

CARIBBEAN PERFORMING

ARTS CONFERENCE 2017



C-PAC

The Caribbean Performing Arts Federation (C-PAF)
hosts the inaugural
CARIBBEAN PERFORMING ARTS CONFERENCE (C-PAC 2017)
Fort Young Hotel, Dominica
May 30th & 31st, 2017

Theme

*“Imagination + Belief + Creativity + Innovation =
Creative Entrepreneurship”*



Welcome to C-PAC-2017

Dear Creative Colleagues,



As we prepare to embark on a new stage in the development of a more enabling environment for the Creative sector, we at the Caribbean Performing Arts Federation (C-PAF) would like to take this opportunity to welcome you to the inaugural Caribbean Performing Arts Conference. We encourage you to join us as we reflect and share with you some of our endeavours from 2014 to present day.

Each year since the legal registration of the Federation back in December 2013, our primary mandate is to serve as regional guardians of the Creative and Performing Arts communities. C-PAF, Inc. upholds this mandate through devotion to our mission *“to promote a keen awareness of the worldwide need for attention, inclusion and respect of Creative and Performing Artistes”*. With exquisite focus on particular endeavours C-PAF, Inc. strives to train, educate, advocate and inform Creative and Performing Arts professionals, hobbyists, and the general public on the practice of hard work and related disciplines worldwide with emphasis on access to resources especially Finance to low-resource regions.

I would like to take a moment to reflect on just a few of the many endeavours we embarked on over the past years as they relate to the five Development Pillars underlying all of our efforts.

Training Workshops: C-PAF, Inc. is dedicated to hosting Training the Trainers workshops. We have brought together trainers in Alternative Access to Finance and related disciplines from across the region in an intensive and highly interactive format designed to develop teaching and training skills. In February 2014, C-PAF partnered with one of our regional strategic partners, Vision Funder of Barbados to host a two-day pilot workshop in Dominica which focused on E-Commerce and Crowd-funding. As a result, in September through November 2015, we were able to facilitate the hosting of OECS E-Business Crowd-funding Training Workshops in 6 OECS territories in collaboration with the OECS Competitive Business Unit and VisionFunder; approximately 166 persons and organisations involved in the service and creative industry sub-sector participated.

Efforts are in train to identify and appoint a Corporate Vision Coach who will host Crowd-funding training workshops in collaboration with National Task Forces and the Finance & Corporate Director; in addition they will offer support to creatives to launch their individual crowd-funding campaigns and develop C-PAF regional crowd-funding campaigns.



Keep in mind, TTT workshops are open to creative individuals nominated by their Member Societies. Additionally Member Societies can partner with C-PAF to host a Train the Trainers program in their territory, in which case 50% of the participants come from the hosting society.

Showcasing and Launchpad: The more impacting opportunity for showcasing came as a result of a strategic collaboration with the Bahamas based Music, Model & Talent Showcase of the Islands, trading as Island MMTS. C-PAF was able to facilitate the attendance of 21 talents from five OECS territories to attend the inaugural Caribbean Talent Showcase in the Bahamas in July 2015. This showcase is the only talent showcase with the sole vision of exposing Caribbean based talent to the World, allowing our delegates will get the chance to meet and perform in front of scouts from major markets from all over the world. Delegates also competing for trophies, cash prizes, singing, modelling contracts and acting/performance opportunities with leading regional and international Agencies, Record Labels, Casting Directors and Scouts representing companies such as MTV, VH1, Motown Records, Sony Records, Tyler Perry Studios, IMG Models, London Premier Models and Epic Records. It was one of a tremendously high standard and through its sub-regional representation C-PAF landed its consideration to function as Regional Director for the OECS Sub-Region with some wider Caribbean states. Commencing in 2018, C-PAF will be involved in the auditioning and training of successful delegates.



Grant Writing Skills: In November 2016, C-PAF partnered with our strategic affiliate partner, Agape Investment Services Limited (AiSL) to sponsor attendance at a four-day Grant Writing workshop in St. Lucia. Our colleagues at the EGHS also acted as gracious hosts by issuing a part scholarship to our participant, which allowed for participation and ensure internal training and proposal development within the C-PAF community.

We look forward to future collaboration with the respective Ministries of Trade, Culture, Commerce and Small Business Enterprise across the OECS Member States to host the ongoing Caribbean Performing Arts Conference (C-PAC), region wide, beginning in April to June 2018!

To our regional and international delegates, welcome to Dominica, the Nature Isle of the Caribbean! We look forward to your enthusiastic participation in building the Cross Cultural and Cross Border BRIDGES into the future!

Yours In Service,

Irvin C. Durand

Chair & Chief Executive Officer
C-PAF Inc.

Endorsement Message by

The Ministry of Trade, Energy and Employment For The Inaugural Caribbean Performing Arts Conference (C-PAF 2017)

The Ministry of Trade, Energy and Employment wishes to attach itself and in so doing express openly its support for the work being done and that which has been done by the Caribbean Performing Arts (C-PAF) to bring home economic benefits to the informal creative sector. The Ministry particularly is impressed by the activities being undertaken by the Federation in an effort to transform hobbies into viable economic opportunities for persons who are creatively inclined.

The Ministry therefore endorses the upcoming Caribbean Performing Arts Conference (C-PAC) and has indicated its endorsement through action, in the form of a financial contribution to its success.

C-PAF and its affiliates have always had the support of the Ministry of Trade, Energy and Employment. The Ministry hopes that this collaborative relationship is proliferated.



Endorsement Message by

The Ministry of Commerce, Enterprise & Small Business Development For The Inaugural Caribbean Performing Arts Conference (C-PAF 2017)

Dominica and the wider Caribbean continue to recognise the value of creative and cultural industries to growth and economic development. Through cultural industries we have the potential to create products and services, valuable economic activities, employment and wealth. According to Nurse (2006) cultural industries allow us to be able to create circular goods and intellectual property.

As such, strategies being implemented and outlined in the National Cultural Policy are geared at translating cultural practices and expressions into goods, services and products for economic gain and economic development. One prime example is the World Creole Music Festival, which successfully contributes to Dominica's growth and development. The Dominica National Export Strategy (NES) has also identified creative and cultural industries as a priority sector.

The Government of Dominica continues to invest in the creative industry, in training and capacity building, in provision of Capital Resources and in ensuring and enabling legislative and policy framework for such development. Dominica already has in existence Intellectual Property Rights Legislation which helps regulate the sector. Areas of Government investment include training such as partnership programmes with the Association of Music Professionals (AMP) and the Dominica State College in 2015, and more recently a One million dollar credit facility at concessionary rates of 2% interest and six (6) months grace period available at the AID Bank.

In addition the Ministry of Commerce, Enterprise and Small Business Development through its partnership with key agencies support and enable enhancement of the Creative and cultural Industries. We provide technical, material and financial support for the development of these sectors.

We have found in C-PAF an important partner and continue to collaborate with this organization, this time for what is considered a very important conference.

I endorse the efforts and in particular this conference organised by C-PAF and local counterparts. The capacity building activities, towards financial wellness, copyright requirements, standards and operations in the international market, and marketing, will be mutually beneficial to C-PAF and the work of the Ministry, especially since we have some common goals and the same client base in Dominica.

I wish the conference every success and encourage all participants to make maximum use of this opportunity, as we seek to work together to advance the creative and cultural industries in Dominica and the region.

ROSELYN V. PAUL
HONOURABLE MINISTER



The Caribbean Performing Arts Conference (C-PAC) Rationale

CARICOM Member Governments adopted the Creative Industries as one of the nine priority areas identified as “best bets” for Caribbean development. While creating jobs, the creative economy contributes to the overall well-being of communities, individual self-esteem and quality of life, thus achieving inclusive and sustainable development. Governments of developing countries are encouraged to invest in the development of their creative sectors.

While the Caribbean boasts a particularly vibrant contemporary arts community, based on available records, a Performing Arts tradition that stretches back to a genesis of the cultural folk story-telling through song and theatrical community type performances, most creatives still view the sector as a hobby. While they may want to move forward, they are not equipped with the necessary tools for them to compete in today’s entertainment world. We believe that once individuals are given the resources i.e. training to compete in the entertainment industry, recipients will be able to market themselves competently in their surrounding communities as well as within the wider world.



As a sub-regional organisation, conference organiser, **C-PAF** is concerned with the development of the Creative and Cultural Industries as an integral part of region's export product. The hosting of the **Caribbean Performing Arts Conference** is one of the initiatives developed in recognition of the need to bridge that gap from talented hobbyist to creative commercial performer.

The inaugural conference being held under the theme “**Imagination + Belief + Creativity + Innovation = Creative Entrepreneurship**” will focus on the development of music utilising the skills of Paris based, Dominican music legend, Gordon Henderson supported by Regional Certified Financial Education Instructor, Judy McCutcheon. Facilitation shall be supported by International Trade Specialist Shameilla Moses, Ayanda Green - Artiste and Tour Marketing and Management Specialist, and IP Practitioner Ms. Heather Baldwin. Other presentations will be made on CARICOM Free Movement of Skills, DEXIA and its role in the development and key points to be considered when artistes enter into Performance Contracts; readiness for export and maximising use of Social Media as part of an Artiste marketing strategies. Future conferences will focus on the Fashion sub-sector and Theatre Arts & Film production.

Conference Program

Tuesday May 30th, 2017

8:30 am	Registration
9:00 am	Opening Ceremony
10:00 am	BREAK Departure of press and specially invited guests
10:30 am	The Music Sector Facilitator: Mr. Gordon Henderson Gohen Global Entertainment, LLC
12:30 pm	LUNCH
1:30 pm	Readiness for Export Facilitator: Ms. Shameilla Moses International Trade Specialist
2:15 pm	CARICOM Regime for the Free Movement of Skilled Persons Facilitator: Dr. Matthew LeBlanc Labour Commissioner
3:00 pm	BREAK
3:30 pm	The Role of DEXIA in the Development & Promotion of the Creative Sector (Dominica) Facilitator: Mr. Craig Stedman, DEXIA
4:00 pm	Wrap up of Day One

Wednesday May 31st, 2017

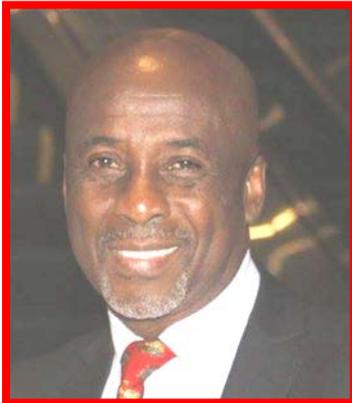
8:30 am	Registration
9:00 am:	Financial Wellness for the Creative Industry Sector Facilitator: Ms. Judy McCutcheon Go Blue Inc.
10:15 am	BREAK
10:30 am	Financial Wellness for the Creative Industry Sector
12:30 pm	LUNCH
1:30 pm	Artiste and Tour Management Maximizing the use of Social Media as Part of an Artiste Marketing Strategy Facilitator: Ms. Ayanda Green Big Mountain Ideas + Innovation
2:15 pm	Intellectual Property & Copyright Performance Contracts Facilitator: Ms. Heather Baldwin-McDowell Intellectual Property Practitioner
3:00 pm	BREAK
3:30 pm	Question & Answer Segment
4.30 pm	GROUP PHOTO



Facilitators Bios

Gordon Henderson

Songwriter, Composer, Performer and International Music Professional



1970 to 1973. Gordon Henderson began his career and made a name for himself in the music industry as a songwriter and singer of what was known then as “Caribbean Soul”. His hits “love” and “Pain of love” made it to the charts across the Caribbean, Surinam and Holland.

1973. In the last quarter of 1973, Henderson asked his high school music partner Fitzroy Williams to select musicians who were invited to the island of Guadeloupe to found a band which was named **Exile One**. Because of Henderson’s popularity as a solo artist and also with the band “Les Vikings” including the founders of the famous Zouk band

Kassav many years later, he entered the studio that very year and recorded the group’s first self-titled album.

1974. This was a defining moment in Gordon Henderson’s career in which he took the decision to switch his focus from targeting the niche Soul Music market to an untapped niche market which included music consumers from the Caribbean, Africa, South America, the Indian Ocean and the Gordon Henderson and his various Diaspora communities of these regions in North America and Europe. With his band Exile One, he chose to call his music “Cadence-Lypso” and defined it as “a synthesis of black music in general and Caribbean music in particular”. The first experiment consisted in fusing Haitian dance music which dominated the dance floors of the French speaking Caribbean with Calypso of the English speaking islands.

1975. The group Exile One broke all records in terms of sales and live performances in what can be considered the International Creole Music Market. The renowned American music magazine Billboard wrote about a phenomenon by which Exile One was able to sell over 60,000 albums in France without radio or television promotion. Gordon Henderson and his group went on to sell hundreds of thousands of records all over the world being manufactured and distributed in the USA, Jamaica, Barbados, Canada, Colombia, France, Germany, Africa, Japan among other countries. That very year, Exile One became the first group from the Caribbean with this particular type of music to have signed a full production contract with a major record company, Barclay now part of the Universal group.



1978. Gordon Henderson creates his own record label in Paris, France: SAULTONE. Henderson's first artist was Ophelia, a young lady from Dominica with no prior recording experience. Henderson arranged the songs in the Cadence-Lyso style playing the organ himself. In little time, Ophelia became a household name in the French speaking Caribbean and the label continued by producing Fitzroy Williams, Julie Mourillon from Exile One, Keith Paul of Guyana, Albert Nadeau of Martinique, Hippomene Leauva of Guadeloupe, The Swinging Stars of Dominica and many more.

1979 to 1986. Gordon Henderson took a hiatus from the studio and stage and accepted a position as Manager of Dominica's State owned radio station DBS putting his training in Mass Communication into use. Henderson produced and hosted a television show featuring a growing niche in the music industry at the time referred to as "World Music". The show was titled "Feel the World Beat" and was broadcast on selected PBS stations across the USA.

1987. Exile One returns with an international hit, "Fraiche". Life on the road touring practically all continents recommenced.

1996. Gordon Henderson is appointed to the Dominica Festivals Commission with a mandate to create the World Creole Music Festival as International Coordinator.

2000. Creates WICE, a communications company with a radio station, a recording studio, a CD manufacturing plant, a night club and Internet café.

2004 on. Henderson created Gohen Global Entertainment LLC, with offices in New York and Paris involved in Music Publishing and artist management.



Judy McCutcheon

Certified Financial Education Instructor



Judy McCutcheon is an award winning corporate trainer with over 20 years' experience working for major organizations working within the Caribbean Region, North and Central America.

Judy began her career as an Accountant Assistant for the Prestige Holdings Group in Trinidad, from there, she progressed through a series of senior positions across the Caribbean. During this time, Judy worked for well-known companies such as Belize TeleMedia Limited, Guardian Life Limited, Sandals La Source Grenada and the GTM Group of Insurance Companies.

After developing her interest in the psychology of finance, Judy together with her business partner, Aaron Moses took the major step of launching their Company, Go Blue Inc. Go Blue Inc., is a company that is dedicated to the growth and development of the human potential through creating and delivering quality training programmes, strategic planning services and organizational development services. They have developed several innovative training programmes including Financial Wellness and Employee Engagement.

Judy's a highly-focused and motivated professional with extensive experience in the areas of Management, Accounting, Finance, and Sales. Judy's a graduate of the University of West Indies with an MBA in International Business. She's recognized as being an energetic leader, strong motivator, and an excellent communicator.

As a proponent of behavioural finance, and a Certified Financial Education Instructor, Judy's committed to helping individuals attain financial freedom through developing specialized corporate training programmes. She's recognized for her unique ability to visualize what she wants and then go on to develop and implement a plan of action to achieve her goals.

Judy McCutcheon has made a name for herself across the Caribbean as someone who's a top leader, mentor, coach and trainer. She takes pleasure in helping her clients achieve not only their personal goals but more importantly, their financial goals.

Judy's a published writer whose articles can be found in newspapers in Grenada; she is committed to help create value for others, and use her writing as an avenue to create impact and add value to others.

Judy's available for training and consultancy and can be contacted via telephone @14734056672 or email @ jmccutcheon@goblueinc.net



Shameilla Moses

International Trade Specialist



Shameilla Moses is an International Trade Specialist who currently works as a Private Consultant in the implementation of projects advancing regional integration and assisting small businesses in becoming export ready. She is also the current Country Director for C-PAF Grenada.

Shameilla has eight years' experience in International Trade Law and Policy. She spent five of those eight years as a Trade Officer for the Government of Grenada where she worked on developing trade law and policy to develop Grenada and the other countries in the region. She has worked on a plethora of trade-related issues geared towards advancing the development of the region and poverty alleviation, deepening regional integration at the OECS and CARICOM levels, trade facilitation, export promotion, small business development and customs and port reform. She has also worked with development partners to develop and implement development programmes and projects.

Shameilla has extensive experience in negotiating trade agreements, including the Doha Development Round of Negotiations at the World Trade Organization (WTO) and the CARICOM-Canada Negotiations for a Trade and Development Agreement. She has also held responsibility for implementing Grenada's commitments under the WTO Agreement, the OECS and CARICOM Treaties and the CARIFORUM-EU Economic Partnership Agreement (EPA).

Shameilla is certified to write grant proposals and is also a certified trainer in Export Marketing. She recently prepared a grant proposal for C-PAF and has trained small manufacturers on the fundamentals of becoming export ready, entering the export market and developing export marketing plans.

Shameilla holds a BBA in International Trade and an LLM in International Economic Law and Policy.



Heather Baldwin-McDowall

Intellectual Property Practitioner



Heather Baldwin-McDowell received her Bachelor of Arts General Studies undergraduate degree (majoring in English and Sociology) from the University of the West Indies, St Augustine Campus. She has been practicing as a Public Relations Practitioner since 1983 to present. Between 2008 and 2009, she served as Manager Communications and Member Relations in the Copyright Music Organisation of Trinidad and Tobago. It was during this time she developed a passionate interest and some valuable experience in Intellectual Property Rights.

Since 2009 to 2012, she has pursued successfully six different Intellectual Property Rights courses through the UN World Intellectual Property Organisation, Long Distance Learning Academy. She received course certificates in DL101 “An Introduction to General Intellectual Property”; DL-201E “Advanced Copyright and Related Rights” (2010); Korean IP Office (KIPO), the World Intellectual Property Organisation (WIPO), the Korea Advanced Institute of Science and Technology (KAIST), and the Korea Invention Promotion Association (KIPA) jointly operated Advanced Training Certificate Program on Intellectual Property Rights and Business (2011); DL450E “Intellectual Property Management (2012); DL202E “Electronic Commerce and Intellectual Property” (2012); DL 317 “Arbitration and Mediation Procedure under the WIPO Rules” (2012).

Heather has also done several presentations and interviews on Intellectual Property Rights for the Creative Sector in Trinidad and Tobago. She has also done interviews for diaspora internet radio stations in New York, Miami and Washington DC, USA.

In October 2016, Heather participated in the Music TT “Way Forward For The Music Industry Forum”, at Cipriani Labour College by making a short passionate statement on building respect for the local Creative constituents and their cultural assets.

In March 2016, she delivered two presentations on Intellectual Property Auditing and Valuation at the Trinidad and Tobago Music Company’s IP Valuation Workshop.

In the 2013 Fall Issue Volume 44 No. 2, of the American Association of Recorded Sound Collections, Heather with colleagues Meagan Sylvester and Fabien Alfonso, co-wrote an article entitled “An Era Revisited: Trinidad & Tobago’s Indigenous Calypso Music – First Recordings, First Live Performances, First Music Publishing, and First Recordings on Film from 1900 – 1950.

In August 2013 she joined the board of the Trinidad and Tobago Reprographic Rights Organisation (TTRRO). The TTRRO was established for the collective management of licensing activities including collection of fees on behalf of Publishers and Creators of copyright material.

In April 2013 she created a community Facebook page entitled IPchampiontt. The page is dedicated to the understanding and the spread of knowledge of Intellectual Property Rights.

In June 2014, she created a community Facebook page this time for the Trinidad and Tobago Reprographic Rights Organisation (TTRRO). The page seeks to provide information on IP Rights issues with a slant towards reprographic rights and the mandate of TTRRO.

Heather managed a jazz band called Nite Life between 2004 – 2009. During her tenure with the band she obtained a number of lucrative gigs for them. In 2007 a CD of the band's original compositions titled "Midnight in St James" was produced by Sanch Electronics and successfully launched at the Queen's Hall in November 2007.

Her IP training has added significant value to her competences in Intellectual Property Rights and Public Relations. She now offers Intellectual Property/Copyright information based services to a vari-



This is C-PAF

The United Nations United Nations Conference on Trade and Development (UNCTAD) in 2008 declared that the creative industries are among the most dynamic emerging growth sectors in world trade.

The creative economy – which includes audiovisual products, design, new media, performing arts, publishing and visual arts – is not only one of the most rapidly growing sectors of the world economy, it is also a highly transformative one in terms of income generation, job creation and export earnings. Between 2002 and 2011, developing countries averaged 12.1 per cent annual growth in exports of creative goods. While creating jobs, the creative economy contributes to the overall well-being of communities, individual self-esteem and quality of life, thus achieving inclusive and sustainable development, thus Governments of developing countries are encouraged to invest in the development of their creative sectors.



A 2012 ECLAC study (*Creative industries in the Caribbean: a new road for diversification and export growth on the creative industries in the Caribbean*) indicated that Caribbean countries have been underperforming in most segments of the creative industries, even when benchmarked against other developing countries of similar size and level of development. This is reflected in small and stagnant market shares, both in regional and international trade, in most segments of the sector.

It was therefore important to have a region-wide, coordinated platform to foster dialogue amongst stakeholders and develop targeted policies and initiatives that will lead to the development of the creative industries in the region to the level at which it can provide viable economic means to individuals and countries.

In light of the above, OECS Member Governments adopted the Creative Industries as one of the nine priority areas established by CARICOM. The **Caribbean Performing Arts Federation (C-PAF)** was established as a not-for-profit development and advocacy organization, incorporated in the Commonwealth of Dominica. It is a member-driven organization that aims to facilitate the development of an enabling environment for the development of a more integrated Creative and Cultural Arts sector in the OECS region.

C-PAF is concerned about creative and cultural industry development, not only music and theatrical, but also certain aspects of our fashion as well as the support services necessary for creative minds to succeed and guided by:

- Its **mission** to foster and promote the performing arts primarily in the OECS sub-region and eventually on a global scale; and
- Its **purpose** to facilitate the development of an enabling environment for the implementation of a more integrated OECS creative arts sector.

Objectives

The **Objectives** of C-PAF include, but are not limited to:

- Support the development of the Creative and Cultural Industry sector in OECS island territories;
- Build on the already identified creative industries as export products in order to enable market expansion and new revenue streams;
- Offer possibilities for intercultural exchange between different OECS countries, as part of fostering local intercultural dialogue through the performing arts;
- Develop & maintain an online OECS performing arts database, inclusive of support services;
- Educate creatives in the business of Entertainment, including entrepreneurship, management, intellectual property and copyright, personal development, etc.
- Provide an avenue for creatives to finance their creative businesses and projects;
- Create & develop a regional youth performing arts competition to stimulate interest in the performing arts by OECS youths;



Development Platform

The C-PAF Development platform is founded on five main pillars:

1. **Product** – the holistic development of the PRODUCT that is the ARTISTE – focus on their all-round personal and talent development as well as ensure their understanding the business of the Arts and Entertainment;
2. **Education** – focus on the educational development of our students within the elementary and secondary school systems; advocating for the inclusion of the performing arts and support services (through Technical & Vocational education) to the current school curricula;
3. **Performance** - showcasing the musical and live stage Caribbean talent and opportunities as well as exposing said talent to organized forums of selected international talent scouts;
4. **Creative Youths** – stimulate interest in the performing arts and support services as viable career options in addition to providing career guidance & counselling, internships and attachments;
5. **Financial** – the provision of or facilitation of financial support to enable the development of the creatives to implement their creative and development projects;

Membership

Membership is open to all creatives, including, but not limited to:

Industry practitioners:

Music: Musicians, Vocalists, Song writers, Music producers
Theatre: Playwrights, Actors, Artistic Directors, Storytellers, Poets, Comedians
Dance: Choreographers, Dancers
Film: Screenwriters, Executive Producers, Directors, Special Effects Editors
Other: Spokes Models, Runway Models;

Support services:

Technical: Studio Engineers, Live Sound Engineers, Lighting Engineers, Set Designers, Wardrobe Coordinators, Hairdressers, Make-up Artists, Stage Managers
Management: Artiste Managers, Booking Agents, Talent Agents
Visual Arts: Graphic Designers, Photographers, Videographers, Graphic Artists, Artists
Other: Publicists, Promoters, Educators, Creative Directors (film), Producers (film), Digital/Social Media, Legal Representatives / Entertainment Lawyers, Producers & Distributors of creative products



Regional & International strategic partners

Jah Put ah Hand Movement (JPAH)



JPAH is a multi-faceted organization working on bridging the gap between the Caribbean Islands and Africa. The scope of our activities whilst centered on the arts involves agriculture as our initiatives center on preserving the cultural heritages which include diet. Over and above diet, the items grown can also be used in handicraft and community sustainability. The C-PAF/JPAH strategic partnership aims to mobilize and facilitate the development of and strengthen the relations between Africa and the Caribbean, through trans-atlantic cultural exchanges aiming to cultivate and raise awareness of the Caribbean/Afro culture and leverage off the many resources in order to foster connections between both region, providing an enriching environment to promote and preserve the heritage and shared cultures of both countries. JPAH is headquartered in the United States with an African Regional office in Zimbabwe.

Big Mountain Ideas + Innovations (bMi)



bMi is NOT your typical marketers! They are known in the industry to develop ideas from concept to creation and merge the world of inventiveness with business; Bringing to the table years of diverse experience marketing international brands and events, creating new and exciting technologies. Their open forum of eclectic ideals amongst their roster of talent has been key to pushing the envelope of innovation. Projects range between developing online & social media brand campaigns to drive awareness, orchestrating product launches and event marketing campaigns. They possess imaginations to make the unknown possible; Combined with an inquisitive nature that keeps them informed on emerging trends and technologies. This gives them an edge that has been vital over time in setting them apart from their peers. Through this strategic partnership, bMi will assist with C-PAF regional brand development and assist C-PAF members with their individual brand development and management. www.bigmountainideas.com; Email: us@bigmountainideas.com Tele: +1(647) 464 6388

Music, Model & Talent Showcase of the Islands (trading as Island MMTS)



Island MMTS has developed the Caribbean Talent Showcase, an exclusive event where approved agents from around the world journey to The Bahamas to scout entertainment, acting and modeling talent from the Caribbean region. Using an intense audition selection process, Island MMTS regional scouts choose the best new faces and new talent from the Caribbean and The Bahamas. This annual, week-long conference which consists of music, modeling and acting. The event is held in the beautiful, tropical paradise of Nassau, The Bahamas. The event is organised by CEO Pia T. Glover-Rolle and a full team of professionals. The conference invites top fashion and talent scouts, personal managers, casting directors, booking agents, record labels and music producers. The VIP guests bring

their industry expertise and judge Island MMTS competitions and conduct seminars while searching for new singers, producers, songwriters, comedians and dancers, as well as models and actors to work in the entertainment and fashion industries. At the inaugural event, in July 2015, talent in three broad categories was showcased: **Models:** Runway, Fashion Print, Commercial Print, Swimsuit & TV Beauty Spokes model; **Music:** Vocalist (solo, duet or group); song writer, music producer; **Talent:** TV Commercial, Monologue. Two categories have been added for the Season Two Showcase: **Dance & Stand Up Comedy.** As part of a five-year strategic partnership with Island MMTS, C-PAF will be responsible for identifying talent, facilitating auditions and preparing delegates for participating in Season Two of Island MMTS.

VisionFunder - A Creative Funding Solution for Caribbean Creative Projects

VisionFunder, part of the LegaciGlobal Group, is a Barbados based social fundraising platform designed for Caribbean creative projects driven by social media. This online crowd-funding platform allows individuals and groups to raise funds in form of small donations from their networks such as friends, family, potential investors, alumni, private sector partners and the diaspora who are interested in funding new project ideas. Most financial institutions deem the creative industries too “risky” and therefore tend not to lend money to persons in this sector. Due to the situation above many creative persons “self-fund” their projects. Only going as far as their cash reserves would allow. Through this partnership, C-PAF will host Crowd-funding training workshops in collaboration with National Task Forces and the Finance & Corporate Director; in addition support will be offered to creatives to launch their individual crowd-funding campaigns and develop C-PAF regional crowd-funding campaigns.



Acknowledgements

The Executive and Regional Councils of the Caribbean Performing Arts Federation (C-PAF) wishes to sincerely thank the following individuals and organisations which contributed to the hosting of a successful inaugural Caribbean Performing Arts Conference:

Ministry of Commerce, Enterprise & Small Business Development

Ministry of Employment, Trade, Industry and Diaspora Affairs

GOHEN Global Entertainment, LLC

Big Mountain Ideas + Innovations (bMi):

Fort Young Hotel

Garraway Hotel

Go Blue Inc.

Dominica Coalition of Service Industries (DCSI)



Sponsors Page



Ministry of Commerce, Enterprise & Small Business Development



Ministry of Employment, Trade, Industry and Diaspora Affairs

Gohen Global Entertainment, LLC



Jah Put ah Hand Movement (JPAH):



Fort Young Hotel



Big Mountain Ideas + Innovations (bMi):



Go Blue Inc.



Garraway Hotel



Dominica Coalition of Service Industries (DCSI)



DEXIA

Who's Who in C-PAF

Executive Council:

Irvin C. Durand, Chair & Chief Executive Officer, C-PAF, Inc.
Email: i.durand@c-paf.com

Sandra A. James, Vice-Chair, Programs & Operations Director, C-PAF, Inc.
Email: s.james@c-paf.com

Judy McCutcheon – Financial & Corporate Director, C-PAF, Inc.
Email: jmccutcheon@spiceisle.com

Theona Elizee, Intellectual Property & Legal Director, C-PAF, Inc.
Email: theonaelizee@gmail.com

Ayanda Green, Director, Brand Management & International Resource Mobilization, C-PAF, Inc.
Email: ayanda@bigmountainideas.com

Regional Council (Country Directors):



Gavin Christopher



Tanisha Clare



Shameilla Moses



Sonny Bellvue



Hanif Gregoire



Cedric Clairis



Lesrie Nisbett



Stephan Joseph



Kate Popo



Shaunelle McKenzie



