Live Skills Project

Summary of Skills Chart

"Skills chart" purpose is to interpret, identify and document trends and skills needs in the areas of Arts Management, Digital and New Technologies and Cultural Entrepreneurship for professions related to the Audiovisual (AV) and Live performances (LP) creative subsectors.

Skills chart is the output of
- desk research of the relevant literature
- qualitative research through focus groups and interviews with stakeholders and selected practitioners in the four countries
- quantitative research in the form of an electronic questionnaire that was disseminated to specific practitioners of the targeted professions/ profession categories of the film/video editor and the sound manager in the four countries

The list of skills below was developed initially throughout the desk research activity and gradually validated and enriched for every respective country throughout the other two research activities.

Skills in Arts management	Skills in Digital and New Technologies	Skills in Cultural Entrepreneurship
Arts financial management	Drone use	New business models
Project management	Live cinema	Sustainability
	Understanding which new technologies are best for what purpose	Creativity-idea generation, strategy, innovation and planning
Intellectual property management and protection		
Marketing and audience development	Social media - use of social networks	Entrepreneurship and intra-preneurship
Presentation and communication skills	Digital art and design skills	Spotting opportunities
	Sharing economy and selling through global marketplaces and platforms	
Fund raising and grant writing		Creativity
Principles and practices in arts management	Introduction to Computer, Networks and Internet	Vision
Teams Governance and Leadership	New technologies in arts management	Ethical and sustainable thinking
International and inter-cultural arts management	Digital marketing	Self-awareness and self-efficacy
	Web technologies and site builder tools	
Self-management		Motivation and perseverance
Employability skills	Security issues and privacy	Mobilizing resources

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Arts financial management	Drone use	New business models
Project management	Live cinema	Sustainability
	Understanding which new	Creativity-idea generation,
Intellectual property	technologies are best for what	strategy, innovation and
management and protection	purpose	planning
Marketing and audience	Social media - use of social	Entrepreneurship and intra-
development	networks	preneurship
Presentation and		
communication skills	Digital art and design skills	Spotting opportunities
	Sharing economy and selling	
Fund raising and grant	through global marketplaces and	
writing	platforms	Creativity
Principles and practices in	Introduction to Computer,	
arts management	Networks and Internet	Vision
Teams Governance and	New technologies in arts	Ethical and sustainable
Leadership	management	thinking
International and inter-		Self-awareness and self-
cultural arts management	Digital marketing	efficacy
Identification and definition	Animation and digital editing	Financial and economic
of a viable market niche	software	literacy
People and time	Software development	
management	technologies	Inspiring others
	Specialized tools for the AV and	
Sustainable management	LP sector	Making the initiative
Contracting	Intellectual property and piracy	Planning and management
	Sound and lighting equipment	Coping with uncertainty,
Regulatory practises	and controls	ambiguity and risk
	VR/AR tools	Working with others
	Safety of professionals	Learning through experience
	Safety of audience in venues	Adaptability
		Negotiation
		Inter cultural skills and
		networking skills
		Collaborative skills
		(e-) Leadership and
		Empowerment
		Developing confidence
		Crisis management
		Art history

The results of the quantitative research through the electronic questionnaire have been the ultimate benchmark for validating and weighting the importance of the above skills for every respective country and across them. In this context, the relative importance of skills is described in the following paragraphs.

In the field of arts management, arts financial management project management and fund raising and grant writing, presentation and communication skills are the top skills across the four countries.

In country level, arts management skills that are found to be most important are:

- For Bulgaria: project management, arts financial management, international and intercultural arts management, self-management and marketing, and audience development skills.
- For Greece: marketing and audience development, fund raising, grant writing, and also management skills connected with arts financial management, project management, self-management and presentation and communication skills
- For Romania: mainly management skills connected with project and arts financial management, international and intercultural arts management, and also skills on fund raising and grant writing, presentation and communication skills and marketing and audience development skills.
- For the UK: fund raising and grant writing skills, project management, arts financial management, regulatory practices and knowledge on the protection of intellectual property.

In the field of digital and new technologies, understanding which new technologies are best for what purpose, marketing and audience development, digital art and design skills, social media - use of social networks and digital marketing are the most important skills across the four countries.

In country level digital and new technologies skills that are found to be most important are:

- For Bulgaria: skills that help understanding which new technologies are suitable for which purpose, digital art and design skills, digital marketing skills, new technologies in arts management, skills about the use of social media and networks, and skills about protection of intellectual property.
- For Greece: understanding which new technologies are suitable for what purpose, digital art and design, skills about the use of social media/ networks, skills about live cinema, skills on sound and lighting equipment and controls and animation and digital editing software.
- For Romania: live cinema, digital marketing, new technologies in arts management, and skills about animation and digital editing software. Less important skills were those associated with software development, security issues and safety of audience and professionals.

- For the UK: understanding which new technologies are suitable for what purpose, skills on sound and lighting equipment and controls, the use of drones and specialised tools for the AV and LP sector.

In the field of cultural entrepreneurship, creativity, creativity-idea generation, strategy, innovation and planning, new business models, Vision, Negotiation and Crisis management are the most important skills across the four countries.

Country level cultural entrepreneurship skills that are found to be most important are:

- For Bulgaria: knowledge about generating new, creative ideas, skills about new business models, skills on effective working with others, planning and management skills, and negotiation skills
- For Greece: skills about generating new creative ideas, skills about creativity and vision, skills on crisis management, effective working with others and negotiation skills.
- For Romania: generating new, creative ideas, skills about new business models, negotiation skills, development of creativity and vision, and planning and management skills.
- For the UK: skills related to developing new business models, skills on crisis management, skills on networking, e-leadership and empowerment, financial and literacy skills and skills on spotting opportunities.

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