cards
- Gmail Inserts
- Website Embed

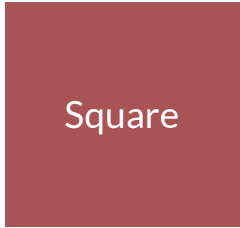


Landscape

2400 Pixels x 3500 Pixels

- Facebook Feed
- Facebook Cover
- Online Screen Share
- Landscape A4 / A5 Poster

#OptimizeForTime



Square

2500 Pixels x 2500 Pixels

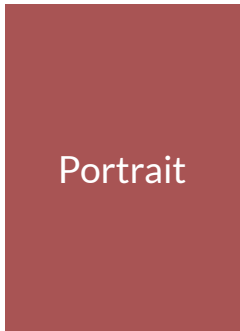
- Instagram / FB / LinkedIn Feed
- Profile Pictures
- Whatsapp Forwards
- Printed Cards
- Gmail Inserts
- Website Embed



Landscape

2400 Pixels x 3500 Pixels

- Facebook Feed
- Facebook Cover
- Online Screen Share
- Landscape A4 / A5 Poster



Portrait

3500 Pixels x 2400 Pixels

- A4 / A5 Printed Poster
- Instagram Stories
- Whatsapp Forwards
- Brochure
- Gmail Inserts
- Full Page Newsletter

#OptimizeForTime



Square

2500 Pixels x 2500 Pixels

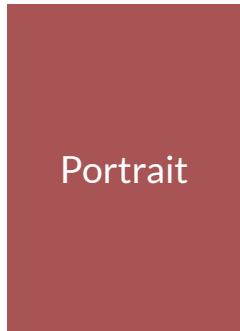
- Instagram / FB / LinkedIn Feed
- Profile Pictures
- Whatsapp Forwards
- Printed Cards
- Gmail Inserts
- Website Embed



Landscape

2400 Pixels x 3500 Pixels

- Facebook Feed
- Facebook Cover
- Online Screen Share
- Landscape A4 / A5 Poster



Portrait

3500 Pixels x 2400 Pixels

- A4 / A5 Printed Poster
- Instagram Stories
- Whatsapp Forwards
- Brochure
- Gmail Inserts
- Full Page Newsletter



Banner

3200 Pixels x 1400 Pixels

- Facebook Page Cover
- LinkedIn / YouTube Cover
- Online Ads
- Newsletter Header

#OptimizeForTime



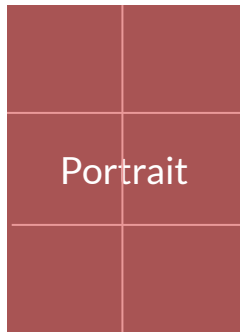
2500 Pixels x 2500 Pixels

- Instagram / FB / LinkedIn Feed
- Profile Pictures
- Whatsapp Forwards
- Printed Cards
- Gmail Inserts
- Website Embed



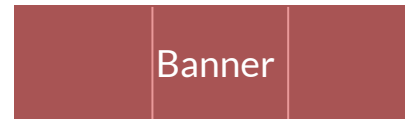
2400 Pixels x 3500 Pixels

- Facebook Feed
- Facebook Cover
- Online Screen Share
- Landscape A4 / A5 Poster
- **Instagram Grid - 3 x 2**



3500 Pixels x 2400 Pixels

- A4 / A5 Printed Poster
- Instagram Stories
- Whatsapp Forwards
- Brochure
- Gmail Inserts
- Full Page Newsletter
- **Instagram Grid - 3 x 3 or 4x2**



3200 Pixels x 1400 Pixels

- Facebook Page Cover
- LinkedIn / YouTube Cover
- Online Ads
- Newsletter Header
- **Instagram Grid - 3 x 1**

Design Content *Quickly*



crello



Adobe Spark

Optimize Written + Visual Content

Dimensions of Visuals

Square or Vertical 

Horizontal 

Optimize Size of your Image + Video

Images (Less than 100 KB)

Videos (Less than 1mb)


Font Size of Text in Images


Minimum 12 Font Size

Call To Action with Link

Watch on <link> | Register on <link> | Download on <Link>

Make it Forward Friendly

Message (Gaurav) +919818925599 

DM me 

Optimize Written + Visual Content

Dimensions of Visuals

Square or Vertical

Horizontal

Optimize Size of your Image + Video

Images (Less than 100 KB)

Videos (Less than 1mb)

Font Size of Text in Images

Minimum 12 Font Size

Call To Action with Link

Watch on <link> | Register on <link> | Download on <Link>

Make it Forward Friendly

Message (Gaurav) +919818925599

DM me

For Image Optimization



imageoptim.com/online

For Video Optimization



Generate Images with



- Describe your event
- Describe an image for your graphic
- Add descriptions about location, region, objects, and any other local context for the image.

ACTIVITY

Generate an image / photo using Gemini related to your cultural event
(2 min)

Step 1: Promote on Social Media

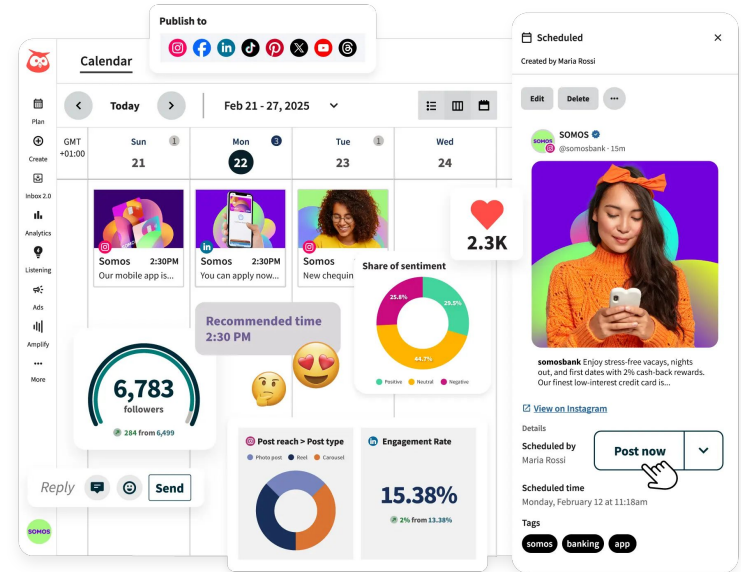
Instagram / Facebook / Twitter

- Create eye-catching graphics using Canva
- Post teaser videos, behind-the-scenes, and countdowns
- Use relevant hashtags and tag collaborators
- Schedule posts using Meta Business Suite
- Use tools like Hootsuite or Buffer to connect all your social media accounts and post from them all at once

🎯 Tips

- Use Instagram Stories to share daily updates or polls
- Pin key posts on your profile
- Link your form or ticket page in bio or post comments

✅ **Goal:** Build buzz and reach a wide audience



Step 2: Promote on Email and Messaging

Email Newsletters

- Use tools like Mailchimp or Buttdown
- Keep the subject line clear: “🗨️ Workshop Registration Open!”
- Include event date, why it matters, and a clear CTA button

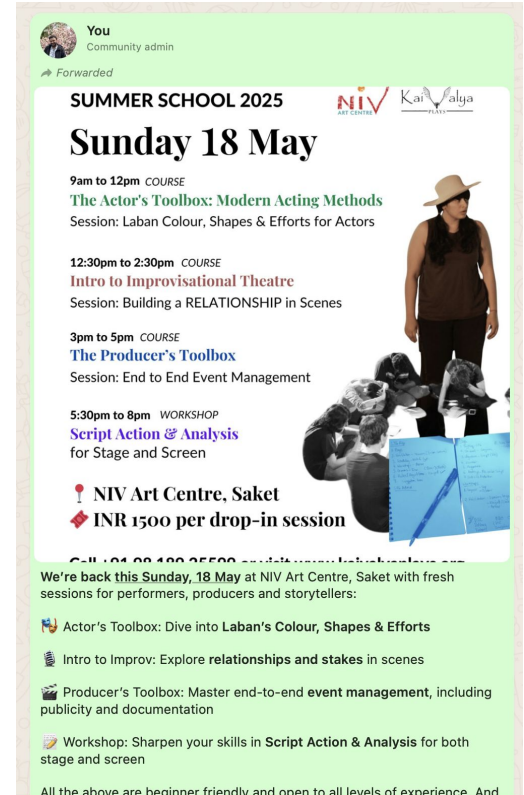
WhatsApp & Telegram

- Share posters or links in relevant groups (theatre, artists, community)
- Create a broadcast list to message contacts directly

Tips

- Keep text concise, use emojis to draw attention
- Always include RSVP or registration links

 **Goal:** Reach people who already know and trust your work



The screenshot shows an email from 'You, Community admin' (Forwarded) for 'SUMMER SCHOOL 2025' at NIV Art Centre and KaiValya. The main heading is 'Sunday 18 May'. The schedule includes:

- 9am to 12pm COURSE:** The Actor's Toolbox: Modern Acting Methods. Session: Laban Colour, Shapes & Efforts for Actors.
- 12:30pm to 2:30pm COURSE:** Intro to Improvisational Theatre. Session: Building a RELATIONSHIP in Scenes.
- 3pm to 5pm COURSE:** The Producer's Toolbox. Session: End to End Event Management.
- 5:30pm to 8pm WORKSHOP:** Script Action & Analysis for Stage and Screen.

Location: NIV Art Centre, Saket. Price: INR 1500 per drop-in session. Contact: 011-264603550. The email also includes a list of activities with icons: Actor's Toolbox, Intro to Improv, Producer's Toolbox, and a Workshop. A note at the bottom states: 'All the above are beginner friendly and open to all levels of experience. And...'

Step 3: Promote via Personal Networks

Community Boards / Arts Forums


- Post on local cultural group pages, university networks, or forums like Reddit
- List your event on event sites like Eventbrite, TicketMaster, or local WhatsApp groups

Offline Reach

- Print posters or flyers for cafes, galleries, and bookstores
- Collaborate with other artists to cross-promote

Tips

- Highlight what makes your event special or timely
- Use QR codes on printed material for quick access to your form

 **Goal:** Tap into niche and hyperlocal audiences



Sample Marketing Plan

		Social	Comm.	Email (Newsletter)	Email (Outreach)	Paid Ad (Digital)	Paid Ad (Physical)	Other
Week 1	Project announcement	✓	✓	✓				
Week 2	Rehearsal glimpses	✓						
Week 3	Creative Team announcement	✓						
Week 4	Poster Announcement and Ticketing link	✓	✓	✓			✓	
Week 5	Trailer announcement	✓	✓			✓		
Week 6	Press outreach				✓			
Week 7	TECH WEEK - Reminder comms			✓				
Week 8	SHOW WEEK							
Week 9	Show Photos	✓	✓					

Sample Marketing Collaterals

Visual Collaterals

- Digital poster (A3 & A4 size)
- Social media graphics (square, portrait, landscape)
- Teaser video or Instagram Reel
- BTS photo/video content (for stories and posts)
- Cover images for Facebook/YouTube/LinkedIn

Text Collaterals

- Short event blurb (50–75 words)
- Long event description (150–200 words)
- Press release (with quotes + context)
- Tagline + Event title
- Captions for all social media platforms
- Newsletter/email copy

Outreach Materials

- Invitation email for press/partners
- WhatsApp forward message (with emojis + clear CTA)
- PDF brochure or programme (with lineup + schedule)

On-Ground Collaterals

- Printed banners/hoardings
- Directional signage
- Standees/backdrops
- Printed event programme/schedule

Homework

Create an **event graphic on Canva** (or another tool) using Gemini AI and add a link + QR code to your **event registration form**

Before Next Session

1. Send us your event registration link (create a QR code!) and an event graphic containing all the important details
2. Review this slide deck and tools mentioned
3. Review the associated glossary, templates and documents shared



Thank you!

Time for questions :)



Session 3 -

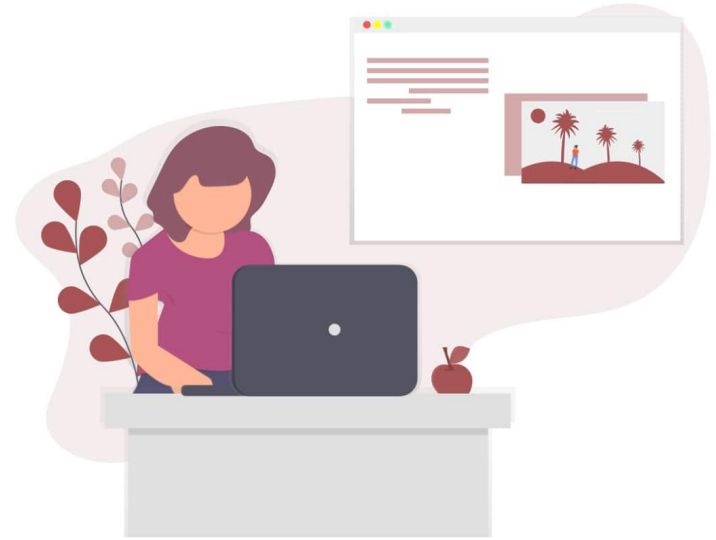
Digital Documentation and Event Reporting

Course

Digital Skills for Arts Administration

Session 3

Digital Documentation & Event Reporting



Session 2 - Review

For Participants

Creating registration form and graphic for your event – any hurdles or challenges you faced?

Which tool stood out to you from Session 2?

General Feedback & Suggestions

Agenda

1. Welcome and Overview
2. Introduction to Knowledge Management & Documentation
3. Archiving Event Media with Google Photos
4. Closing the Event Budget with Google Sheets
5. Writing Event Summary with Google Docs
6. Creating an Event Page with Google Sites

Introduction to knowledge & documentation

What all data

does an arts organization capture?



Put in the chat

What is knowledge for an organization?

Invoices

Photos/Media

Databases

Descriptions

Contracts

Materials (For eg. Logo)

What is knowledge for an organization?

Invoices

Photos/Media

Databases

Descriptions

Contracts

Materials (For eg. Logo)

Communications

Contextual Information

Processes & Methods

Email Threads

Private Messages

Meeting Notes

Logins & Passwords

Zoom Recordings

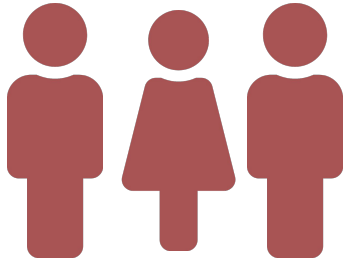
INFORMATION created, communicated or curated between one or more people

**Who creates/uses this
knowledge?**

Who creates/uses this knowledge?



YOU

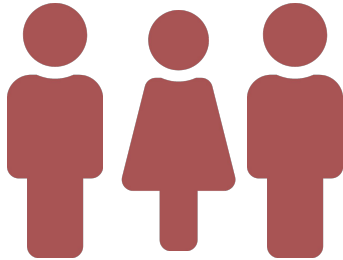


YOUR TEAM

Who creates/uses this knowledge?



YOU



YOUR TEAM

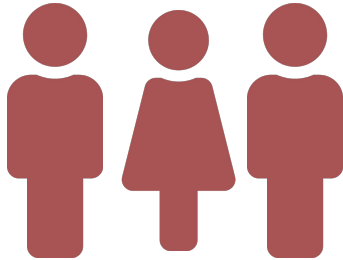


PARTNERS/PATRONS

Who creates/uses this knowledge?



YOU



YOUR TEAM



PARTNERS/PATRONS



AUDIENCE / FOLLOWERS

How is this knowledge shared?

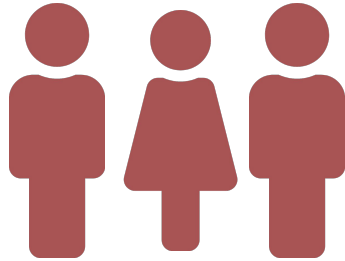


YOU

How is this knowledge shared?



YOU



YOUR TEAM

How is this knowledge shared?



How is this knowledge shared?

grown...



How is this knowledge shared?

discovered...



How is this knowledge shared?

accessed...



How is this knowledge shared?

curated...



How is this knowledge shared?

protected...



Challenges of knowledge & documentation

Hey can you send me that doc

hey forward me that email

PDF?

hey when did we work on that project?

Need edit permissions

word doc?

i swear I wrote this before

i swear its on my gmail

hey keep this secret

dude what's happeninig on that project?

It was in my old harddisk

mere whatsapp pe hai

Can u forward on whatsapp can u forward on email

can u download and send

Knowledge *Creation*

Who is creating the document? (Ownership vs Updation)

Where is it stored? (Permissions & Access)

What format is it being created in? (Utility vs Adoption)

Does it contain all the context? (History & Knowledge)

How is it being shared? (Accessibility vs Discoverability)

Knowledge Management

What is the frequency of update? (One-Time vs Weekly vs Monthly)

Who all need to collaborate on this? (Self-Generated vs Crowdsourced)

Where will one go to find it? (Discoverability vs Accessibility)

Who is responsible for keeping it updated? (Long-Term vs Short-Term)

Knowledge *Protection*

Who needs access to this knowledge? (Public vs Private)

Is it information you need to protect? (Sensitive Information)

Is the medium of communication right? (Professional vs Private)

Knowledge Systems

Who needs to be on your knowledge systems? (User Management)

Does everyone understand how to use the system? (Training)

Is it useful/relevant/easy for them to learn the system? (Learning Curves)

Does it solve for all the challenges? (Revaluation)

Does it make it easy to manage the data? (Revaluation)

Where does digital fit into all this? (#NoPaperData)

But what about non-tangible information?

Communications

Contextual Information

1:1 Chats

Internal Processes & “The Way” of Doing Things

Digital reporting and documentation

Examples of Documentation: Audio-Visual



Day 2 - Summer School
by Kaivalya Plays x NI...

329 views



Day 3 of Summer
School by Kaivalya ...

1.6K views



I, JOSEF - Immersive Multimedia Experience based on Franz Kafka's 'The Trial'

Examples of Documentation: Narrative Report / Blog



Varoon P. Anand · Dec 27, 2022 · 11 min read



Mid-Term Report: Safety in the Performing Arts Research Project

Before we received the IFA Research grant, we had already begun our work in safety research into the performing arts in November 2021 when we launched the short-form survey of the Safety Research Study.

Building on our experiences in the arts, we thought the best way forward was to hear from as many voices as possible in Indian arts. We wanted to hear from practitioners, performers, creators, administrators, and organisers in the arts.

Blogs



"Are we even allowed to read this play?"



February 12 2025: News, Opportunities and Events from the Kaivalya Plays Community



January 29 2025: News, Opportunities and Events from the Kaivalya Plays Community

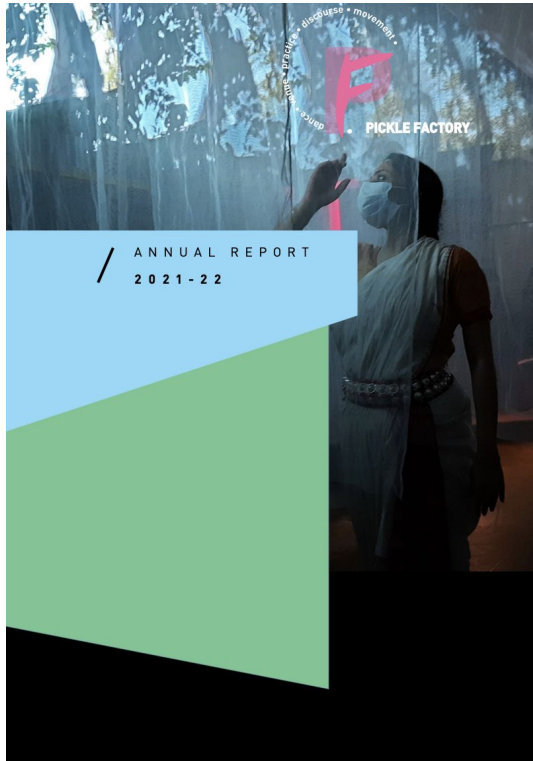


January 20 2025: News, Opportunities and Events from the Kaivalya Plays Community



January 10 2025: News, Opportunities and Events from the Kaivalya Plays Community

Examples of Documentation: Annual Report / Compliance



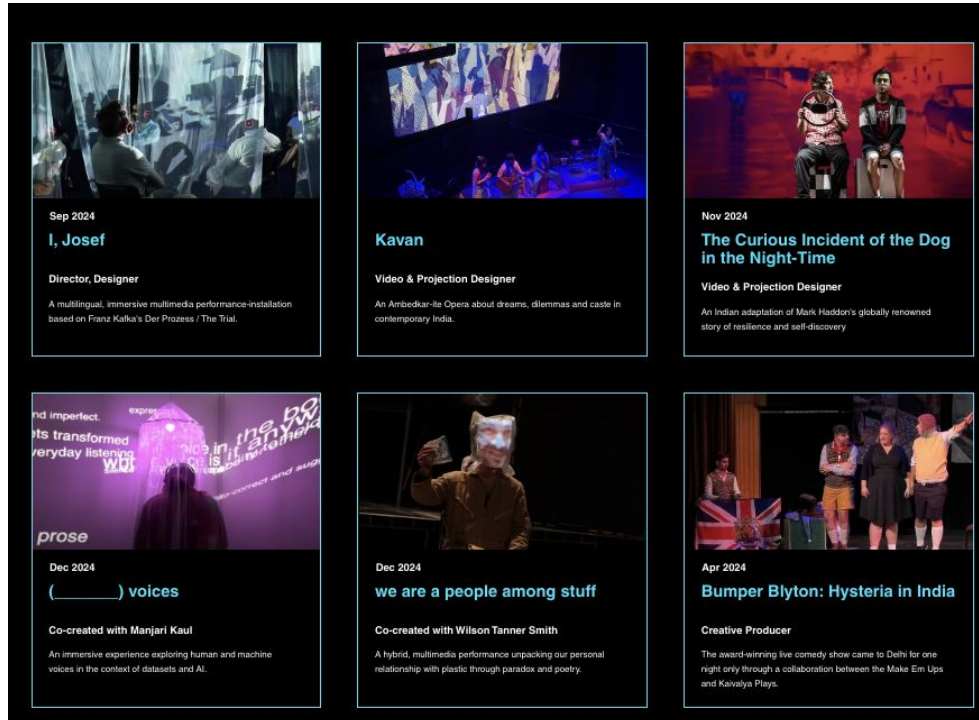
LEGAL AND FINANCIAL

Company Details

Pickle Factory Dance Foundation, Calcutta is a not-for-profit company registered under Section 8 of The Companies Act, 2013. The company was incorporated on 12 July 2017. The company directors are Vikram Iyengar and Ruchira Das.

Financial Highlights		
Our financial performance for the year under review		
Particulars	Year ended 31 March 2021 (amount in Rupees)	Year ended 31 March 2020 (amount in Rupees)
Turnover	3,76,045.00	27,82,293.00
Profit / (Loss) before tax	-2,28,009.00	2,29,739.00
Less: Taxation	1,011.00	64,568.00
Profit / (Loss) after tax	-2,29,029.00	1,65,171.00
Earnings / (Loss) per share (in Rupees)	-22.90	16.52

Examples of Documentation: Artistic Practice / Personal



Sep 2024
I, Josef
Director, Designer
A multilingual, immersive multimedia performance-installation based on Franz Kafka's *Der Prozess / The Trial*.

Kavan
Video & Projection Designer
An Ambedkar-ite Opera about dreams, dilemmas and caste in contemporary India.

Nov 2024
The Curious Incident of the Dog in the Night-Time
Video & Projection Designer
An Indian adaptation of Mark Haddon's globally renowned story of resilience and self-discovery.

Dec 2024
() voices
Co-created with Manjari Kaul
An immersive experience exploring human and machine voices in the context of datasets and AI.

Dec 2024
we are a people among stuff
Co-created with Wilson Tanner Smith
A hybrid, multimedia performance unpacking our personal relationship with plastic through paradox and poetry.

Apr 2024
Bumper Blyton: Hysteria in India
Creative Producer
The award-winning live comedy show came to Delhi for one night only through a collaboration between the Make Em Ups and Kavalya Plays.

RECENT SHOWS


EPIC @ National Center for performing arts

Kaavad: Maya @ Nita Mukesh Ambani Cultural Center

Manthan @ Serendipity Arts Festival

Tara's Trio @ Vizag Theatre Festival

Moin & the Monster @ Neev Literature Festival



External Documentation

For the public, audience, media, or funders.

✓ **Tone:** Polished, curated, audience-friendly, final version

Recommended Tools:

Google Sites, Google Slides, YouTube, Google Photos, Instagram

Purpose	Examples
Promote visibility & engagement	Photos, videos, trailers, social media posts
Showcase impact & outcomes	Event reports, testimonials, attendance metrics
Support future fundraising	Grant reports, portfolio presentations, press mentions
Build institutional memory	Websites, archives, brochures

Internal Documentation

For the team, collaborators, and internal usage.

✓ **Tone:** Honest, detailed, unpolished, different versions

Recommended Tools:

Google Sheets, Docs, Drive, Sheets,

Purpose	Examples
Track progress & decision-making	Meeting notes, rehearsal logs, cue sheets
Maintain financial transparency	Budgets, receipts, payout records
Archive for future reuse	Scripts, set plans, lighting designs, tech riders
Team learning & process reflection	Debrief notes, feedback forms, internal evaluations

Types of Documentation by Audience

Type	Purpose	Audience
Photos & Videos	Archive, promotion, evidence of work	Funders, press, audiences
Rehearsal Notes	Capture creative process & decisions	Team, collaborators, researchers
Budgets & Financials	Track spending and fundraising impact	Funders, accountants, producers
Attendance Logs	Measure participation & outreach	Funders, partners, evaluators
Feedback Forms	Evaluate audience experience & impact	Internal team, grant reports
Press Clippings & Reviews	Show public engagement & visibility	Funders, future venues
Scripts / Scores	Preserve and share original work	Academics, collaborators, archives
Social Media Metrics	Track engagement and reach	Marketing teams, sponsors

DISCUSSION

Think of your last cultural program or event - which of these did you capture?

What digital tools and technology you used to document?

(2 min)

Digital tools for documentation

Step 1: Archiving Event Media



Step 1: Archiving Event Media



Step-by-Step Tutorial

- 1. Go to photos.google.com** → click the "Upload" button or drag-and-drop media
- 2. Select your event media** (photos, videos, etc.) from your computer or device
- 3. Once uploaded, create an album** by clicking the "+" button in the top right → select "Album".
Title the album (*e.g., **Event Name – Media Archive***) and add a description (*optional*) to give context to the media
- 4. Share the Album Through Settings:**
 - Set to "Private" if you don't want to share publicly
 - Shareable link: toggle on to allow access to the media
- 5. Click "Create" to finalize the album**

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Title the album (e.g., Event Name – Media Archive) and add a description (optional) to give context to the media
4. Share the Album Through Settings:
 - Set to "Private" if you don't want to share publicly
 - Shareable link: toggle on to allow access to the media
5. Click "Create" to finalize the album

Tips

Organize Albums by Project or Date

- Create separate albums for each event, workshop, or project. Name clearly: "*Improv Residency – April 2025*" or "*Festival – Day 1*"

Share Easily & Privately

- Use "Share" to create links with **view-only access**
- Invite collaborators by email for selective access

Add Descriptions & Tags

- Use captions to document context (e.g., "Warm-up games – Day 2")
- Search using keywords, dates, or faces (if enabled)

Upload From Any Device

- Sync from phone or computer
- Enable **backup & sync** for automatic uploads

ACTIVITY

Please go to photos.google.com
and create an Album with some
photos and share the link with us in
the chat (5 mins)

Step 2: Updating the Budget with Actual nos.



Google Sheets

Go back to the budget you'd prepared as part of Session 1 and now update it with actual costs

Step 3: Writing a Narrative Report



Go back to the document you'd prepared as part of Session 1 and now update it with a post-event summary

Step 4: Documenting Your Work



Google Sites

Step-by-Step Tutorial

1. Go to sites.google.com
2. Click “+ **Blank**” or choose a **template**
3. **Add a title** (e.g., “Artist Portfolio” or “Event Info”)
4. Use the right sidebar to insert:
 - **Text boxes** (introductions, bios)
 - **Images** (event posters, artwork)
 - **Drive files** (budgets, proposals, CVs)
 - **Buttons** (link to forms, videos, social media)
5. Click “**Pages**” tab to add sections:
 - About | Projects | Registration | Contact

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 - **Buttons** (link to forms, videos, social media)
5. Click “**Pages**” tab to add sections:
 - About | Projects | Registration | Contact
6. Use the **Themes** tab to style your site
7. Click “**Publish**”, choose a web address (e.g., yourname.site), and share!

ACTIVITY

Please go to sites.google.com and choose an existing template, add 2-3 elements, publish the site and share the link with us in the chat
(20 mins)

Step 4: Documenting Your Work



Tips

Keep it Simple

- One scrollable page works well
- Use short text, large headings, and clean layout

Link Smart

- Add clickable buttons for RSVP, bios, or portfolios
- Embed Google Forms for registration directly into the site

Outcome

A neat, accessible website that showcases your project, collects responses, and looks professional — all for free.

Stay Visual

- Use images, video thumbnails, and logos to make the site engaging
- Match your color theme to the event or personal branding

Set Permissions

- Make the site public or restricted to specific viewers
- Useful for sharing with funders, jury panels, or participants

Examples of Artists using Google Sites

1. Artist Portfolios

- Showcase bio, photos, video reels, reviews, and press
- Embed CVs, social links, and contact forms
- Great for funding applications and networking

2. Event or Festival Info Pages

- Publish schedule, venue details, speaker bios
Link to ticketing forms or livestreams
- Archive recordings, feedback forms, and photos later

3. Grant Application Repositories

- Create a private site with documents: proposal, budget, timeline
- Add folders, images, links for context
- Share with funders as a single clickable site

4. Digital Archives or Project Docs

- Document a residency, performance process, or research
- Upload rehearsal footage, journals, drafts
- Useful for academic, creative tech, or collaborative work

ACTIVITY

You're planning a 2-day arts festival. Based on what we just learned, create a simple documentation plan **(5 mins)**

Include the following:

Type of Documentation: Audio, Video, Narrative, Data

Hardware Used: DSLR, Video Camera, Mic

Software Used: Google Photos, Drive, Captioning, Google Sites

Audience: Who is it for?



Best Use Case

Archive all types of files — docs, photos, videos, budgets, cue sheets

Store and share photos/videos with auto backup & sorting

Publish and organize **performance/event videos** online

Create a **public-facing website** with embedded content

File Types Supported

✓ Docs, PDFs, images, videos, spreadsheets, folders

✓ Images, videos (compressed)

✓ Videos only (MP4, MOV, AVI, etc.)

✓ Embeds images, videos, Docs, Forms, etc.

Shareability

Highly customizable: Viewer / Editor / Downloader

Shareable albums or links (limited permissions control)

Public, Unlisted, or Private options

Public, link-restricted, or private sharing options

Access Control

Strong controls — **folder or file-based sharing** with email & roles

Basic control — anyone with link or specific emails

Simple: channel-level and video-level privacy controls

Page-level visibility (great for curated access)

Ease of Upload

Easy drag & drop; works with all file types

Auto-sync from phones; very quick for photos

Upload via browser or mobile app; supports scheduling

Insert via sidebar tools — less intuitive but effective

Navigation Experience

Folder-based, good for organizing complex projects

Visual timeline or album-based view

Playlist and channel structure for viewer-friendly navigation

Intuitive menus/pages — good for storytelling or archiving

Presentation Quality

Neutral — files must be opened/downloaded

High — photos look polished; visual previews

High — designed for video viewing with thumbnails, subtitles

High — curated layout, good for storytelling



Embedding in Other Platforms

Files can be embedded in Sites, slides, docs

Difficult to embed; mostly view-only

Easily embeddable in Sites, blogs, Slides, Docs

Can embed almost anything (Forms, Sheets, Drive folders)

Team Collaboration

Excellent — real-time edits, comments, file history

Limited — no annotations or edits

Limited — comments only on public videos

Moderate — great for showcasing, not editing

Storage Limits (Free Tier)

15GB shared across Drive, Gmail, and Photos on free plan

Shared with Drive (but lighter for photos)

No storage limit

Minimal impact — content is embedded, not stored directly

Searchability

Strong — can search by name, type, owner, date

Excellent — **search by people, location, objects**

Moderate — channel search or title-based only

Moderate — search limited to page/site level

Mobile Usability

Excellent — Drive app is full-featured

Excellent — especially for uploads

Excellent — manage, upload, and share easily

Fair — editing is limited on mobile

Archival Longevity

Ideal for documentation & team archives

Ideal for visual memories or photo logs

Ideal for video portfolios or public records

Ideal for creating living archives of projects and showcasing online

Best For

Internal documentation, files, working folders

Visual logs, photo albums, BTS visuals

Event videos, performance recordings, trailers

Public-facing event websites, portfolios, project showcases

Consent Form *Template*

Use our documentation consent template on Google Docs for your audiences. Feel free to adapt and change it as per your requirements.

[LINK](#)

Homework

Create a Google Site with

- 1. An artist page** with all the artist materials created in Session 1
- 2. A project page** with all the event materials created in Session 1 & 2

Thank you!

Time for questions :)



As Next Steps

1. Please share your Google Sites link with all the materials you have created with us
2. Review all the materials from the three sessions
3. Reach out to the facilitators for more technical questions
4. Visit our Google Site (bit.ly/digitaltools4artsmekong) to view (and contribute) materials, resources and more.

