



VIRTUAL
Necessity

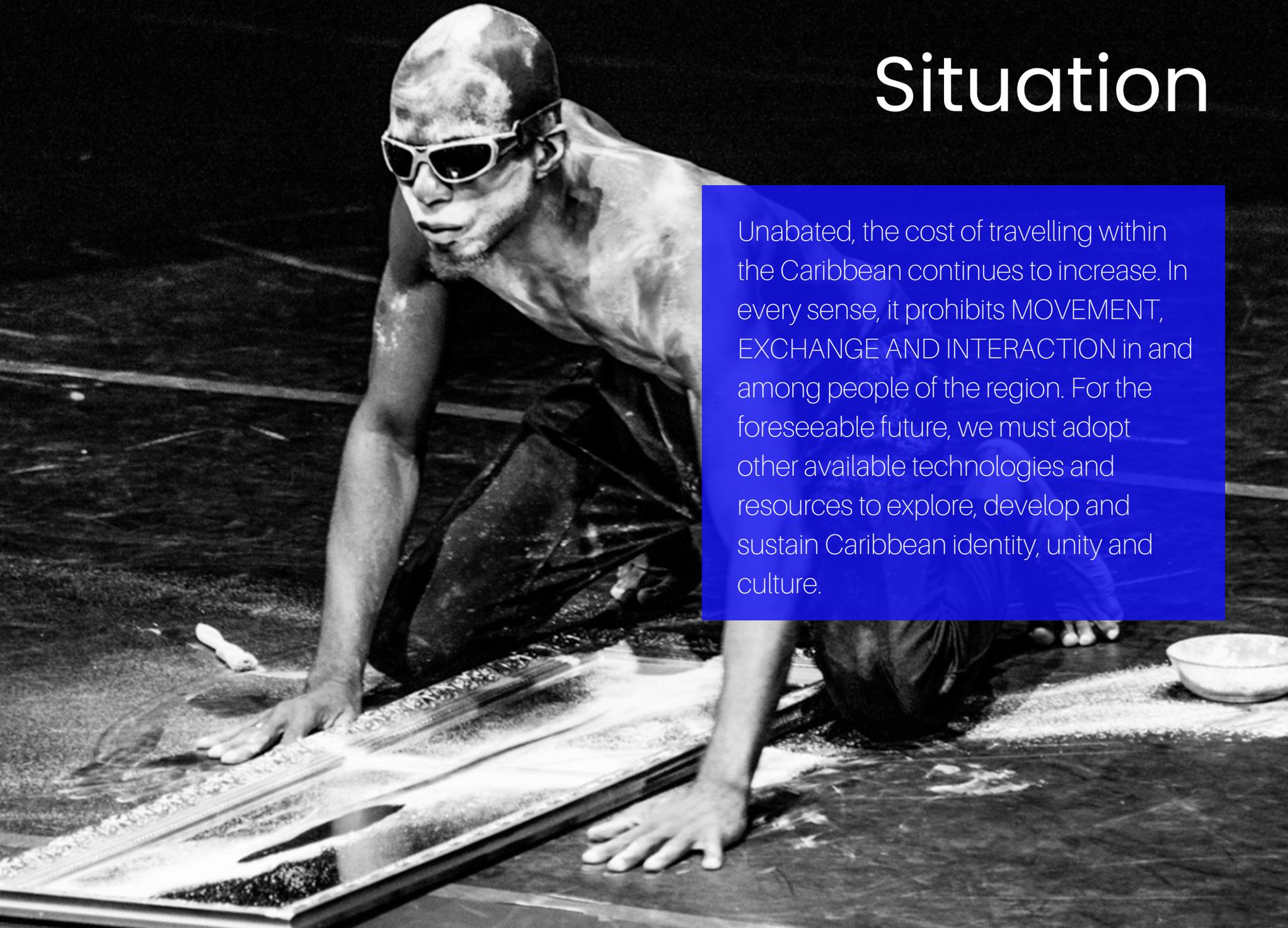
Purpose

The following outlines a proposal for a comprehensive digital/online portal that serves to connect, empower and sustain the diverse dance community/ties and individuals of the Caribbean.



Situation

Unabated, the cost of travelling within the Caribbean continues to increase. In every sense, it prohibits MOVEMENT, EXCHANGE AND INTERACTION in and among people of the region. For the foreseeable future, we must adopt other available technologies and resources to explore, develop and sustain Caribbean identity, unity and culture.



Opportunity



For 12 of its fourteen years COCO Dance Festival has physically brought regional and international contemporary dance practitioners to Trinidad & Tobago for its annual dance festival. In 2020 and 2021 the circumstance moved the Festival online.

COCO Dance Hub

The COCO Dance Hub is a global, borderless, new media environment. As a cultural hub, the platform provides a dynamic, relevant, accessible and sustainable interface to support dance in the region.



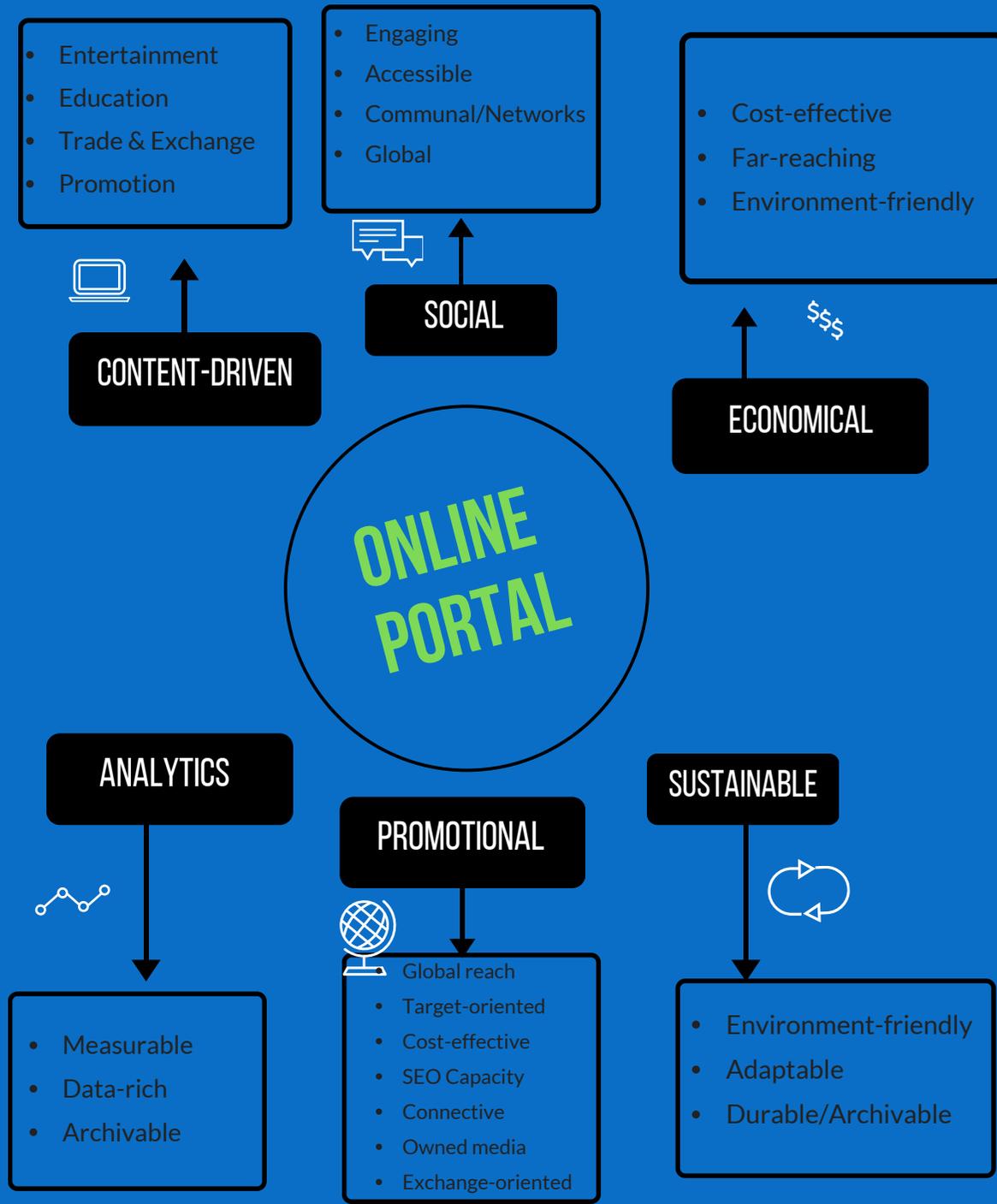
Objectives

1. Produce a high-quality digital environment.
2. Activate and sustain an inclusive platform that supports the development of artistic standards, collaborations, education, promotion, engagement and economic survival of the dance sector.
3. Support the growth and sustainability of the COCO Dance Festival.

BENEFITS

- Share experiences and connect artists and audiences.
- Produce high degrees of visibility, reach and sustainability at fractions of the cost of an on-location events.
- Archive and re-present content on demand at zero to minimal cost.

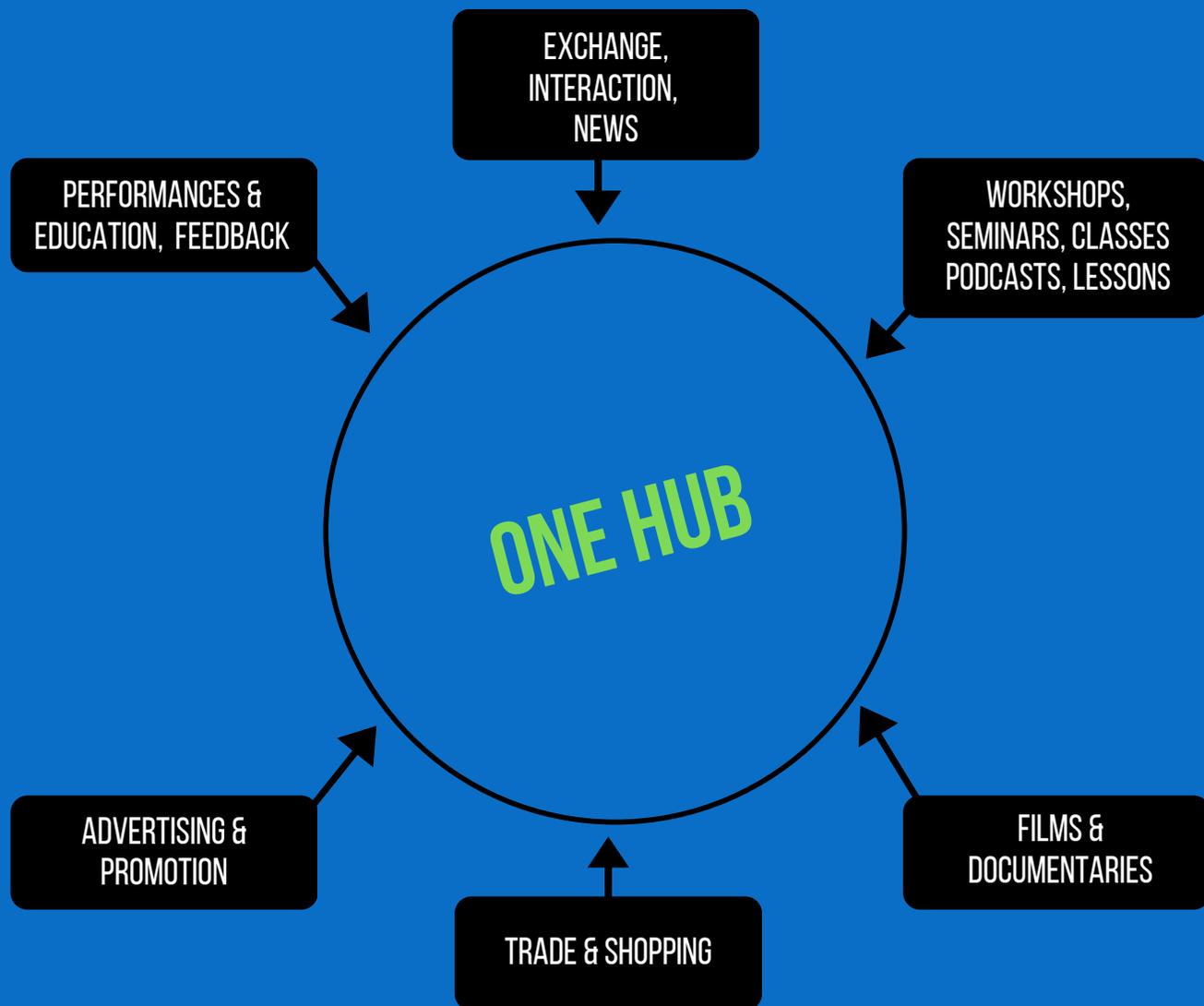
Online Dance Portal



VIRTUAL ADVANTAGE

COCO'S new media platform aims at supporting dance experiences and communities in the Caribbean. The website, accompanying app and social media portals provide a range of activities and functions to serve and promote dance in the region.

Supporting Movement



Digital Domain - Advantages

- Potential to reach wider/global targets in different segments (arts and entertainment, business, education, tourism, etc).
- Live and pre-recorded events are available at the convenience of the viewer.
- Discretionary, low, no or cost access to participation.
- Ability to monetise content through advertising and/or donation
- Multiple events can be available at the convenience/discretion of the individual viewer.
- Cumulative momentum/mass. The volume of material on the hub increases with the addition of each piece of content.
- Work may exist perpetually, making it possible to gain additional audiences (views) and attention at minimal costs.
- Decrease in physical infrastructural costs for producers.
- Artists and audiences save the cost of travelling or sharing work across national, and geo-political boundaries.
- An up-to-date online calendar of regional events.

Promotion Strategy



TIMELINE

1. Short-term

the Hub will initially collect and distribute/share entertainment and information content and data on COCO 2023.

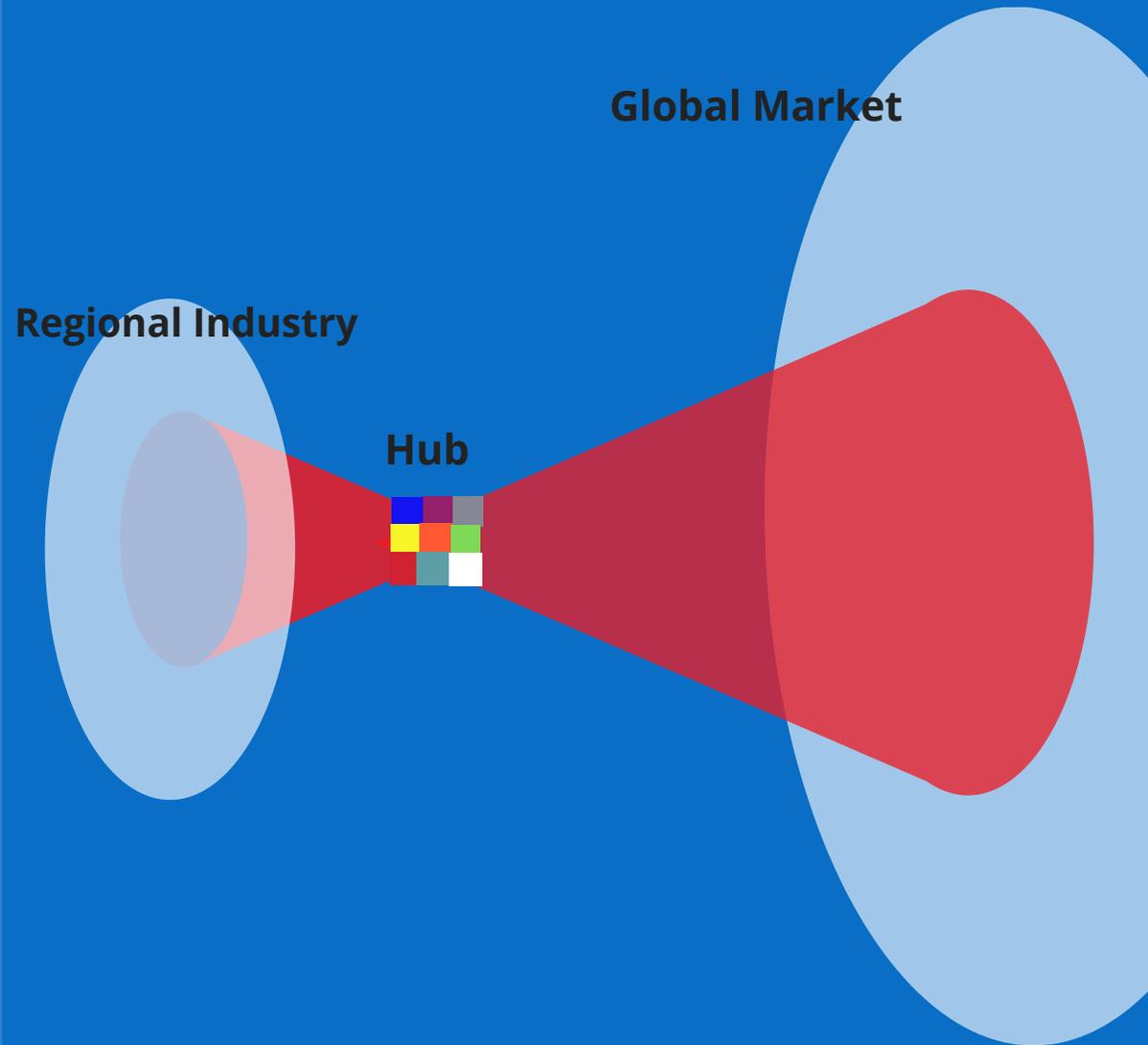
2. Medium-term

The Hub becomes an intermediary between users and suppliers of talent and of creative products and services.

3. Ultimately

The Hub will provide online trading, brokering, regulating and reporting services for the local and global industry.

Content Funnel



Phased Approach

The platform will achieve full functionality for the launch of COCO 2024.

PHASE I - 3 Mths

- Website - Stage 1
- Basic app
- Free Access & Donations

PHASE II - 6 Mths

- Website - Stage 2
- Optimised App
- E-commerce with Multi-level Access & Donations

Budget

- 1. Produce Digital Platforms \$
- 2. Curate Content
- 3. Produce Events & Content
- 4. Promote Events & Content
- 5. Review & Develop Standards & Benchmarks
- 6. Sustain & Grow Platforms

TOTAL