

# BERKSHIRE CREATIVE CHALLENGE

PRESENTED BY HELENA FRUSCIO

The **Creative Challenge** connects manufacturers and businesses with local designers, engineers and creative workers with the aim of stimulating innovative research and development for existing and/or new product lines.

## HOW IT WORKS

- Finalize Creative Challenge process, generate template guidelines, application, timeline, and submission process.
- Identify and approach potential hosts, focus on manufacturers and retailers. Note: All Creative Challenges must focus on product line and NOT marketing.

## ONCE A HOST IS CONFIRMED

- **REFINE:** Work with the Company's committee (3-5 ppl) to define the nature, format and criteria specific to their Creative Challenge. Businesses can change and adapt any part of the process to suit their needs. Set Timeline:
  - Application Release Date (Start Date)
  - Application Deadline (One Month Later)
  - Participant Selection Date (Within 2 Weeks)
  - Announce Selected Participants (2 Weeks after Deadline)
  - Site Visit Date (2 Weeks After Announcement)
  - Presentation Deadline and/or Presentation Date(s) (1 Month After Site Visit)
  - Announcement of Selected Presentations (2 Weeks to a Month)
  - Participant get together/press event (Shortly after Announcement)
- **RELEASE:** Once process is finalized post and promote the Creative Challenge on your website, email blasts and send press release to media outlets.
- Collect completed applications. Note: Best if all applications are collected via survey monkey or using a similar online tool.
- **REVIEW:** Run the Participant Selection Day with the company's committee. Show applications, resumes, visuals, or other materials the company asked for in the Application Process. Suggested Review Process:
  - Ask committee to silently review application give a 1-5 rating, then collect all answers,
  - If an applicant receives all 1's or 2's they are rejected, if they get all 4's and 5's they are accepted, all those in the middle are discussed by the group.
  - Note: Push the company to be as inclusive as possible in the part of the process. They aren't agreeing to contact all participants, just invite them to the Site Visit. Also Note: the company may invite participants to work in various ways. ie. Resource database or work on a special project. The company also has the option to invite non-applicants to participate.
- **INFORM:** Send selection and rejection emails applicants and invite selected participants to Site Visit.
- **ATTEND:** Accepted applicants convene for the Site Visit. Participants should be briefed on aspects of the business related to its creative needs. Manufacturers can walk participants through their production capabilities. During the site visit, participants should receive instructions about how to address the company's Challenge.
- **SYNTHESIZE:** Give the participants time to generate ideas and products.
- **SUBMIT:** The Company's products dictate the Final Submission Process and might be anything from a meeting, to online image submissions, to full on presentation. The company then selects the "winning" participants. Note: Any number of participants can "win" and the company decides how they can finally contract the participants and this can vary greatly from company to company.
- **FINALIZE:** All participants must be paid fair market value for their work. Any and all purchase and/or licensing negotiations for ideas and/or products will be the responsibility of the participating company and the participants.
- **PUBLICIZE:** Press release/event to announce results!

**BERKSHIRE  
CREATIVE**

The mission of Berkshire Creative is to stimulate new job growth and economic opportunity in the region by **sparking** innovative collaborations between artists, designers, cultural institutions and businesses.