

DEMO

Connecting Cultural Festivals

04

Digital Transformation

Strategy · Tools · Governance · Digital skills

Use it as an orientation framework, not as a technical manual.

✓ Before introducing new tools or platforms to the festival

✓ To align technological choices with the cultural mission

✓ To connect digital strategy with sustainability and participation

✗ If you're only looking for technical tools to install

Digital transformation is not the adoption of tools: it is an organisational and cultural change process.

Purpose	Why do we use digital tools? What cultural objective do they support?
Priorities	Which tools are truly necessary in our specific context?
Integration	Does the digital approach dialogue with existing organisational processes?
Responsibility	Who in the team manages content, data and tools?
Evolution	Is the strategy reviewed and updated over time?



A digital strategy exists even without complex tech — if choices are intentional and coherent.

BASIC



Updated website



Consistent social media



Regular newsletter



Basic shared tools

INTERMEDIATE



CRM for audience management



Digital project management



Analytics for decisions



Online collaboration

ADVANCED



Data-informed strategies



Structured workflows



Digital impact evaluation



Shared platforms with partners

Note: digital transformation is not an innovation race. Every level is valid if coherent with objectives and resources.

Tool	Function	Selection criterion
Website	Identity and access to information	<i>Updated, accessible, clear CTAs</i>
Social media	Relationship and storytelling	<i>Consistency over posting volume</i>
Newsletter	Direct, continuous communication	<i>Key audience retention tool</i>
CRM	Segmentation and audience management	<i>Simple free versions work well</i>
Project mgmt	Team and collaborator coordination	<i>Reduces emails, improves clarity</i>
Shared storage	Organisational continuity and memory	<i>Avoids reliance on individuals</i>



Even simple tools become effective when coherent with goals and used consistently.

Digital skills go beyond 'knowing how to use' tools — they include the ability to evaluate their cultural and organisational impact critically.

Roles & processes

Ensures organisational clarity and continuity

Data management

Supports informed and conscious decision-making

Privacy & security

Protects users and the festival's reputation

Technical sustainability

Avoids costly dependencies and hidden costs

Shared learning

Reduces dependence on single key individuals

Adaptability

Allows the organisation to respond to tech changes



Digital governance is organisational, not just technical: it's about people, roles and processes.