



# Bayimba Cultural Foundation

Kampala, Uganda

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Pew Wutilertcharoenwong, Class of 2014



# Bayimba in a nutshell

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- ❖ Mission: to uplift arts and culture in Uganda and East Africa by stimulating intra- and interdisciplinary cultural exchange and creativity
- ❖ Small organization ~ 10 employees
- ❖ Organize arts festivals in different regions of Uganda as well as in Kampala
- ❖ Provide a platform for artistic collaboration





# Marketing Coordinator

- ❖ Analysis of markets and community
- ❖ Analysis of competition
- ❖ Develop Unique Value Proposition (UVP)
- ❖ Identify distribution channels and pricing strategies
- ❖ Develop marketing strategies and draft of annual marketing plan and budget
- ❖ Develop newsletter, festival buzz and event notification templates
- ❖ Design printed marketing materials
- ❖ On-site advertising campaign









# Most rewarding aspects of my work experience

- ❖ Network with established and upcoming Ugandan artists
- ❖ Experience the arts of different regions of Uganda
- ❖ Learn the inner workings of East African arts industry and arts organization
- ❖ Truly feel and treated like part of their team









# Impact on the organization

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- ❖ Contribute to marketing success of Bayimba Regional Festivals in Mbale and Mbarara
- ❖ Develop the organization's email marketing system and effective customer retention strategies
- ❖ Create graphic designs used in the organization's effort to rebrand

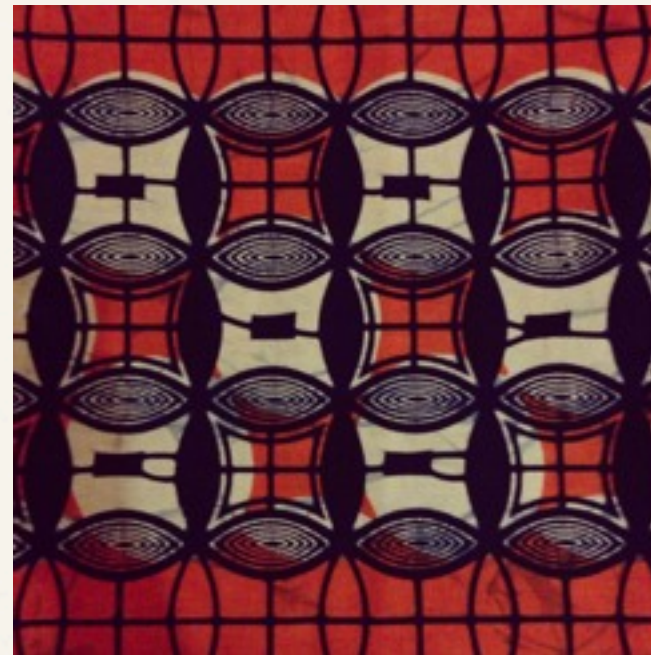




# Impact on my future plans

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- \* Career in Art
- \* Ugandan traditional cultural elements incorporated in contemporary art and repackaged in a way that greatly appeals to younger generations -> Can I achieve similar results with traditional Thai art?
- \* Traditional weaving techniques and patterns of different regions in Thailand
- \* Market research for products that are made from traditional Thai fabrics





# Personal growth

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- ❖ Share one's personal space
- ❖ Patience - "Ugandan time"
- ❖ Plans are made to be changed
- ❖ I don't need a 15-minute shower
- ❖ Listen if you want to be heard

