Bayimba Cultural Foundation
Kampala, Uganda

Pew Wutilertcharoenwong, Class of 2014
Bayimba in a nutshell

- 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

- 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

- 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

- 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