

- Do you have any awkward/funny experiences when it comes to cultural differences?
- What is cultural diversity? Examples. - **Marina**

Belfield, Dr. L. (December 18, 2012). Purdue Global University. *What is Cultural Diversity?*

<https://www.purdueglobal.edu/blog/human-services/what-is-cultural-diversity/>

- Statements (theory) - use Lieke's website <https://www.beatportal.com/beatport-news/race-representation-and-reshaping-festival-culture/> - **Lieke**
- Energizer 2 - Bring and present food – **Everyone**
- Assignment - to solve the lack of diversity in the industry (2-3 groups) - **Everyone**
- Energizer 1 – guess the language <https://www.youtube.com/watch?v=Lz60sDuRbKs> - **Kalina**
- What would you do if... - 5-6 situations - **Kalina**
- Videos with situations (gestures: <https://youtu.be/qCo3wSGYRbQ>) - **Kalina**
- Assignment – case of a festival that does not attract enough visitors – how to attract and recruit a more diverse target group? - **Everyone**
- Interview or find a video for cultural differences (from a person who is not native) - **Marina**

MIGSG. (November 21, 2019). YouTube video. *HELLO - a short film about tolerance & diversity (1ST PLACE in the Nikon Cinema Z Film Fest 2019)*.

To use:

- Guyot, P. (November 26, 2019). We are MCI. *Learning to Work with Cultural Differences in the Events Industry*.

<https://www.wearmci.com/nl-nl/insights/news-and-insights/nl-nl/learning-to-work-with-cultural-differences>

- Ford, C. (January 30, 2020). Contiki. *10 ways music is intrinsically linked to our cultural identity*.

<https://www.contiki.com/six-two/10-ways-music-helps-cultural-identity/>

- Marie, L. (March 27, 2017). YouTube video. *Funny, But True: Cultural Differences*.

https://www.youtube.com/watch?v=2xJ_hbD4TQA

- Ulowa Admissions. (October 23, 2015). YouTube video. *On Location: Cultural Diversity Festival*.

<https://www.youtube.com/watch?v=n6REg4LzLeU>

Lieke

Marina

Kalina

To do:

- Music playlist with different songs from different cultures/different languages – **Lieke**
playlist **to** **use:**
 anything but English dance party
 foreign language music top 25

Assignment 1:

- As you can see there is not that much diversity in the industry. Now, you will work in groups on an assignment in which you have to come up with a solution on how to increase the number of people from different ethnicities in the Live Music and Dance industry. It can be, for example, backstage or on-stage, build up or as a manager. Explain why and how it would benefit the organization/industry/event. When you are ready, each group will share their ideas and explain them to everyone.

Assignment 2:

- In China, in a small town called Heshun, there is a Fyre festival. As you know, there was a similar festival that was not successful. This is the same case in China but the problem there is that there are not enough people who want to visit the festival. The event is very focused on the local culture and on the citizens of the town. How can you change the festival to a more successful one so it attracts more people outside of the Heshun Town. (Give them numbers to divide groups) When you are ready, each group will share their ideas and explain them to everyone.

What is cultural diversity?

What language do you speak? What is your religion? What holidays do you celebrate? What is your racial identification? What is your ethnic identity? What is your culture?

Culture is that which shapes us; it shapes our identity and influences our behavior. Culture is our “way of being,” more specifically, it refers to the shared language, beliefs, values, norms, behaviors, and material objects that are passed down from one generation to the next.

But what does it mean to be “culturally diverse”? The term “culturally diverse” is defined as:

*“...a system of beliefs and behaviors that **recognizes and respects** the presence of all diverse groups in an organization or society, **acknowledges and values** their socio-cultural differences, and **encourages** their continued contribution within an inclusive cultural context.”*

Why is cultural diversity a “good thing”?

Culture is the lens with which we evaluate everything around us; we evaluate what is proper or improper, normal, or abnormal, through our culture. If we are immersed in a culture that is unlike our own, we may experience culture shock and become disoriented when we come into contact with a different culture. People naturally use their own culture as the standard to judge other cultures.

The reason why cultural diversity is important is because our country, workplaces, and schools increasingly consist of various cultural, racial, and ethnic groups. We can learn from one another, but first we must have a level of understanding about each other in order to facilitate collaboration and cooperation. Learning about other cultures helps us understand different perspectives within the world in which we live.

How can you support cultural diversity?

- Increase your level of understanding about other cultures by interacting with people outside of your own culture.
- When interacting with others who may not be proficient in English, recognize that their limitations in English proficiency in no way reflects their level of intellectual functioning.
- Within the workplace, educational setting, and/or clinical setting be proactive in listening, accepting, and welcoming people and ideas that are different from your own.

"Diversity is the one true thing we have in common. Celebrate it every day." (Anonymous, 2012).

"The world's most famous and popular language is music."- Psy (<https://www.contiki.com/six-two/10-ways-music-helps-cultural-identity/>) (Psy, 2020).

"Music makes people come together. Music mixes bourgeoisie and rebel." - Madonna (<https://www.contiki.com/six-two/10-ways-music-helps-cultural-identity/>) (Madonna, 2020).

Cultural diversity supports the idea that every person can make a unique and positive contribution to the larger society because of their differences. Imagine a place where diversity is recognized and respected;

various cultural ideas are acknowledged and valued; contributions from all groups are encouraged; people are empowered to achieve their full potential; and differences are celebrated. How wonderful, right?

Although music brings various cultures together, we need to be aware of how the working process within different cultures can be sufficient.

(<https://www.purdueglobal.edu/blog/human-services/what-is-cultural-diversity/>)

Learning to Work with Cultural Differences in the Events Industry

Organizations are increasingly expanding past their borders on the pursuit of international growth. So how do we navigate through cultural differences and ensure the smooth running of events with an international dimension?

1.Placing Trust in our Local Experts

In business situations, perhaps one of the most obvious ways in which cultural differences emerge involves communication styles. While some cultures, such as the North American or Saudi ones, tend to communicate in a very direct manner, prioritizing informative and factual content over how ideas are formulated. Other cultures, including the Japanese or Indian, deeply value the nuances of speech, where despite the importance of hierarchy, everyone will be granted an opportunity to express their views. Therefore, in dealing with international venue suppliers, or reviewing planning processes with clients, the benefits of having local support to communicate with are essential.

2.Managing cultural expectations

Our tolerance for uncertainty is another element which highly reflects in the way we do business. Cultures with high uncertainty avoidance, for instance, Switzerland or Germany, are likely to expect more structure going into a project. This reflects a mentality of wanting to plan and research thoroughly before acting and then diverging as little as possible from this plan. On the other hand, where uncertainty avoidance is low, for instance in Jamaica or Singapore, this can translate in opposite behaviors, for instance, a more relaxed mentality regarding the idea of time.

Power distance is yet another influential factor in business. Where hierarchy is considered flat in the Netherlands, allowing for decisions to be made quickly, this is very different to countries like India, where the same decision will likely need to go through several levels of management before approval.

(<https://www.wearemci.com/nl-nl/insights/news-and-insights/nl-nl/learning-to-work-with-cultural-differences>)

What would you do if...

1. You work in an event organization where two of the interns there are Japanese. You are altogether in a meeting but due to their different pronunciation, no one cannot understand their English very well. They talk fast, with an accent and it makes it hard to understand their ideas and point of view. What would you do in order to let them know they should be clearer in their speaking without being too direct and harsh.
2. You are sent to work on a project in China, and for a formal meeting you decide to wear a dress that is just above your knees/ or a costume with colorful shirt. When you walk in, all your colleagues look at you surprised and unapproving. It turns out that wearing a shorter dress and colors at a work meeting is considered disrespectful in China. What would you do?
3. Imagine that you are on a vacation in the Philippines with your best friend. You are lying on the beach, and he/she goes to the nearby bar to buy something to drink. In a couple of seconds, you decide that you also want something, so you call out his/her name and make them come back with a gesture. Before your friend even manages to come to you, two police officers come to you running, put handcuffs on you and push you to their police car. This hand gesture is against the law in the Philippines, and they have the right to arrest you. What would you do?
4. The moment you realize it and feel really, silly: My mom really liked the fried noodles that were served with soup at this Asian restaurant. She asked what they were called and decided to tell everyone about the “Kwan Chi noodles.” It was a good while before she realized the waitress was just saying “Crunchy Noodles” with an accent.

Leahcim, H. (April 28, 2014). Thought Catalog. *30 People Reveal Their Embarrassing Moments Because Of a Cultural Misunderstanding*.

<https://thoughtcatalog.com/hok-leahcim/2014/04/30-people-reveal-their-embarrassing-moments-because-of-a-cultural-misunderstanding>

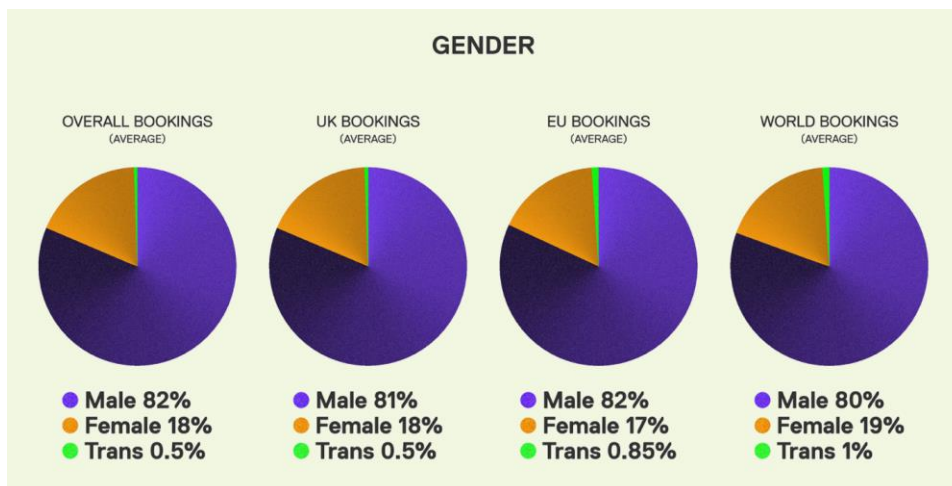
5. Social freedom in Kenya: I spent time in Kenya, where people freely picked their nose. They would look you right in the eye while having a conversation, digging for nose gold. Initially I was offended, but I quickly learned to love the freedom of it and did it without regard. When I got back to the States, I learned quickly that job interviews are not the location to pull bats out of the cave.

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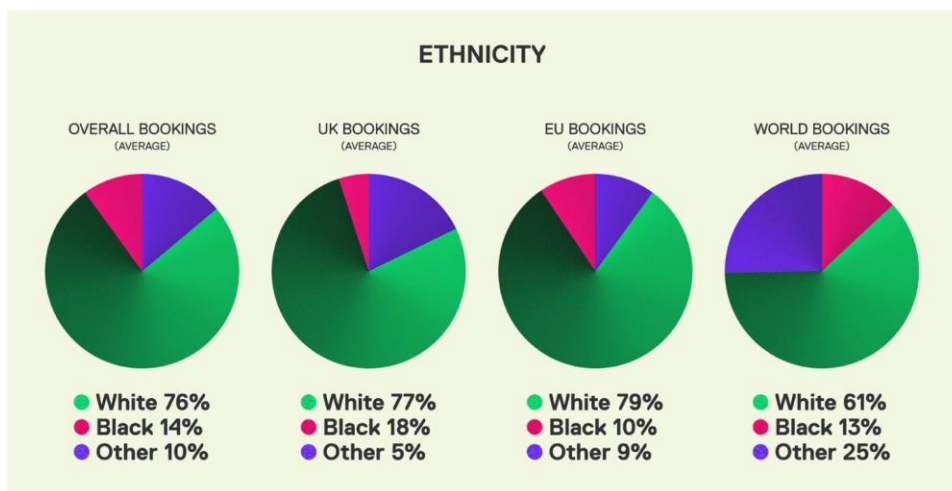
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The festivals were then divided by region — UK, EU, and World, the latter of which encompasses events in Canada, America, Vietnam, India, and Morocco — with a final Overall selection added to illustrate the average percentages across all festivals analyzed.



Zooming in, male to female percentages did not shift much across geographical divisions. However, in the UK, Black artists made up an average of 18 percent of festival bills, while the percentage of other ethnicities increased significantly at events happening outside the EU and UK (our World category), to 25 percent. We can reasonably assume this is due to local bookings in those territories, which include India and Vietnam.



Some of the festivals that were researched are: London's Lovebox festival, dimensions, we out here, Polaris and fly open air. More than half of the performers at London's Lovebox festival in 2019 were Black, which is the highest of all the festivals I looked at. We Out Here and Dimensions also had more ethnically diverse lineups, featuring 39 percent and 24 percent Black artists in 2019, respectively.

Switzerland's Polaris also stood out, with 45 percent of its 2019 lineup dedicated to Black performers, while roughly three percent of its artists were trans. Out of 34 events, Scotland's Fly Open Air was the only festival with a lineup of more than 4 percent trans artists. More than half of the events I looked at had none.

Other festivals, however, were far less diverse. With more than 200 acts on the bill, one event's lineup was 85 to 90 percent white male. For a large-scale dance music festival, this is unacceptable.

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