

# 2021 PANNZ Arts Market Application process

## FAQs

### **Q – Is the new digital format going to negatively impact the level of engagement from international presenters?**

No. A number of markets have gone online this year, including PAX Australia, CAPACOA, APAM. We know from staff within these market organisations, that international presenter engagement has been high. International presenters are not being put off by the digital format.

### **Q - What is PANNZ doing to engage international presenters?**

We'll be working closely with our international partners and with Creative New Zealand's Te Manu ka Tau programme to invite presenters, some of whom have been to the PANNZ Arts Market previously. There will be consideration in the planning of our programme to cater for the time differences in those various territories, to enable us to achieve optimal engagement from internationals.

### **Q – How is the new digital PANNZ Arts Market platform tailored to international presenters?**

The platform we are using for the 2021 PANNZ Arts Market allows for easy access of your show information. International presenters will have the ability to access your producer profile and all show information at any time.

In addition, all digital showcase and pitch sessions will be recorded and can be sent to international presenters who are unable to attend in real-time. PANNZ will be able to create tailored showcase/pitch pre-record bundles which can be sent to presenters who are unable to attend.

International presenters will also be able to make direct contact with producers/artists via the platform, which will allow for easy communication between artists/producers and presenters.

### **Q – How will I know which international presenters are attending and can I suggest presenters I would like to connect with?**

PANNZ will let successful applicants know which international presenters will be attending the digital market as they confirm. If you have any particular international markets or presenters that you are interested in, we will work to have them involved in the market and connected with you directly.

**Q - Will there be any capacity for a live digital showcase? I.e. showcasing a piece of work that is being developed especially for a digital delivery.**

Yes. PANNZ is in the process of working with our developers to have a 'show directory' on the arts market platform where artists can upload a full-length performance works created with a digital audience in mind. Presenters can then request access to these works at any point during the market. You will also have the opportunity on your artist or producer profile to upload any supplementary show footage that you have. If you are successful for a pitch or showcase application, you can also include that in your online pitch/showcase presentation.

**Q - Can we include work meant for a live audience and a digital audience in the same application?**

Yes, we recommend including the full scope of the work as it relates to different markets and circumstances in the same application. Given the Covid situation internationally, it is becoming increasingly common to provide details of how your work can be viewed within a range of lockdown restrictions, so we would encourage you to include that information in your application if relevant. You might like to include this information in your technical rider or as a note on your synopsis.

**Q - The deadline for production footage is the end of January in the timeline. If we do not have final production footage ready, could we provide 'placeholder material' that can be swapped out later?**

The deadline for your application is 5pm, 6 November NZDT. Once you have started your application process, you can go back into your application at any time until that deadline to make changes and add material in. Any material you submit as part of your application will be what the industry panel will assess your application on, so we advise putting your best foot forward with that material to ensure your application is the best it can be. You can include context in your application that tells us what plans you have for the development of any further promotional material. Once the deadline for applications has passed, you will not be able to update any material on the platform in the period applications are being assessed.

If your application is successful, you will be given a login to the market platform where you can add in any material that supports your presentation during the digital arts market.

Ideally we would like your final promotional footage and marketing material to be uploaded to your producer profile on the digital platform by the end of January, so it allows us enough time to fully prepare the platform for the online market, however, your login will allow you to go into the platform at any time to update that material up until your pitch or showcase time.

PANNZ will also support all successful applicants with anything that is necessary to ensure their everything is ready to go on the day of their presentation.

## **Q – How do the digital and in-person markets differ?**

The key focus of the digital market is on pitches and showcases, however we will be including digital networking opportunities during this week as well. We have tailored the design of the platform, and in particular of the delegate profiles, in a way that we feel is most conducive to networking and connecting, despite the digital limitations around this. There will be an emphasis on playfulness and authenticity within the delegation.

The in person market will be an opportunity to celebrate being together again, with a focus on face to face networking. There may also be some opportunities for in person showcasing as well during the two day event. Once digital pitches and showcases are confirmed, we will programme the in-person market and share an update on exactly what activities and opportunities will be on offer.

## **Q – What will the digital market experience be like for artists who are pitching or showcasing?**

The digital market the showcasing format will work similar to being in a TV studio. If you live outside Auckland, PANNZ will offer you the opportunity to come to Auckland to be part of the digital event in person. You will be briefed in detail about what you need to prepare and what to expect on the day well in advance. Once you are at the presenting venue on the day of your presentation, there will be support personnel who will guide you through the process step by step, alongside a digital team from Auckland Live who will be managing the filming and streaming side of things.

As per the application guidelines, the showcase session will then be a mixture of pre-recorded material supplied by you, alongside the short doco footage that the PANNZ team have recorded with you in advance, followed by a Q and A with a PANNZ MC, which will be live streamed, however we are also open to discussing with other ways in which you would like to present your showcase. The session will then finish with breakout rooms where you have the opportunity to engage with presenters directly who are interested in talking to you further about your work.

PANNZ recently created a test showcase session to see how the format might be received by presenters and artists. Feedback from the test artist was that he felt prepared and held, and a lot less vulnerable than presenting a showcase in person. Rather than getting up and putting on a 'pitch persona' to a vast room, followed by watching everyone scrambling to chat to each other, and getting the attention of the presenters they want to meet one on one, in this format you are able to have more direct conversations with the presenters about your work.

If you are a successful applicant for the pitch sessions, and you live in Auckland, you will have the option to come into the arts market studio as per the showcases, or zoom into the digital event. If you live outside Auckland you will be zoomed into the event from wherever you are in the country. The PANNZ and Auckland Live digital teams will ensure either way that you are also fully briefed beforehand about what you need to prepare and what to

expect on the day, and how to troubleshoot any technical difficulties you may encounter from your home or office set up, wherever you are pitching from.

**Q - What is the physical accessibility of the space you are using for the digital market?**

We will be using Auckland Live for the digital arts market event and they have very high standards of accessibility, so we will be working closely with them to ensure anybody can access any facility we use. This also applies to the in-person market where we will be once again using Auckland Live venues.

**Q - What if you are an independent artist and not associated with an organisation?**

None of the fields in the application form are mandatory except for your contact information, so if any questions do not apply to you as an artist, please write N/A

**Q – Can you select more than one option from the list of pitch types?**

Yes – you can select as many as you wish.

**Q - In terms of the multi checkbox for types of pitches, can you choose preference?**

If you have a strong preference for a type of pitch, then please include that in your written copy on the application form, or please email us that information on [info@pannz.org.nz](mailto:info@pannz.org.nz) so that the panel has that in mind during the assessment process. The industry panel may also decide that your application is suited to a different pitch type than you have indicated. If this is the case we will get in touch with you discuss it further.

**Q - How do I save my partially completed application and return to it later?**

To save your application simply click the “submit” button at the bottom of the form. You will then receive an email notification that includes a link which allows you to re-enter the application and make more changes. If you don’t see the notification in your email inbox within 5 minutes, please check your spam. Please note, that your application will not be assessed until the closing date and you are able to continually edit your application right up until the 5pm deadline on Friday the 6th of November.

**Q – If I am applying for an online short showcase, do I need to provide an international strategy document?**

If you have one, then please do submit it with your application. If you don’t have one, we strongly encourage you to consider what your strategy/plan might be for international touring and presentation, even if it’s just a one-pager document about why international engagement is important to you, and who you would like to talk to. If you are successful in receiving an online showcase opportunity, then we may contact you to provide this information, which will assist us in facilitating relationships between you and the international presenters attending the 2021 PANNZ Arts Market.

**Q – What will the Te Manu Ka Tau programme look like for 2021?**

Creative New Zealand is taking a broader approach to who might be included in the programme for next year, and how those invited might want to engage with artists. They are looking to strengthen relationships with international guests they have built already, while attracting new interest from the global arts community. They are looking for a variety of collaborators and connectors for the programme, not just festival presenters, and the digital market will encourage this interaction, so you may want to explore options in your strategy beyond touring, for instance co-commissioning development or residency opportunities. There will be 20 Te Manu Ka Tau guests hosted by CNZ at the 2021 PANNZ Arts Market, but there will be the opportunity for many more international guests to attend as delegates.

**Q – Are there other opportunities to engage with international guests outside of the PANNZ Arts Market and online showcases?**

Yes. Creative New Zealand's Global Wayfinding Programme supports artists, practitioners and arts organisations across all art-forms to navigate the shifting tides of the global arts environment. The aim is to support the strengthening of artists' and practitioners' capability, and to provide clear pathways to stay internationally connected. To find out more, please click [here](#)

For any questions about Te Manu Ka Tau or international strategy and engagement, please email [international@creativenz.govt.nz](mailto:international@creativenz.govt.nz)

**Please note:** This digital market format is a new one for PANNZ and we are developing the platform every day. With that in mind if you have any questions or feedback for us, we invite you to get in touch with us at [info@pannz.org.nz](mailto:info@pannz.org.nz) and a member of the PANNZ team will be happy to help you.