Ref: 53033146
The Caribbean Creative Export Accelerator
Adtelligent Ltd · Kingston, Jamaica

KNOWLEDGE PRODUCT OUTLINE · SHORTLISTING STAGE

From Kingston to the World — *the Caribbean Creative Export Guide*

A co-branded CIIF Knowledge Product and written **How-To Guide** that captures practical export knowledge from many hosts and knowledge experts across the Caribbean and the wider world, then turns that expertise into a usable report for creative MSMEs across the **five CIIF priority sub-sectors**.

Title of the Knowledge Product: From Kingston to the World — the Caribbean Creative Export Guide · **Sub-sectors:** Audio-Visual, Music, Fashion, Visual Arts, and Festivals



01 Brief Overview: What the Report Is

Type of Product

How-To Guide - a 30-40 page designed PDF and co-branded Knowledge Product for the CIIF Community of Practice.

Purpose

Close the export-readiness knowledge gap by documenting expert guidance, host conversations, workshop outputs, and practical creator questions in one plain-English regional reference beyond the grant activity timeline.

Design Format

Designed PDF, low-bandwidth-friendly, structured for EN/FR/ES translation, with expert memos, chapter summaries, worked examples, and practical next steps.

Target Audience

Creative MSMEs across all 19 BMCs in all five CIIF priority sub-sectors: Audio-Visual, Music, Fashion, Visual Arts, and Festivals.

Overall Benefit

The guide converts a live expert network into a reusable export playbook for market readiness, distribution, diaspora marketing, team-building, and precedent learning.

Proven model: Adtelligent has done this before with PSOJ COVIDCastJA: 80 episodes, downloadable expert memos, and 5,037,408 total views from a weekly knowledge-sharing series. Example: https://www.smallbusinessportal.com/covidcastja

Proof phrases: many hosts and knowledge experts · PSOJ COVIDCastJA · Small Business Portal
Caribbean and international knowledge experts

KNOWLEDGE CAPTURE SYSTEM

How the Report Works

The report is not a recap. It is a documented knowledge product: hosts draw out expert insight, workshops test it with MSMEs, and the editorial team turns the evidence into usable chapters.

HOSTS
different hosts over time guide conversations and connect expert advice to creator needs.

EXPERTS
Caribbean and international knowledge experts contribute sector-specific guidance.

MEMOS
each session produces notes, examples, and actions that become guide content.

INPUT
recordings, slides, expert memos, participant outputs

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SYNTHESIS
plain-English guidance, examples, export decisions

VALIDATION
twelve Jamaican MSMEs at a time test the tools

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OUTPUT
a free, co-branded guide placed on permanent hosts

1 IP & Contracts for Caribbean Creators
2 Distribution into the US, UK & EU
3 Diaspora Marketing · NY · LDN · TOR · MIA
4 Export-Ready Asset Standards
5 Building Your International Team
6 CARICOM Creators Who Broke Through

02 How the Guide Features in the Project Design

The Knowledge Product is embedded in the project workflow. It is **Drafted** while event/conference programming is delivered, **Validated** through hands-on workshop use, and **Published** after the event/conference at the closing Town Hall in September 2026.

CIIF framings covered: Used during the event/conference; Produced after the event/conference; available on the project website.

Hosts + experts
invited experts may include Brandon Armand (Sony), Yentyl Williams (University of the West Indies), JAMPRO partners, and other Caribbean/global specialists

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Workshop proof
MSMEs test export contracts, market-ready assets, and green-screen / Ultimatte 12 workflows

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Editorial build
recordings, expert memos, slides, and outputs become six chapters

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Regional access
published to three permanent hosts for all 19 BMCs

01 Drafted · Produced during the event/conference
Host-led sessions

Months 1-6: different hosts guide expert conversations from the Adtelligent Studios control room and green-screen / Ultimatte 12 chroma stage. Each session documents expert advice, creator questions, and export decisions.

02 Validated · Used during the event/conference
Workshop floor

Months 4-8: twelve Jamaican MSMEs at a time test the draft tools in practical labs. Their real outputs, questions, and gaps become examples, checks, and refinements in the guide.

03 Published · Produced after the event/conference
Closing Town Hall

September 2026: the final How-To Guide launches at the closing Town Hall for 500+ attendees, then becomes a downloadable, co-branded Knowledge Product for regional use beyond the grant activity timeline.

Regional Reach Across CDB Borrowing Member Countries





Documented in the room, useful after the room.

Expert conversations, creator questions, and workshop outputs are captured while the project is live, then edited into a durable Knowledge Product that remains free, practical, and regionally shareable.

Hosted on Three Permanent Platforms · From Kingston to the World

Project website at adtelligent.net
public PDF download, session resources, and revision notes so the guide is available on the project website.

CIIF Community of Practice archive
CIIF-mandated co-branded host for regional resource sharing, learning, and capacity strengthening.

JAMPRO's export resource library
export-facing placement for Jamaican and Caribbean creative MSMEs, partners, and trade support teams.

Distribution: shared across all 19 BMCs and all five CIIF priority sub-sectors so creators can use the guide after the accelerator closes.

Continuity: revised annually and reported through quarterly impact metrics on downloads, workshop use, and referrals.

From Kingston to the world.