

# ENCATC Policy Debate

## Responding to the crisis with culture: Towards new models of governance for the cultural sector

5 July 2013 // Brussels, Belgium



### Keynote speaker

**Schramme, Annick - University of Antwerp/Antwerp Management School**



Annick Schramme is the Academic Coordinator of the Master Cultural Management and professor at the University of Antwerp/Antwerp Management School. She teaches about cultural policy, international cultural policy and cultural entrepreneurship. She is the academic coordinator of the master Cultural Management (University of Antwerp) and the master class Cultural Management (Antwerp Management School). Besides that, she is supervising the research-output of the 'Knowledge Centre Creative Industries' of Flanders DC. Finally, she is also expert-advisor of the alderman for Culture and Tourism of the city of Antwerp and she is member of several boards in the cultural sector in Flanders and the Netherlands. Her current research focuses on cultural policy, international cultural policy, cultural diversity, the international dimensions of arts management and the creative industries in Flanders.

### Speakers

**Amsellem, Rebecca - Université Paris-Sorbonne**



Rebecca Amsellem's fields of expertise include international economics, economic impact of culture, cultural indicators and economics of museums. Presently she is a PhD cultural economics student at Sorbonne University and is developing a PhD thesis about the internationalization of museums and its impact on their economic models. She holds a Specialised Master's Degree from Sciences Po Toulouse in "International Affairs and Firms Strategies," as well as a Master's Degree from La Sorbonne in "Economics and Management of Cultural Products" (2012). From 2010 to 2013 Rebecca has been a project manager of the Forum d'Avignon, a think tank dedicated to culture and economics, where she was responsible for managing the budget section, working groups and studies, partnerships, communication and the annual event department. In 2013 she founded a consulting firm which deals with internationalization strategies of cultural projects. Rebecca speaks English, French and Spanish.

**Baeyens, Jean-Pierre - Solvay Brussels School of Economics and Management**



Jean-Pierre Baeyens is a graduate of Harvard Business School (MBA, class of '79). Previously, he graduated with a Master in Sciences in Management from Solvay Business School (Université Libre de Bruxelles, Belgium, 1975). He is now professor of business administration at Solvay Brussels School of Economics and Management where he holds the Chair of Marketing. His specializations include: Strategic Marketing Management, International Marketing, and Marketing of Art & Culture. As part of his duties at Solvay Brussels School he is also the Dean of their Master's programs in Vietnam. Apart from Brussels University he teaches Corporate Strategy at HEC Ecole de Gestion of Liège University (Belgium) as well as in several post-graduate and executive education programs (also in-company programs) across Europe and Vietnam. He is also active in the local community as member of the Harvard Club of Belgium, Founder of the Belgian Association of Board Directors now "Association des Administrateurs" and he is the President of the European Excellence Center in Marketing of Art & Culture (ARTketing).

**Bossaert, Véronique - Brussels Philharmonic**

Véronique Bossaert was trained as a graphic designer at Sint-Lukas Brussels. In October 2002 she was hired as a communications administrator for the Vlaams Radio Orkest (later on Brussels Philharmonic) and the Vlaams Radio Koor, and is still with the ensembles today. Over the past eleven years, Véronique has contributed to the success of both ensembles by creating two strong brands, introducing a different kind of communication, and focusing on a constant increase of quality, creativity and connection with the public. With the return of the orchestra and choir to the renowned Flagey building in Brussels in 2005, and the change of the name of the orchestra into Brussels Philharmonic, a new range of possibilities and challenges opened up. Véronique managed to create a new public for the orchestra in Flagey, emphasizing the experience of a live concert in combination with creative activities.

**Cogliandro Beyens, Giannalia - ENCATC**

Giannalia Cogliandro Beyens is the Secretary General of [ENCATC](#), the leading network on higher education and training institutions in the area of cultural management and cultural policy with over 100 members in 40 countries. She is also the administrator of the Thomassen Fund, a mobility fund aimed at supporting and encouraging mobility of cultural management educators and trainers. She has worked as Policy Officer for the Cultural Forum of [EUROCITIES](#), the network of major European cities, bringing together the local governments of more than 140 large cities in over 30 European countries. Earlier, she has worked as Secretary General of the Association of European Cities of Culture of the year 2000 set up in 1996 by the European Commission and nine European Capitals of Culture: Avignon, Bergen, Bologna, Brussels, Helsinki, Prague, Reykjavik, Santiago de Compostela and Krakow. For the European Commission she wrote 10 reports on social European policy and a major study on European Cities of Culture for the year 2000. A journalist since 1993, she was Press & Public Relations officer for the N.A.T.O organization in Rome. Giannalia holds a Degree in Political Science - International relations, a M.A. in European & International Career Studies and a M.A. in European Constitution. She was trained for 6 months at the European Commission – Directorate General Regional Policy and at the Italian Institute for Foreign Trade, ICE, (European Affairs Department) in Brussels.

**De Brouwer, Bénédicte - Cultural Contact Point Wallonie-Bruxelles**

As an EU Cultural Contact Point Bénédicte ensures that cultural operators are informed of the EU funding opportunities and are supported throughout the application process of EU's Culture Programme. She also manages the exchange between other (inter)national funding programmes and liaises closely with her fellow CCPs from across Europe on optimising the opportunities open to Belgian cultural operators. She is currently engaged with preparations for the adoption of the new Creative Europe funding programme of the EU.

**Guardans, Ignasi - CUMEDIAE**

Ignasi was born in Barcelona in 1964. After spending some years teaching Private International Law, he worked as an international business lawyer in two different law firms. In 1995 he started a political career, which led him to be a Member of the Spanish Parliament, a Member of the [Parliamentary Assembly of the Council of Europe](#) and, later, a Member of the [European Parliament](#). During all those years he was strongly involved with international trade and cultural policy, in particular with issues related to the audiovisual and online world. In 2009 he was appointed CEO of the [ICAA](#), Spain's Film and Audiovisual Arts Agency within the Ministry of Culture. And after a short passage as Director of Public Affairs at the [European Broadcasting Union](#), he has decided to put his best energies and experience at the core service of CUMEDIAE. Among other generous and unexpected recognitions to his work, Ignasi was recently decorated as Chevalier de l'Ordre des Arts et des Lettres by the French Government.

**Heymans, Gudrun - Cultural Contact Point Vlaanderen**

Gudrun Heymans has her Academic Bachelor of Arts (Honours) in Humanities with Art History, Modern Art, European cultures and identities from the Open University in the United Kingdom. She received her Professional Bachelor - Social Nurse, Medical and social health care at the Provinciaal Instituut Ghent, Belgium. She followed with a degree in Graduate Sciences & Mathematiques at the Regina Caelijyceum, Dilbeek (BE). As coordinator of the CCP Flanders information and service centre on the EU Culture Programme and community funding for international cultural cooperation, Gudrun helps regional and local cultural organisations and governments in capacity building and fostering their understanding and knowledge of European integration and cooperation processes. She also facilitates the participation of the widest number of (Belgian) cultural professionals in joint projects with strong European added value and offers in-depth assistance to stakeholder cultural operators, public authorities and various associations and organisations alike, in developing ideas, organising transnational partnerships and mounting project applications to the European Commission.

**Jurowicz, Julek - SMartBe**

An engineer by training, co-founder and director of the Mutual Society of Artists (Smart) Belgium, Julek Jurowicz is Managing Director and responsible for the automation and computerization of procedures (2000) for the services offered by this non-profit organization. Since 2006, Julek JUROWICZ crosses France in search of local actors able to bring a similar project in SMart for France. Very involved in the French development, he joined Art-Scene-Bulletin in January 2006 to hear the "inside" one of its first partners for adventure SMartFr. Having worked as a researcher-developer, manager, commercial director and finally, the interpersonal skills development, with SMartFr a real T-man skills, both transverse to a global understanding the project, and very acute in IT development.

**Maloney, Richard G. - Boston University**

Richard G. Maloney is Assistant Professor and Assistant Director of the Arts Administration graduate program at Boston University where he teaches classes in performing arts management, fundraising, and cultural policy. As a professional musician, he plays lute, lavta, guitar, and hand percussion with several Boston area early music ensembles. As an arts administrator, he previously served as general manager of an international classical music ensemble. He holds undergraduate degrees in history and music, a graduate diploma in lute performance, a graduate degree in Arts Administration, and a doctorate in Law and Public Policy.

**Ramos Pinto, Luis - Calouste Gulbenkian Foundation, Sotheby's Institute of Art**

Luis Ramos Pinto is a young professional in the field of arts management. He holds a MA in Art History from the University of Manchester and a MA in Art Business from the Sotheby's Institute of New York. It was at the Sotheby's Institute that Luis conducted his research on issues of museum management and financial sustainability. In 2010 he was awarded the prestigious Calouste Gulbenkian Curatorial Scholarship. He has also been a contributing writer to the magazine L + Arte. He is currently doing a traineeship at the European Commission in the unit E.1 for Cultural Policy and Inter-Cultural Dialogue.

**Seroen, Jean-Dominique - Haute Ecole ICHEC—ISC Saint Louis**

Jean-Dominique Seroen is a professor at Haute Ecole ICHEC—ISC Saint Louis and specialises in economy in the field of Media and Culture, e-Business economy, and e-Learning management. He also teaches project concept, design and submission, project management and international co-ordination, music market research analysis, user's interface testing and didactic assessment, translation of the user's interface from English into French, user's manuals (teacher/learner) development, Text content design of the eMusicBusinessGame Web site.