October 8 - 10, 2021
Virtual Festival Report 2021

@JaipurLitFest  JaipurLitFest  @jaipurlitfest

#JLFColorado2021
jlflitfest.org/colorado
The much-anticipated JLF Colorado came back in 2021 with a unique virtual edition featuring leading speakers from across the globe in conversations covering topics ranging from South Asian Literature, Migration and Identity, Climate Change, Fiction and History, Latinx History, and the recent Afghanistan crisis.

Held between October 8-10, 2021, JLF Colorado, Teamwork Arts, and the Boulder Public Library launched the second virtual edition of JLF Colorado 2021, which celebrated the beauty of the Rockies and the prairies and the unique energy, excitement and intellect of Boulder with the heady freedom of the virtual world, and the boundless possibilities of the internet. Everything else remained the same - the camaraderie, the caravan of ideas, and the magical flow of conversations.

JLF Colorado 2021, part of the month-long series of JLF events in North America, featured many globally-acclaimed and erudite scholars, thinkers and change-makers. The magnitude of programming boasted of astonishing depth and breadth as every year and the event was live-streamed on the JLF official website.
As the global pandemic continued, JLF Colorado put forth another successful virtual edition and reached a diverse local and international audience.

### Festival in Numbers

- **Reach**: 10.34 M
- **Impressions**: 13 M
- **Views**: 722 K
- **45 Speakers**
- **17 Sessions**
- **13 Jaipur Writers Shorts**
- **5898 Unique Worldwide Registrations**

#JLFColorado2021 Overall Performance

- **Reach 10.34 M**
- **Impressions 13 M**
- **Views 722 K**
2021 HIGHLIGHTS

Tacky's Revolt: The Story of an Atlantic Slave War
Vincent Brown in conversation with Sujit Sivasundaram

Walking Kabul
Christina Lamb, Shazia Haya Ahmadzai, Sanaz Fotouhi and Taran N. Khan in conversation with Pragya Tiwari

Whitehorse and Moon of the Crusted Snow
Waubgeshig Rice* and Erika T. Wurth in conversation with Maeve Conran, introduced by Stephen Green, Consul and Program Manager (Foreign Policy and Diplomacy Service) at Consulate General of Canada in Denver

*Writer’s participation is sponsored by the Consul General of Canada in Denver
The Limits Of Growth
Shubhangi Swarup, Sam Pitroda, Bruno Maças in conversation with Marcus Moench

Jaipur Writers SHORTS

- THE FOREST OF ENCHANTMENT BY CHITRA BANERJEE DIVAKARUNI
- STEPPING BACK BY ANNE WALDMAN
- ANINDITA GHOSE ON THE ILLUMINATED
- ANNE WALDMAN - ALL RAINBOWS
- THE RETURN OF A KING- WILLIAM DALRYMPLE
- GLORIA STEINEM - RUCHIRA GUPTA
- THE EPIC OF RAM- PHILIP A. LUTGENDORF
- LAIRD HUNT
- VANESSA R. SASSON - BUDDHA’S WIFE
- ANITA THOMAS AND NEIL DASWANI
- ADISHREE KASLIWAL
- AANCHAL MALHOTRA
- ANNE WALDMAN - LITANY
Media Report

13
Media Coverage

6 Million
Reach

3
Press Releases

• Listings Press Note
• Announcement Press Release
• Programming and Opening Press Release
• Media Interaction Pitches
• Session Links shared with media
• Post-event promotions

Media Covering the Event

The Indian EXPRESS	Colorado Daily

Daily Camera	eventbrite

Odisha expo	Patch

The Madras Tribune
Media Exposure

The Indian Express

City of Boulder

Colorado Daily
Social Media
Campaign Performance #JLFColorado2021

Total impressions: 5.6 M
Total reach: 4.6 M

Total impressions: 4.2 M
Total reach: 3 M

Total impressions: 152K
Total reach: 102K
#JLFColorado2021 opens this weekend! Festival will feature inspirational speakers. With FREE access to enlightening sessions, enjoy the best of the literary world from the comfort of your home! To watch JLFColorado2021, register NOW jlfest.org/colorado.

@Shazia_Haya @PragyaTiwari @christinalamb @taran_khan @SanazFotouhi #JLFColorado2021

It's Live!
A session focused on the severity of navigating and depicting Afghanistan's conflicted land as women.

Pragya Tiwari in Conversation with Shazia Haya Ahmadzai, Christine Lamb, Taran N. Khan, and Sanaz Fotouhi.

Watch here - jlfest.org/colorado.

#JLFColorado2021
Show this thread
Promotions & Marketing

- Multiple Email Blasts
- Social Media Promotions via Instagram, Twitter, Facebook, Eventbrite and YouTube.
- Digital advertising through Facebook and Instagram Ads
- Radio spots on National Public Radio - Colorado
- Community Mentions
- WhatsApp Communication
- Festival Audio Visual
Acknowledgements

Festival Co-Directors
Namita Gokhale
William Dalrymple

Managing Director- Teamwork Arts
Sanjoy K. Roy

Producer
Suraj Dhingra

Executive Director – JLF Colorado
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Executive Producer
Sharupa Dutta

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Manager Programming
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Assistant Producer
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JLF Writer Shorts - Management
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National Endowment for the Arts
Colorado Creative Industries
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Community Foundation Boulder County
Human Relations Commission
Anchor Point Foundation
The University of Chicago Center in Delhi
Small Business Association
Boulder Book Store
Partners
America’s Latino Eco Festival
Boulder International Film Festival
Boulder Chamber of Commerce
Boulder International Business Circle
Boulder County Arts Alliance
Boulder Rotary - Peacebuilders
Boulder Valley School District
Boulder Writers Alliance
Center for Asian Studies
Colorado Gives
Community Foundation Boulder County
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CU Boulder
Dairy Arts Center
Dean and College of Arts and Sciences, CU Boulder
Downtown Boulder Inc.
eTown
Full Circle
Kevin Smith Productions
Lighthouse Writers Workshop
LOCAL Theater Company
Museum of Boulder
Right Relationship
Sage Hospitality
Wallaroo Hats

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Anchor Point Foundation

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George and Beth Taylor
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Marda Buchholz
ABOUT TEAMWORK ARTS

Teamwork Arts is a highly versatile production company with roots in the performing arts, social action and the corporate world. Our expertise lies in the area of entertainment and includes documentary and feature films, television, the conceptualisation and development of contemporary performing and visual arts and literary festivals around the world, and in nurturing new talents across all art forms.

For over 25 years, Teamwork Arts has taken India to the world and brought the world to India, presenting the finest of Indian performers, writers and visual artists in the cultural and art space in India and abroad.

Every year, we produce 25 performing and visual arts and literary festivals in 11 countries, including Australia, Canada, Egypt, Germany, France, Hong Kong, Israel, Scotland, Singapore, South Africa, Spain, the UK and USA. Teamwork Arts produces the world’s largest free literary gatherings, the annual Jaipur Literature Festival, the Ishara International Puppet Festival in New Delhi, the annual Mahindra Excellence in Theatre Awards (META) Festival, international festivals Shared History in South Africa, India by the Nile in Egypt, Eye on India in the United States of America, India by the Bay in Hong Kong, Confluence- Festival of India in Australia, and many more.

Our musical extravaganza, Bollywood Love Story - A Musical, continues to tour the world and has sold out shows in Austria, Germany, Netherlands, South Africa, Spain, Switzerland and Egypt.

Our international festivals in India have included the bi-annual Bonjour India, a festival of France with more than 200 events across 18 cities in India and featuring over 250 artists, designers, researchers and entrepreneurs, and OzFest, a festival of Australia in India.

For more information, visit: www.teamworkarts.com