

Powering the Creative Economy in Kuwait

Survey Conclusions regarding Nuqat's
2016 Creative Industry Conference

Johanna Michaela Weber

Lucia Garcia

Financed by:



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Powering the Creative Economy in Kuwait

Survey Conclusions regarding Nuqat's
2016 Creative Industry Conference

Johanna Michaela Weber and Lucia Garcia¹

Financed by:



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EXECUTIVE SUMMARY

The Nuqat 2016 Conference (hereafter 'Nuqat 2016') empowered participants to engage and to advance the creative economy in Kuwait. Several surveys — including an entry survey, three detailed surveys for business owners, employees and students, and a follow-up survey — revealed participant expectations and perceptions of outcomes.

A total of 1,365 registered participants completed the entry survey, 97 participants completed the detailed surveys, and another 60 participants completed the follow-up surveys. Forty-five percent of attendees mentioned 'networking amongst creatives' as the most important factor for attending Nuqat 2016, followed by 'improve my design thinking competencies' and 'improve my technical skills'.

Surprisingly, more than 91 percent of all surveyed students who completed a specific student questionnaire saw themselves as future creative entrepreneurs. In addition, 62 percent of surveyed employees foresaw their professional activities in the creative industries as a second job. Among business owners and freelancers 60 percent came to Nuqat 2016 to improve their relationships with other creatives. Business owners and freelancers also expressed the view that they would like the Government of Kuwait's support in: (i) raising basic awareness of the industry; (ii) strengthening the interface between traditional sectors and the creative industry; (iii) fostering design and craftsmanship; (iv) establishing fabrication labs and co-working spaces; (v) providing grants/national fund and challenges; and lastly (vi) promoting cooperation with the Ministry of Youth Affairs.

In a follow-up survey, 61 percent of the attendees found that Nuqat 2016 exceeded their expectations, and 78 percent considered some aspects of Nuqat 2016 to have been more interesting than their original reasons for attending. The new aspects noted included: 'improving relations with creatives'; 'improving design-thinking competencies'; and 'attendees' desire to start a creative business'.

Nuqat 2016 helped business owners to overcome internal and external constraints. About half of the respondents noted that they found to a satisfactory degree solutions to constraints by first finding well-trained creatives, suppliers and international connections, secondly by gaining know-how of marketing and of effective execution and management and lastly by identifying advanced equipment and places to work/exhibit. Most respondents found that solutions for finance were not offered to a satisfactory degree.

Finally, attendees rated Nuqat 2016 overall with an average score of 8.65 out of 10, and its content with an average rating of 7.95 — both on a scale of one to ten. Among the surveyed attendees, 95 percent were satisfied or very satisfied with the event, and 97 percent would recommend the Nuqat Conference to a friend.

01.

INTRODUCTION

& METHODOLOGY

01. INTRODUCTION & METHODOLOGY

Nuqat held its 6th Nuqat conference in November 2016 in Kuwait City.² The three-day conference, a mix of talks, workshops, exhibits and entertainment was attended by 6,000 visitors and attendees from over 20 nations. Forty international and local speakers – many of them women – from the private sector, academia, and the arts contributed to the conference's theme: "The 7th Sense – Powering the Creative Economy". The registered attendees also had access to hands-on sessions regarding the creative crafts (including videography, furniture design, murals, Arabic font design, and so on) as well as commercial know-how (for example, branding, the creative process applied to luxury products, and so on). In addition, participants could join in job market related workshops, such as "How to boost your employability in the creative industry". Children were offered special creative workshops, including arts and crafts, engineering for kids, 'my book', 'my friend initiative' and painting workshops.

To better understand the attendees' characteristics, expectations and ideas regarding support for creative enterprises and skills and to measure the impact of the conference, Nuqat developed participation surveys in collaboration with the

World Bank Group. The collaboration was part of a broader World Bank Group engagement with the Kuwait National Fund for SME Development, initiated in 2013. The current engagement focuses on institutional development and implementation support and takes a holistic approach in supporting the development of a SME ecosystem in the country.

The analysis of the surveys below is intended to help Nuqat focus its future offerings, and to better target these offerings to certain ages or occupations. As part of the conference registration process, Nuqat conducted a survey among the 1,431 registered conference attendees.

Table 1 summarizes the sample findings: 1,365 completed the entry surveys, of which 270 were business owners and freelancers, 631 were employees, and 464 students.

Specific surveys designed for the different occupational groups were completed by 97 participants and are analyzed in section 3. Nuqat also administered a follow-up survey, which 60 attendees completed, and which analysis can be found in section 4.³

Table 1

Survey Sample

Total number of registered Nuqat conference participants

1431

Total number of participants having completed the surveys

Entry Survey

1,365

Business owners and freelancers

270

Employees

631

Students

464

Specific Surveys

97

9

44

34

Total number of follow-up survey

60

11

32

17

Source: Nuqat 2016 Entry Survey, November 2016.

² Nuqat is a non-profit organization based in Kuwait City dedicated to the development of creativity in the Arab world. Nuqat produces events, training programs, lectures and cultural entertainment in both Arabic and English covering topics in visual, therapeutic, commercial and performing arts in addition to creative entrepreneurship.

³ 9 business owners, 44 employees and 34 students.

01. INTRODUCTION & METHODOLOGY

The response rate for the entry surveys was high, with 95 percent across all occupations. However, the response rates for the specific detailed surveys were low across the three occupations: three percent for business owners and freelancers, and seven percent for students and for employees.

These low survey completion rates for the specific detailed surveys can be explained by several factors: The National Fund earlier in 2016 had conducted a detailed survey for creative business owners and freelancers during the preparation for the creative incubator hub. The length of the survey for business owners, with 34 questions, may also have discouraged participants. The specific surveys for employees and students contained only four short questions for each group. Here again, participants had already completed the entry survey. And lastly, all participants also completed short surveys after specific workshop sessions.

The various surveys consisted of closed-ended questions, including yes/no questions, and multiple-choice questions. Some multiple-choice questions were not ranked and allowed for multiple selections. Within these parameters, it was still possible to analyze the weight that participants gave each response factor (for example, attractiveness factors, and reasons for attending the conference). For the specific surveys, a combination of closed-ended questions (including yes/no, multiple-choice and scale questions), open-ended questions and rating scale questions were used.

02.
MAIN CONCLUSIONS
FROM THE NUQAT 2016
ENTRY SURVEY

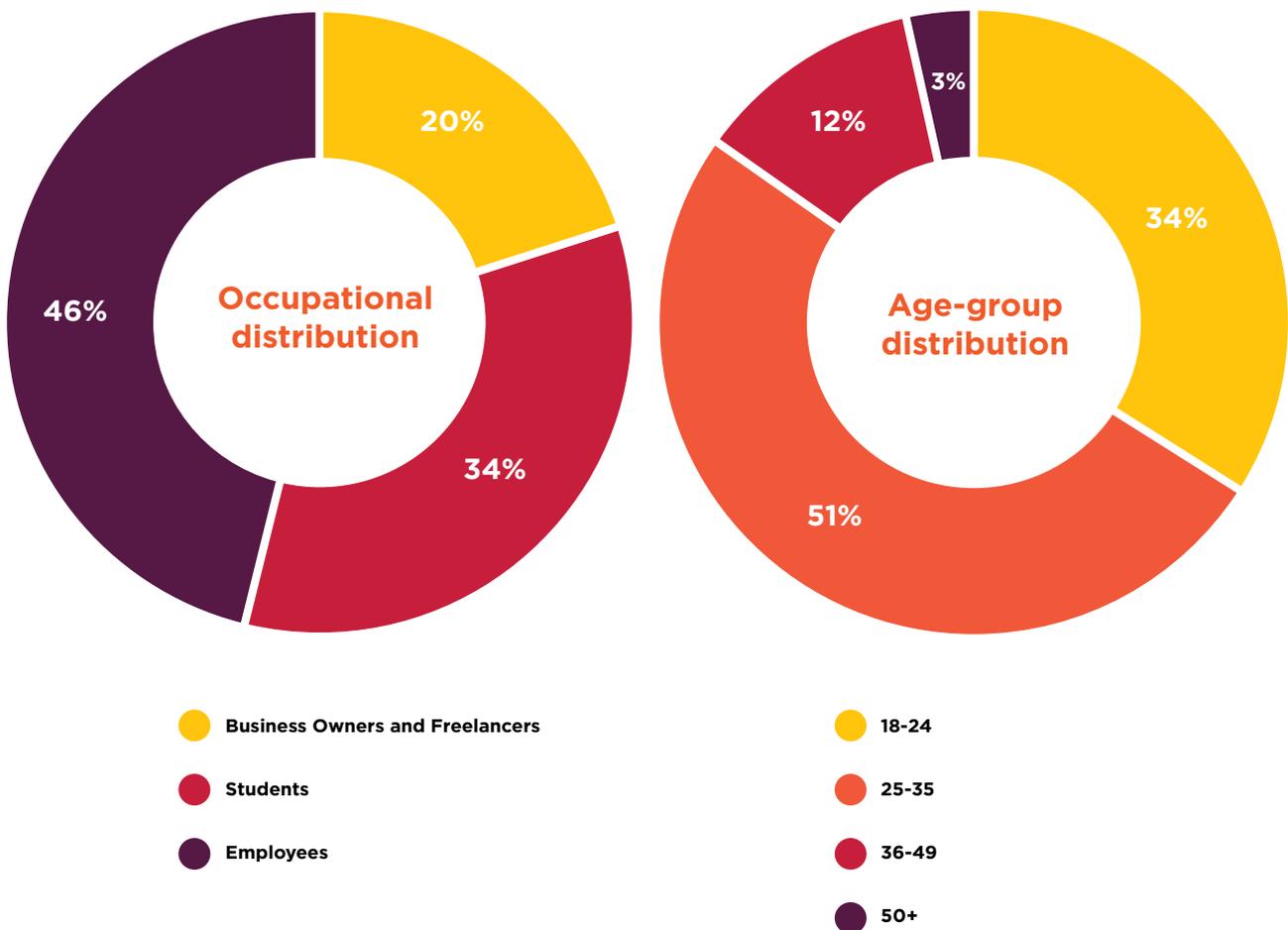
02. MAIN CONCLUSIONS FROM THE NUQAT 2016 ENTRY SURVEY

The entry survey showed the following distribution among occupations: 46 percent of participants were employees, 34 percent students and 20 percent business owners and freelancers. About half of the participants were between 25 and 35 years old (51 percent), followed by the group of participants between the ages of 18 and 24 (34 percent), 36 and 49 (12 percent), and 50 and older (3 percent)

(See Figure 1).

Figure 1

Distribution of Participants' by Occupations and by Age Groups (in percent)



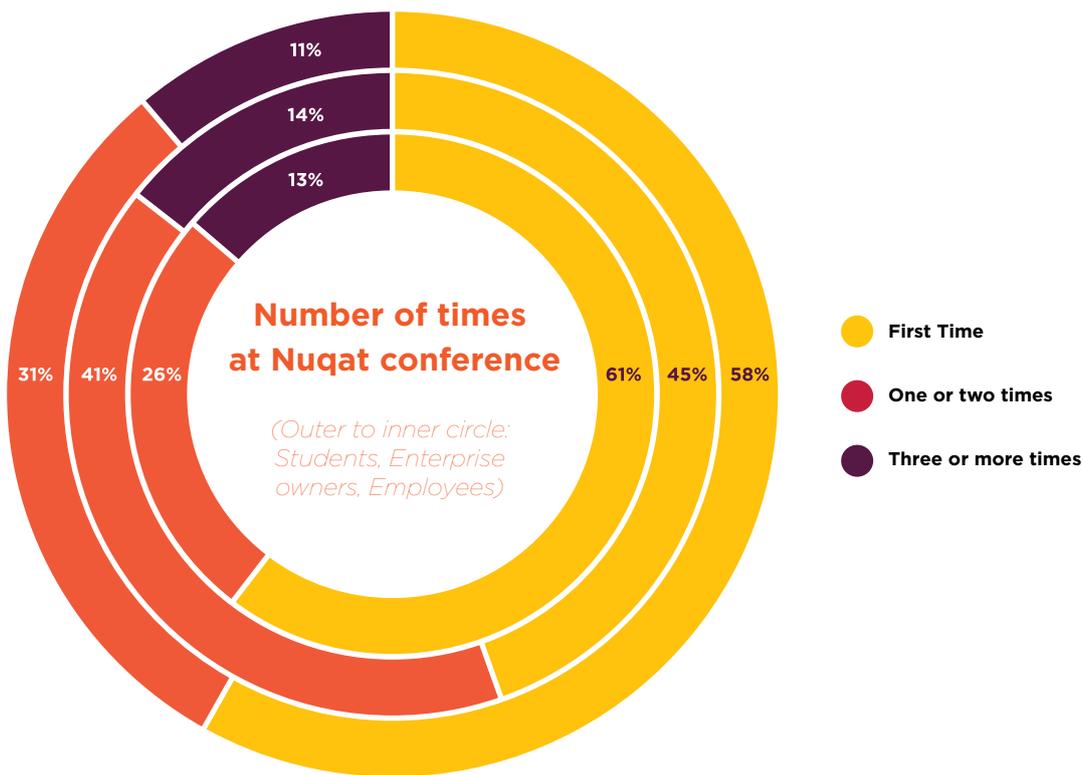
Source: Nuqat 2016 Demographic Survey, 2016.

02. MAIN CONCLUSIONS FROM THE NUQAT 2016 ENTRY SURVEY

Fifty-six percent of all participants attended the Nuqat Conference for the first time. Thirty percent had attended one to two times previously, and 14 percent had attended more than three times. The rate of first-time participants was the highest among employees, with 61 percent of all employees participating for the first time. Business owners had the highest share of Nuqat conference second and third time attendees with 41 percent, compared to 26 percent of employees, and 31 percent of students (see Figure 2).

Figure 2

Nuqat 2016 Conference has attracted New Creatives



Source: Nuqat 2016 Entry Survey, 2016.

02. MAIN CONCLUSIONS FROM THE NUQAT 2016 ENTRY SURVEY

The education level among participants was high, with 58 percent having as their highest completed degree a bachelor's degree, 18 percent a master's degree, and three percent a PhD. Business owners and freelancers had the highest rate of master's degrees with 29 percent.

Nuqat 2016's attractiveness

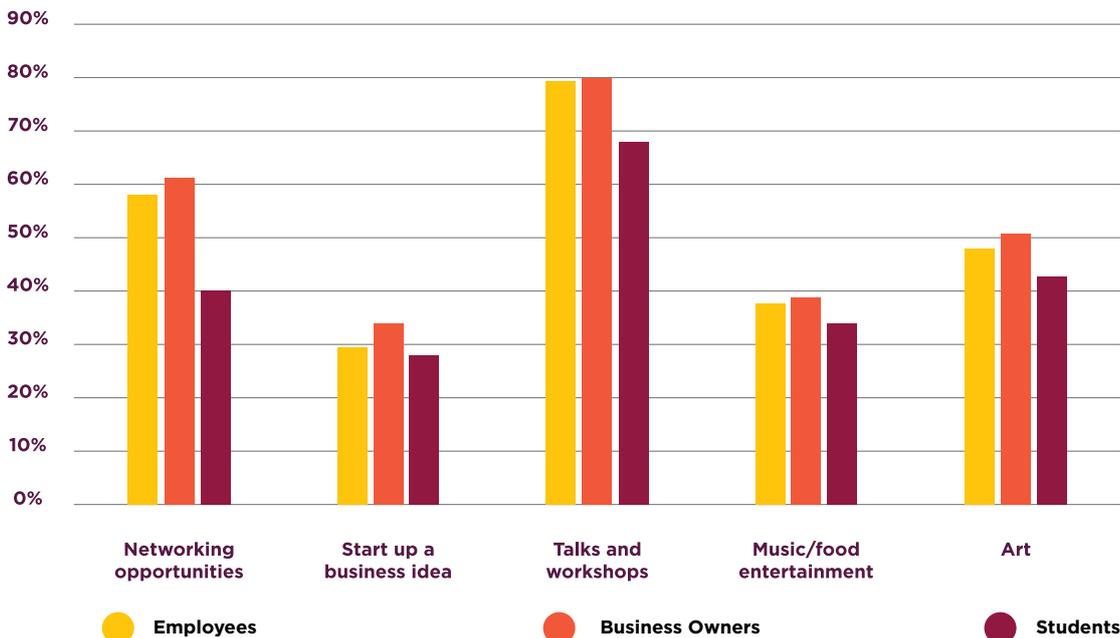
The factors attracting attendees to the Nuqat 2016 Conference were almost equally distributed amongst different occupations and different age groups.⁴ The most frequently cited attraction factors included:

- 76 percent 'talks and workshops';
- 52 percent 'networking opportunities';
- 47 percent 'art';
- 36 percent 'music and entertainment';
- 30 percent 'start-up a business idea'.

Broken down into occupations, a slightly higher percentage of business owners and freelancers were attracted to Nuqat 2016 to gain knowledge about 'starting-up a business idea' as compared to employees and students (see Figure 3). This result contrasts with the 91 percent of students who saw themselves as future creative entrepreneurs (see section 3.2). This discrepancy can be attributed to the students' long-term vision of starting a business versus the perceived need for short-term assistance. Another explanation could be the age range of most students registered at Nuqat 2016, with 64 percent aged 18 to 24.⁵

Figure 3

Conference Attractiveness across Occupations



Source: Nuqat 2016 Entry Survey, 2016.

⁴ The question of attractiveness was distinct from the question of reasons for attending. Also, most participants were given and chose multiple options for their respective answers.

⁵ The Anatomy of an Entrepreneur studies found the average and median age of entrepreneurs to be 40 in the United States. D. Stangler and D. Spulber. "The age of the entrepreneur: Demographics and entrepreneurship." Demographics and Entrepreneurship Summit, March 2013. <http://i4j.info/wp-content/uploads/2013/05/i4jDaneStanglerDemographicsandEntrepreneurship-1.pdf> ; See also <http://www.kauffman.org/what-we-do/research/2010/05/the-anatomy-of-an-entrepreneur>.

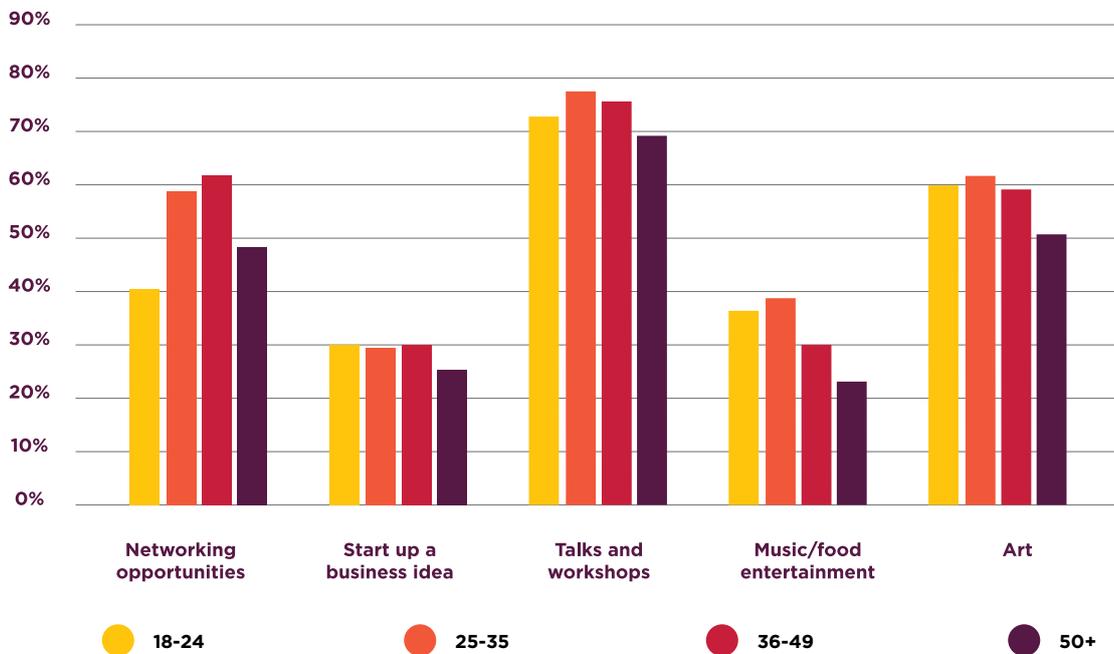
02. MAIN CONCLUSIONS FROM THE NUQAT 2016 ENTRY SURVEY

Figure 4 shows the distribution of conference attraction factors among participants. Factors such as 'talks', 'art' and 'networking' were the three most often cited across the different age groups. Younger attendees attached slightly less importance to 'networking opportunities'. They mentioned to a higher degree than older attendees the attraction factors of 'start-up their business idea', 'music/food and entertainment' and 'art'.

Figure 4

Talks, workshops, art and networking were the most important initial attractive factors.

Nuqat attractiveness by age group (18-24), (25-35), (36-49), (50+)



Source: Nuqat 2016 Entry Survey, 2016.

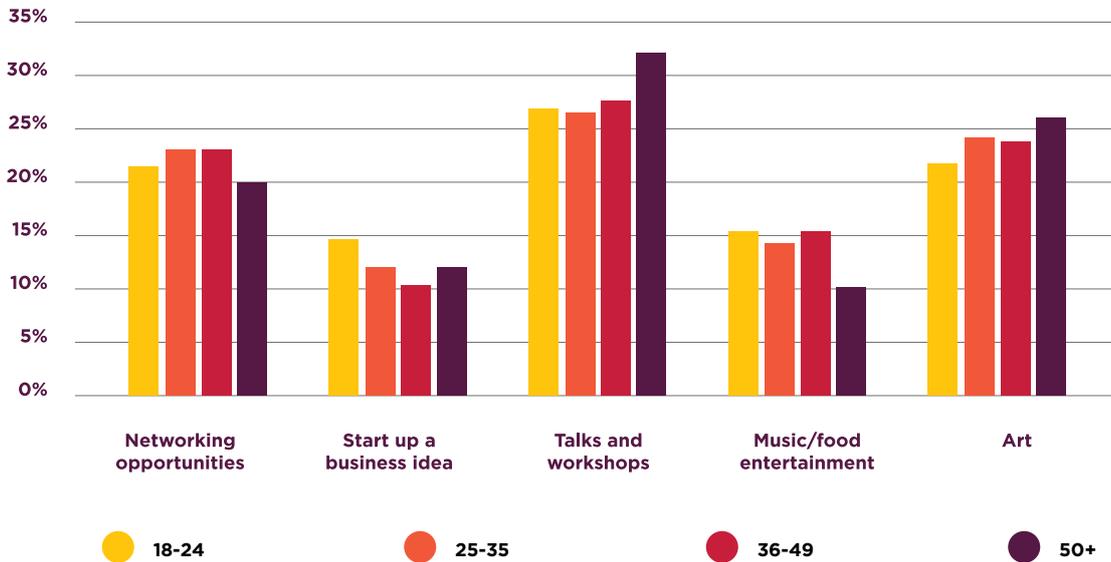
02. MAIN CONCLUSIONS FROM THE NUQAT 2016 ENTRY SURVEY

With regard to business owners and freelancers, 'networking opportunities', 'talks and workshops' and 'art' were cited as the most attractive factors. Still, there was some variation among different age groups. For example, 'Start-up a business idea' was more important to younger business owners than to older ones (around 15 percent for the 18-24 age cohort versus 11 percent for the 36-49 age cohort) (See Figure 5).

Figure 5

Younger business owners and freelancers mentioned "start-up a business idea" to a higher degree than older ones

Nuqat attractiveness for business owners/ freelancers by age group



Source: Nuqat 2016 Entry Survey, 2016.

02. MAIN CONCLUSIONS FROM THE NUQAT 2016 ENTRY SURVEY

Reasons to attend Nuqat 2016

When given a more detailed list of reasons to attend Nuqat 2016 providing eight choices the two highest ranked responses across the three occupations were 'improve my design thinking skills' and 'improve my relationships with creatives' (see Figure 6).^{6,7} The reasons to attend Nuqat 2016 across occupational groups were:

For students,

- 40 percent 'improve my design-thinking competencies';
- 36 percent 'improve my relations with other creatives';
- 35 percent 'improve my technical skills';
- 23 percent 'improve marketing know-how';
- 22 percent 'start my own creative business'.

For business owners and freelancers,

- 53 percent 'improve relations with other creatives';
- 46 percent 'improve my design-thinking competencies';
- 42 percent 'find ways to expand my business';
- 34 percent 'improve my marketing know-how';
- 29 percent 'start my creative my own business'.

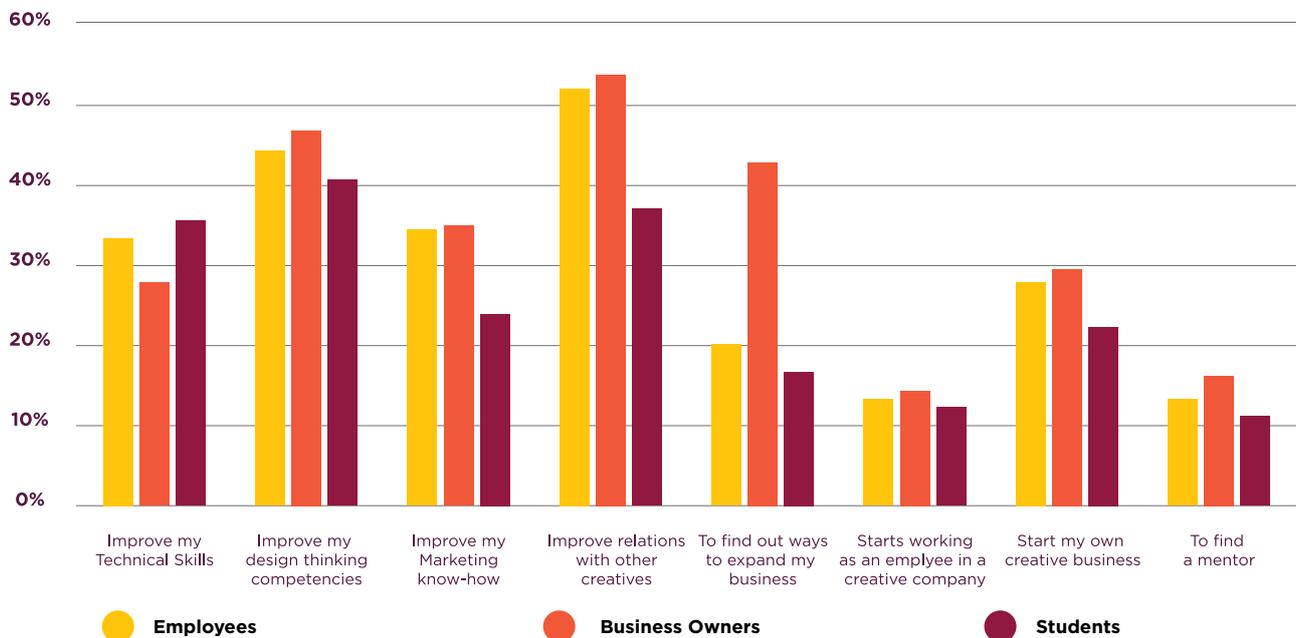
For employees,

- 51 percent 'improve my relations with other creatives';
- 42 percent 'improve my design thinking skills';
- 34 percent 'improve my marketing know-how';
- 32 percent 'improve technical skills';
- 27 percent 'starting my own creative business'.

Figure 6

Participants across occupations wanted to improve technical, design-thinking, marketing know-how and relations with other creatives

Reasons mentioned for attending Nuqat by occupation



Source: Nuqat 2016 Entry Survey, 2016.

⁶ 'Other' was a choice in this question, however, for clarity it was taken out of the analysis. Each occupation chose this option to a high percentage. This shows that the candidates may have had different motivations than the ones that would have been expected, based on data from the Nuqat 2015 Conference.

⁷ Eighty-three percent of all attendees gave multiple responses.

02. MAIN CONCLUSIONS FROM THE NUQAT 2016 ENTRY SURVEY

Again, also across all age groups the two most mentioned reasons to attend Nuqat 2016 were 'improve my design-thinking skills' and 'improve my relations with other creatives' (see Figure 7).

The youngest age group (18-24) wanted to:

- 38 percent 'increase their design thinking skills';
- 42 percent 'improve my relations with other creatives';
- 38 percent 'improve my technical skills';
- 30 percent 'improve marketing know-how';
- 27 percent 'start by own creative business'.

The 36-45-year-old group wanted to:

- 53 percent 'improve my relations with other creatives';
- 39 percent 'improve my design thinking competencies';
- 32 percent 'improve my technical skills';
- 22 percent 'find ways to expand my business';
- 22 percent 'improve marketing know-how';
- 22 percent 'start my own creative business'.

The next youngest age group (25-35) came to Nuqat 2016 to:

- 48 percent 'improve my relations with other creatives';
- 39 percent 'improve my design thinking skills';
- 33 percent 'improve my marketing skills';
- 30 percent 'improve my technical skills';
- 27 percent 'start by own creative business';
- 25 percent 'find ways to expand my own business'.

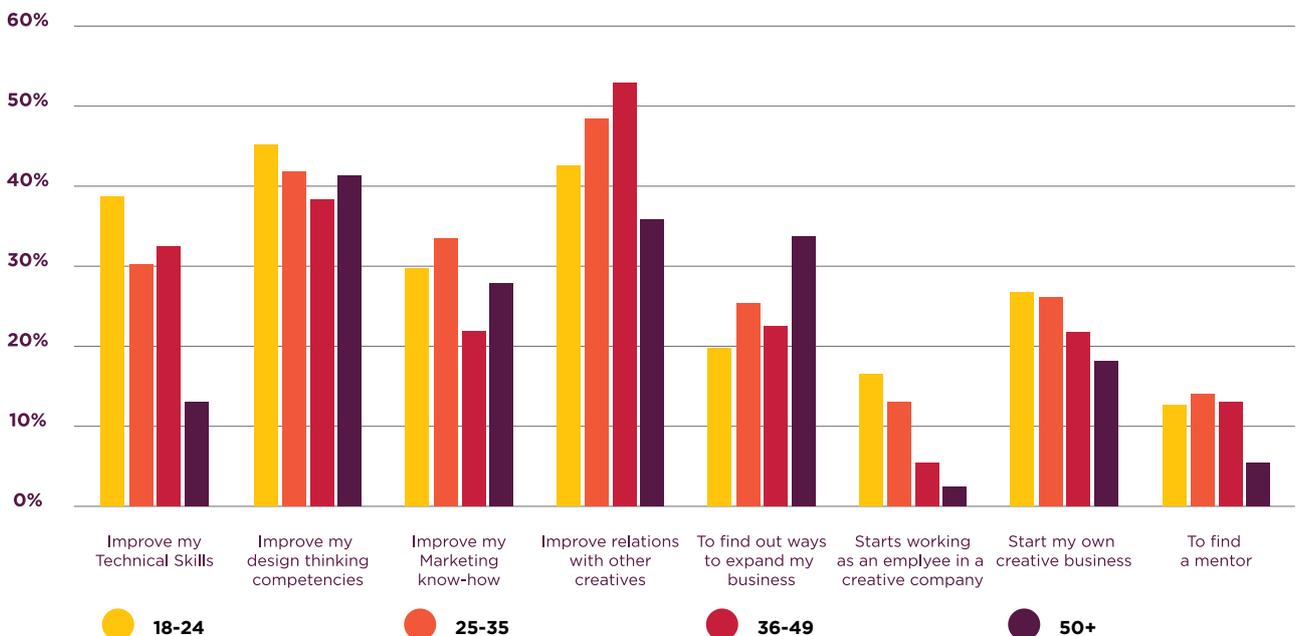
The 50 and older age group came to Nuqat 2016 to:

- 41 percent 'improve my design thinking competencies';
- 36 percent 'improve relations with other creatives';
- 33 percent 'find ways to expand my business';
- 28 percent 'improve my marketing skills';
- 18 percent 'start my own business'.

Figure 7

Across all age groups, the most mentioned reasons for attending Nuqat 2016 were to improve design-thinking, marketing know-how and improve relations with other creatives.

Reasons for attending Nuqat by age group (18-24), (25-35), (36-49), (50+)



Source: Nuqat 2016 Entry Survey, 2016.

02. MAIN CONCLUSIONS FROM THE NUQAT 2016 ENTRY SURVEY

The analysis of the reasons for attending Nuqat 2016 among business owners and freelancers shows that 52 percent of surveyed business owners mentioned 'improving my relations with other creatives' as the most important reason (see Figure 8).

Younger entrepreneurs and freelancers (18-24 years old) mentioned more reasons for attending compared to older business owners and cited to a higher degree than older entrepreneurs, skills acquisition as a reason. They mentioned specifically

- 59 percent 'improve my design thinking competencies';
- 48 percent 'improve my technical skills';
- 44 percent 'marketing know-how'.

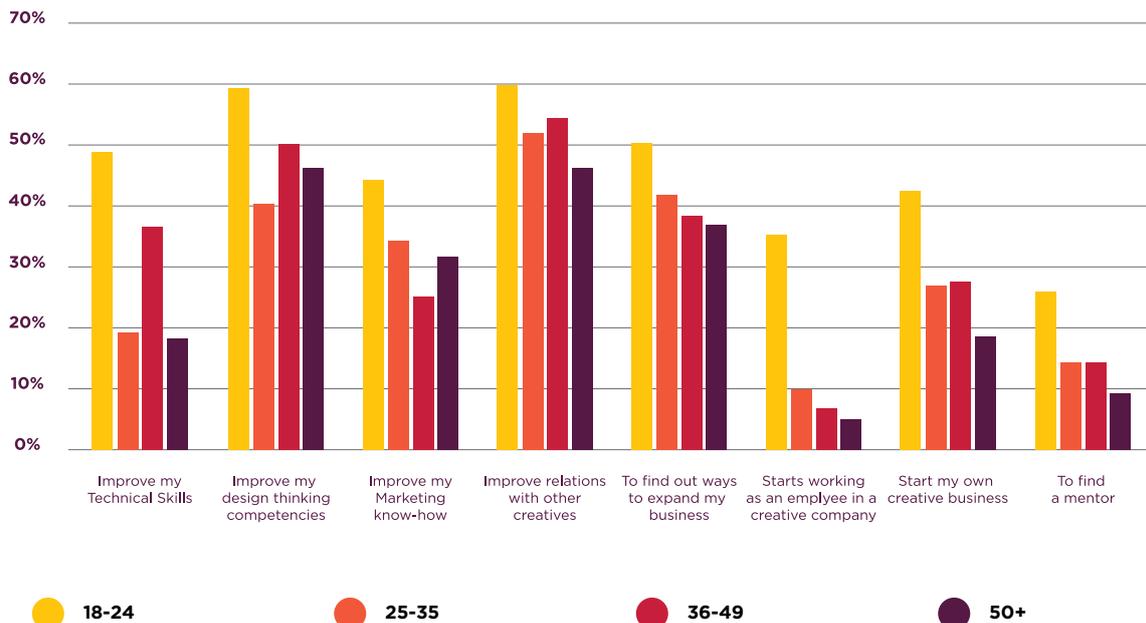
The three main reasons for business owners in the 25 to 35-year cohort were to:

- 51 percent 'improve relationships to other creatives';
 - 41 percent 'find ways to expand my business';
 - 40 percent 'improve my design-thinking competencies'.
- Business owners in the 36 to 49-year cohort were interested in:
 - 51 percent 'improving relationships to other creatives';
 - 50 percent 'improve my design thinking competencies';
 - 39 percent 'finding ways to expand my business';
 - The oldest group of business owners and freelancers (50 and above) was interested in:
 - 45 percent 'improve my relations with other creatives';
 - 45 percent 'improve my design thinking competencies';
 - 36 percent 'finding ways to expand the business'.

Figure 8

Across all business owners surveyed, the most mentioned reasons for attending Nuqat 2016 were to 'improve relations with other creatives' and 'improve my design-thinking competencies'

Reasons to attend Nuqat for business owners/freelancers by age group



Source: Nuqat 2016 Entry Survey, 2016.

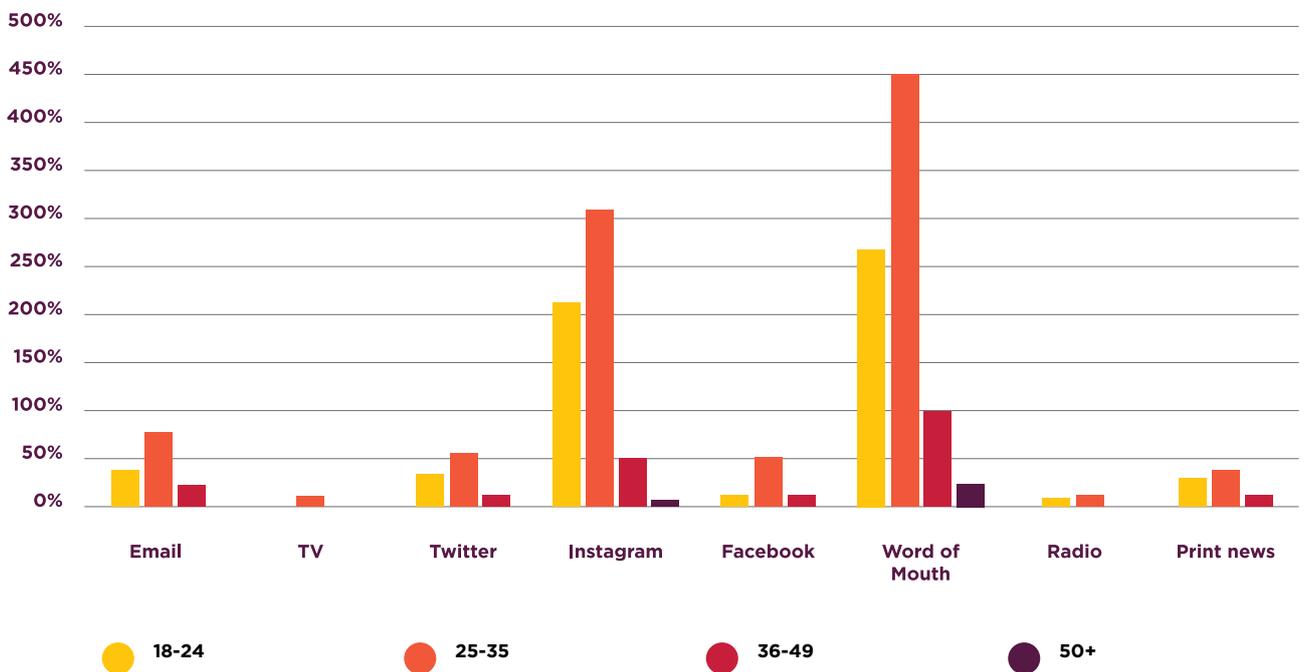
02. MAIN CONCLUSIONS FROM THE NUQAT 2016 ENTRY SURVEY

In terms of outreach prior to the conference Nuqat's most effective outreach method was word of mouth and Instagram per the entry survey. Traditional communications methods, such as radio, TV and press did not have a high outreach effectiveness (see Figure 9).

Figure 9

Word of mouth and social media were effective outreach methods

Nuqat's Outreach



Source: Nuqat 2016 Entry Survey, 2016.

03.

**MAIN CONCLUSIONS FROM
THE DETAILED SURVEYS**

3.1. CONCLUSIONS ABOUT BUSINESS OWNERS

Among the 286 business owners attending Nuqat 2016 only nine business owners completed the detailed business owners' survey, which limits the representativeness of the conclusions from this specific survey.⁸ Of these nine companies, eight companies were based in Kuwait and only one was from another Gulf Cooperation Council (GCC) country. Six out of the nine surveyed companies had less than five employees, and almost all were employed full-time. The employees were mostly full-time creatives with some part-time creative employees. Four companies were jointly owned by a woman and a man in equal degree, three were majority male-owned, and two mainly female-owned. The proportion of male/female workers was 50-50 for four of the eight companies responding to this question. Among the other half, three out of eight firms had a higher proportion of male workers and only one company had a higher proportion of female workers.

Revenues vary and mostly correlate to the number of years the company has been in operation. Six of the nine business owner respondents had been in operation for less than two years. Seven companies had no revenues or revenues below Kuwaiti dinar (KD) 10,000 (US\$ 4,000) in 2015, one of which had been in operation between 2-6 years. Two of the older companies (one company had been in operation for between 2-6 years, and another company for over 12 years) had revenues of KD 100,000 to KD 250,000 (US \$330,000 to \$820,000) and over KD 250,000 (US \$820,000) respectively.

Eight companies are exporting mostly to other GCC countries and one firm is exporting to North Africa. The companies' main customers included individual clients and/or restaurants, although some of the firms focused on events and/or on providing services to broadcasting, media and film production companies.

Five companies stated that they currently use similar businesses as a source of advice to solve business problems, and three firms had a professional mentor to help them solve business issues. Also, eight firms belonged to a professional network. Most companies (five) said that their preferred way to solve business challenges was with other similar businesses; three companies said that they preferred a professional mentor.

Regarding negative trends affecting their businesses, the firms identified a lack of copyright laws, counterfeiters and the fact that the creative industry was considered by some as a low prestige industry.

Concerning positive trends and opportunities, firms saw a variety of tools as beneficial to the development of the creative industry, including the use of e-commerce and social media, as well as creative week-ends, start-up week-ends and events.

⁸ A detailed survey of creative business owners and freelancers had been conducted by the National Fund in 2016. It could help to explain the low response rate for business owners and freelancers.

3.1. CONCLUSIONS ABOUT BUSINESS OWNERS

Friends and family were the main sources of current funding for eight companies; one company had a bank loan at a low interest rate. In terms of the preferred funding source, 'friends and family' were the preferred sources for four of the firms, although three firms also mentioned venture capital. Two firms cited government grants as preferred funding sources.

When asked about business constraints for business growth and profitability, 'cumbersome and bureaucratic procedures', 'lack of marketing', and 'lack of effective management and execution' received the highest scores in terms of weighted average (responses were ranked on a scale of 1-5, with 1 being 'non-critical' and 5 being 'very critical', see *Table 2*). 'Lack of well-trained creatives', 'poor networking with other creatives', and 'lack of international connections' were ranked as the next highest critical constraints. This was followed by 'finance', 'lack of advanced equipment', and 'unfit place to work/exhibit/meet customers'. It is important to note that two aspects of business management (marketing and execution and management) were among the highest ranked constraints.

Table 2

Government and business internal management constraints listed as top constraints

Five top constraints for business growth and profitability

1. **Cumbersome and bureaucratic procedures.**
 2. **Lack of marketing.**
 3. **Lack of effective execution and management.**
 4. **Lack of well-trained creatives.**
 5. **Poor networking with other creatives, and lack of international connections.**
-

Source: Nuqat 2016 Business Owners Survey, 2016

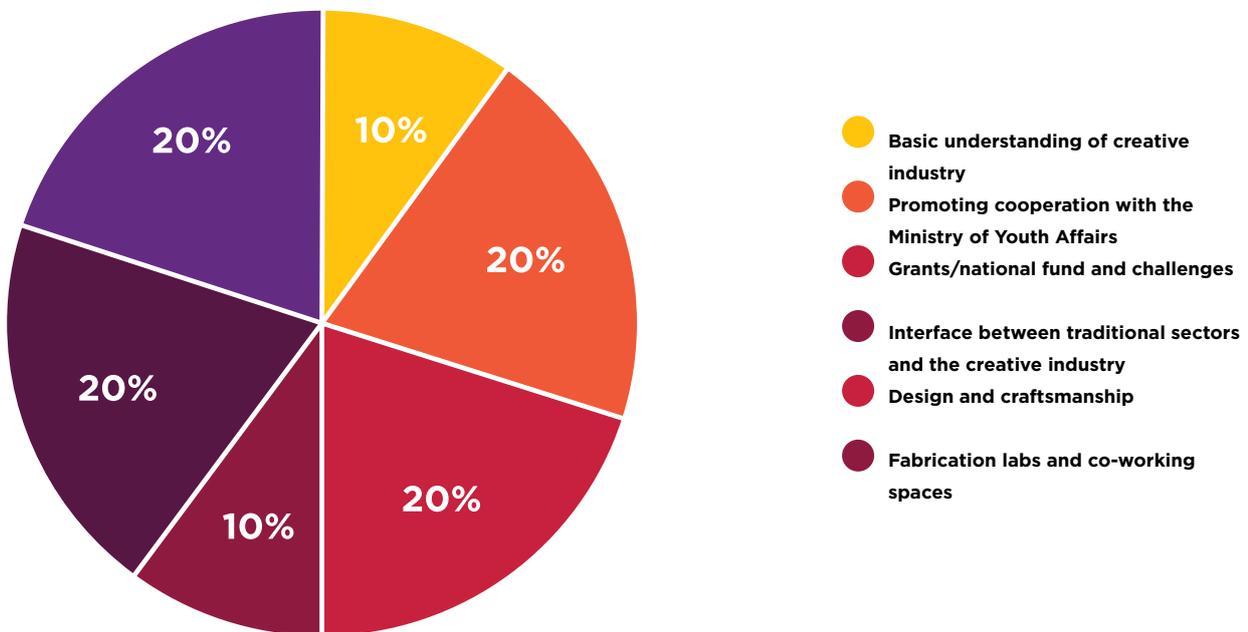
3.1. CONCLUSIONS ABOUT BUSINESS OWNERS

When business owners and freelancers were asked to define the Government's future role in supporting the creative industry sector, the responses were manifold (see Figure 10). They included the following: focus on 'basic awareness of the industry', the 'interface between traditional sectors and the creative industry', 'design and craftsmanship', 'fabrication labs and co-working spaces', 'grants/national fund and challenges' and 'promoting cooperation with the Ministry of Youth Affairs'.

When asked about the business owners' and freelancers' awareness of the Fund for Small and Medium Enterprise Development, seven of the nine firms were aware of the fund and its ability to assist firms to develop a business plan. At the same time, six out of the nine firms were unaware of the additional services the Fund is providing, specifically, the access to workspace and training for creative industries. In terms of expectations from the Creative Hub six business owners said that they expected technical assistance to grow their businesses, five expected a collaboration space and three companies expected technical assistance to hire creatives into their businesses.

Figure 10

Requested Government Support



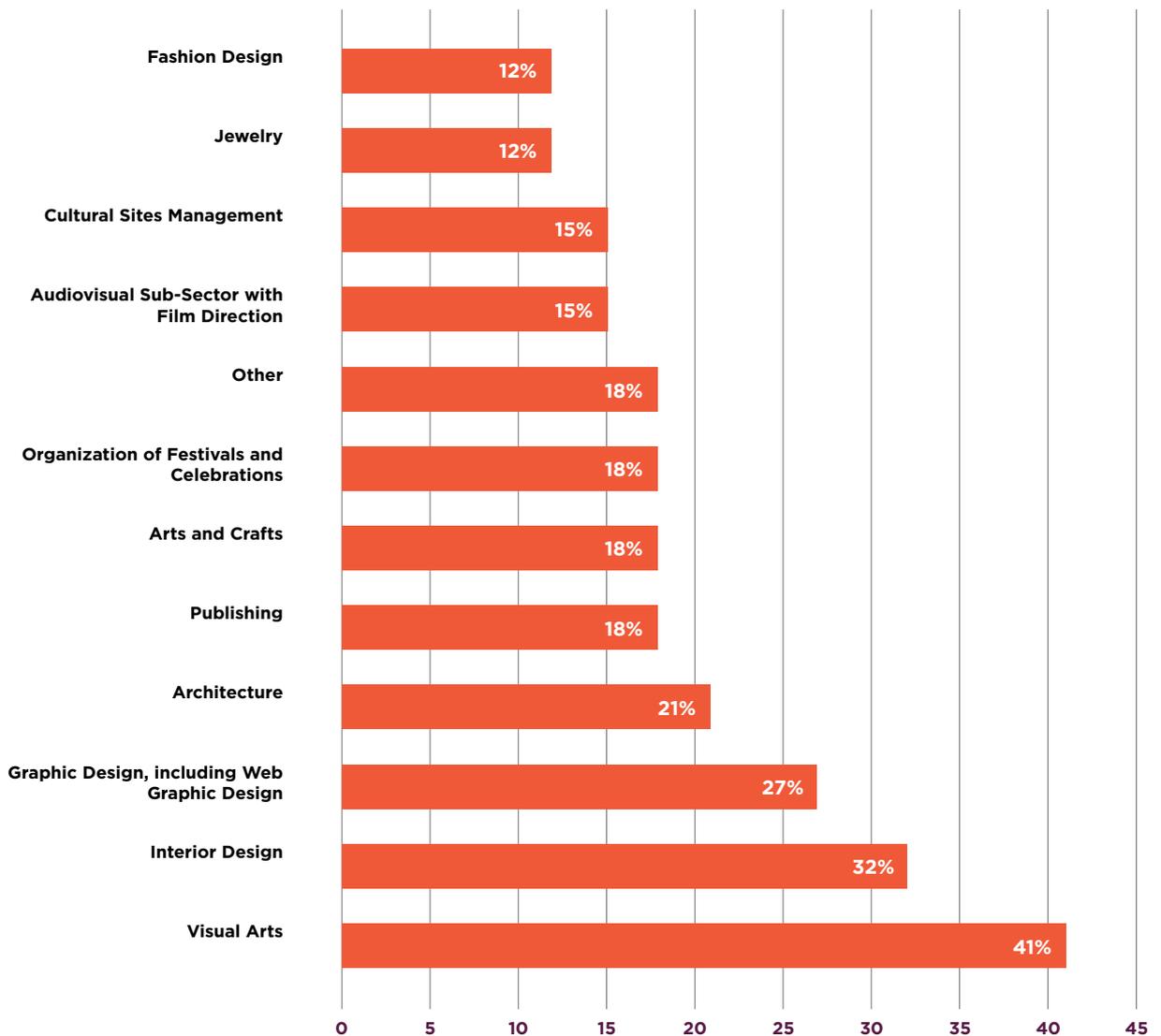
Source: Nuqat 2016 Business Owners' Survey, 2016.

3.2. MAIN CONCLUSIONS FROM STUDENT AND EMPLOYEE SURVEYS

More than 91 percent of the responding students saw themselves as future creative entrepreneurs.⁹ The most attractive sub-sectors for future business development mentioned by the surveyed students are listed in Figure 11.

Figure 11

Students envisaged creative fields (in percent) such as:



Source: Nuqat 2016 Student survey

⁹ Out of 487 students who attended Nuqat 2016 34 participated in the detailed, group-specific survey. See Table 1.

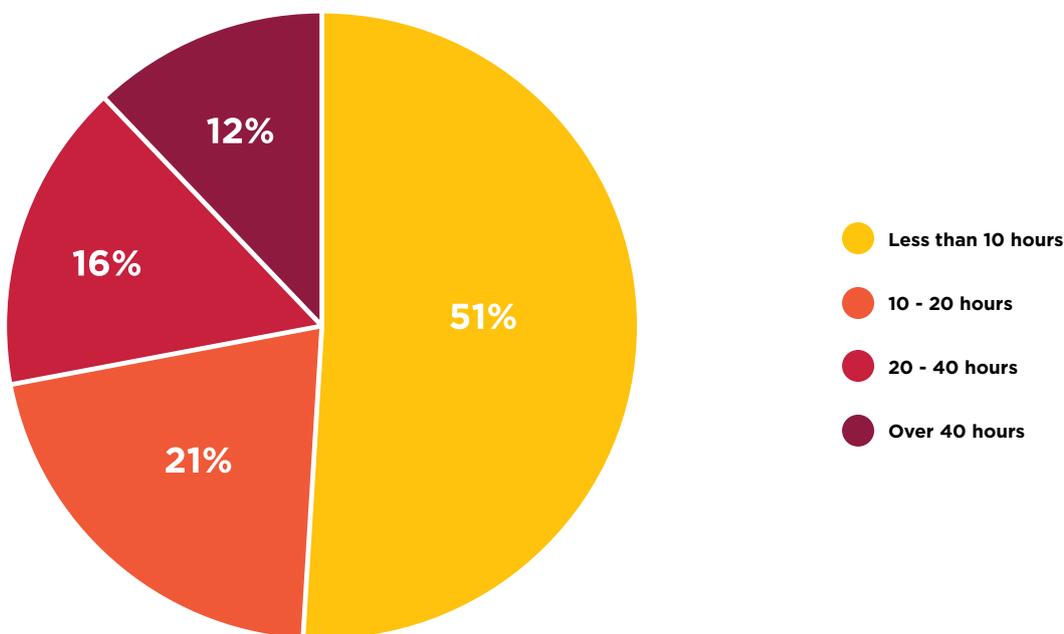
3.2. MAIN CONCLUSIONS FROM STUDENT AND EMPLOYEE SURVEYS

Surveyed employees are already spending considerable time working in the creative industry.¹⁰ Indeed, 28 percent of surveyed employees reported working for more than 20 hours a week in the creative sector, and 21 percent of surveyed employees reported dedicating 10 to 20 hours a week to the creative sector (see Figure 12). This is consistent with the figure of 62 percent of surveyed employees foreseeing their professional activities in the creative industries as a second job. When an open-ended question was posed as to what would help them make the creative industry job their number one job, the surveyed employees mentioned, among many other items, the following: 'online government administrative services', 'access to work spaces and funding', 'learn from experienced creative entrepreneurs', 'soft skills training', 'guaranteed minimum income', and 'awareness and acceptance of the creative industry'.

Figure 12

Creative Industry as a Second Occupation

Employees' Second Jobs as Measured in Hours Worked in Creative Ventures



Source: Nuqat 2016 Employee Survey, 2016.

¹⁰ Out of the 658 employees who attended Nuqat 2016 44 participated in the detailed, group-specific survey. See table 1.

04.
POST-EVENT
EXIT SURVEY

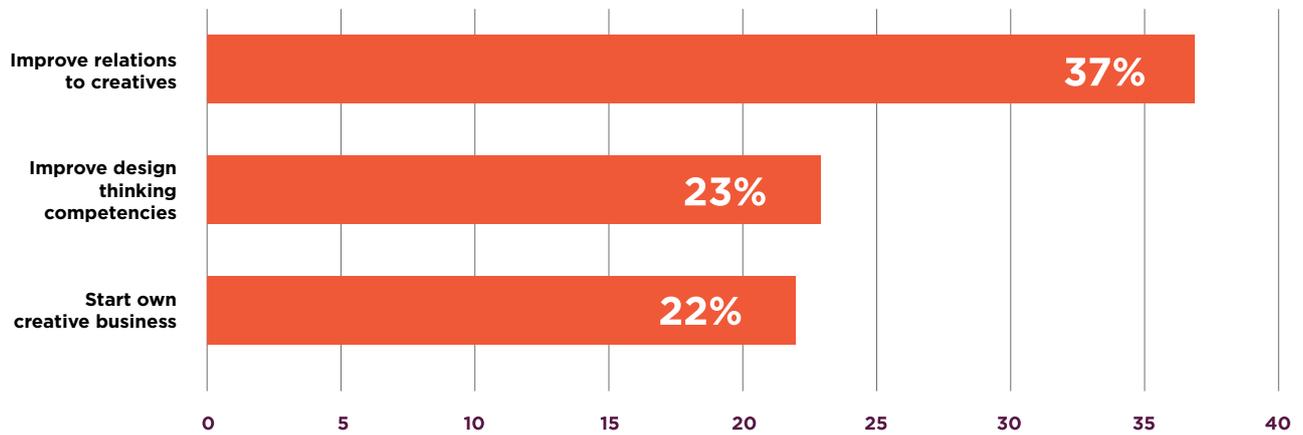
04. POST-EVENT EXIT SURVEY

In the post-conference follow-up survey respondents associated Nuqat as an organization with innovation, knowledge and familiarity with the region and rated the overall conference at a weighted average of 8.65 on a scale from 1 to 10.¹¹ On average, attendees rated the content of the Nuqat 2016 Conference at a weighted average of 7.95, and 62 percent of attendees rated the content with 8 or more points. Among the surveyed attendees, 95 percent were satisfied or very satisfied with the event. Moreover, 97 percent would recommend the Nuqat conference to a friend. Additionally, when asked to choose one out of seven associations participants had with Nuqat as an organization, 33 percent of participants said that they associate Nuqat with innovation, 25 percent with knowledge, and 21 percent with familiarity with the region.

Nuqat 2016 gave participants a new experience of and tools for participating in the creative industry, with 78 percent of attendees having found some aspects of the conference to be more interesting than their original reasons for attending. Among the aspects listed as more interesting than the original reason for attending the conference were: 'improve relations with creatives' (37 percent); 'improve their design-thinking competencies' (23 percent); and 'start their own creative business' (22 percent) (see Figure 13).¹²

Figure 13

Aspects found to be more interesting than original reasons for attending



Source: Nuqat 2016 Follow-up Survey, 2016.

¹¹ The Nuqat follow-up survey intended to measure the overall satisfaction of the participants with the event, and sought participant guidance on how to improve the conference for future editions. Sixty of the 1,431 Nuqat Conference participants completed the post-event survey. See Table 1.

¹² Multiple answers were possible.

04. POST ENTRY EXIT SURVEY

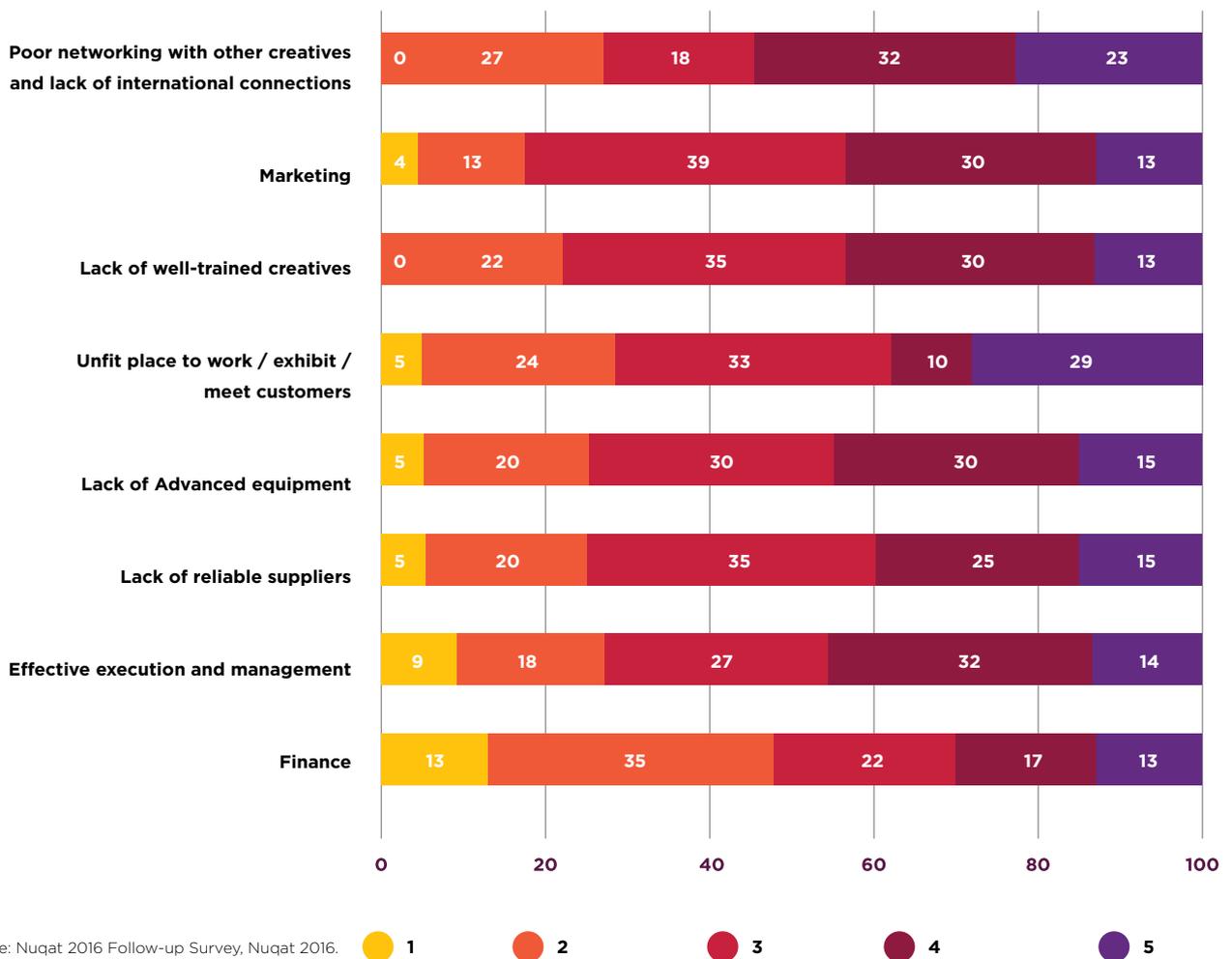
Nuqat 2016 also helped attendees to find ways to overcome some external and internal business constraints, namely by finding solutions to overcome the: 'lack of well-trained creatives', and 'lack of marketing', 'poor networking with creatives', and 'lack of international connections'.¹³ This was followed by Nuqat 2016 assisting participants in overcoming a 'lack of advanced equipment',

'lack of effective management and execution', and 'finding reliable suppliers'. Finally, Nuqat 2016 helped participants resolve the issues of 'lack of spaces to work, exhibit, or meet customers' and, to a lesser degree, access to 'finance' (see Figure 14). These results show that Nuqat 2016 addressed to a satisfactory degree four of the five most cited constraints by companies and freelancers in the detailed business owners' survey listed in Table 2.

Figure 14

Nuqat 2016's Effectiveness in Resolving Internal and External Constraints

(scale from 1-5 with 1 = did not find an idea on how to overcome constraint at conference and 5 = found a concrete pathway to overcome constraint at conference)



¹³ Weighted averages.

04. POST ENTRY EXIT SURVEY

Finally, 59 percent of attendees said that they would like to attend similar events in the future, and made suggestions on how to improve them: forty-seven percent of respondents said that a future Nuqat conference could add a 'space to present new ideas', and 23 percent mentioned that Nuqat could add to a future conference a workshop on 'accessing markets' for creative businesses. Of the surveyed conference participants, 14 percent would like to attend training on product development; 11 percent training on business plan development and on how to recruit creatives; and 2 percent on developing a financial plan.

05. CONCLUSION

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The results show that the 1,365 surveyed Nuqat 2016 participants attended to exchange with other creatives, to learn new skills, know how and competencies in design thinking, marketing and technical skills, and to be inspired by peers, artists and new ideas. And the participants' expectations were met. The analysis of the detailed surveys of different occupations also shows that business owners and freelancers are not fully aware of the Kuwaiti Government's support to the creative industry. The business owners perceive that internal and external constraints hinder them in effectively launching or expanding their creative businesses.

In a follow-up survey 78 percent of the respondents noted that Nuqat 2016 went above and beyond what they had expected. About half of the respondents found to a satisfactory degree solutions to constraints by identifying well-trained creatives, suppliers and international connections, by gaining know-how of marketing and of effective execution and management skills and by identifying advanced equipment and places to work/exhibit. Of the respondents, 47 percent mentioned that solutions for finance were not offered to a satisfactory degree. Ninety-five percent of participants said that they were satisfied or very satisfied with the event, and 97 percent would recommend a Nuqat conference or workshop to a friend.

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