

encatc

Masterclass on Digital Tools for Cultural Managers

3-4 December 2015
Brussels, Belgium

UPDATED
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An initiative of
encatc

In partnership with
Goldsmiths
UNIVERSITY OF LONDON
 **Management,
Culture & Policy**
University of Antwerp

 **antwerp
management school**

The autonomous management school
of the University of Antwerp

Hosted by



Held in the
framework of the
Lifelong Learning
Week 2015

**LIFELONG
LEARNING
PLATFORM**
EUROPEAN CIVIL SOCIETY FOR EDUCATION



Co-funded by the
Creative Europe Programme
of the European Union

Why this Masterclass on digital tools for cultural managers?

This Masterclass draws on the information gathered through the 2014-2015 ENCATC survey "Use of digital tools in the arts and culture sector". The evaluation of this survey showed that cultural professionals use digital technologies mainly for information and communication, rather than as a way of learning and developing new knowledge, or as a means for empowerment and participation. Thus, a theoretical introduction is proposed to bring cultural managers closer to these other uses allowed by digital technologies. Regarding the programme's session on "Praxis: digital tools for cultural management", some of the uses most demanded by cultural managers in the survey have been chosen. It must be noted that the demands regarding training on digital tools were very diverse, so it would be impossible to train participants on specific tools for all the uses that were demanded. Instead, what we propose here is to focus on some tools for some of the specific purposes (i.e.: time and workflow management), and to explore their potential to be more than mere information and communication technologies.

What are the objectives of this Masterclass?

- To raise awareness about the key values of digital culture.
- To provide Masterclass participants with knowledge on how to go beyond a marketing-focused digital attitude (digital tools merely for information/communication), and move towards co-creation and *sharism* for deep audience engagement and participation.
- To show the possibilities of some specific digital tools and reveal good practice.

What will you gain from this event?

- Better your understanding of digital competence in terms of knowledge, skills and attitude.
- Increase your capacity to better engage with new audiences and increase participation at your activities.
- Gain privileged access to academic material.

Unlock these key benefits:



- **Leave with new tools and skills** - *Familiarize yourself with tools you can begin to use immediately in your daily work.*
- **Expand your professional contacts** - *Meet with other professionals in the field from Belgium and beyond and participants attending the Lifelong Learning Week 2015 in Brussels.*
- **Find solutions** - *Express your challenges with experts and discuss with colleagues who might be experiencing the same difficulties. Gain new ideas! Find common solutions!*

Who is this training session for?

Cultural and creative professionals, project designers and managers, academics, lecturers, teachers, education staff, trainers, researchers, project coordinators, artists, youth representatives, and managers who are interested in learning about and using new digital tools and coming from:

- Higher Education Institutions (and their International Relations offices)
- Research institutes
- Networks
- Arts and cultural institutions
- Vocational, Education and Training institutions
- Youth organisations and enterprises

What's on the programme?

Thursday, 3 December 2015

Committed to creating strong synergies with other networks, the ENCATC Masterclass on Digital Tools for Cultural Managers is being organised in the framework of the Lifelong Learning Week 2015.

13:30 – 17:00

From the LLL Week 2015 programme:

SEMINAR: HOW CAN DIGITAL LEARNING ENVIRONMENTS ENHANCE LEARNING OUTCOMES?

Venue: Avenue de Cortenbergh 71, 1000 Brussels

Organisers: Baden Württemberg, EARLALL, Lifelong Learning Platform, The Liaison Agency Flanders- Europe (Vleva) and the West-Finland European office.

Event registration and website:

www.vleva.eu/seminardigitallearning

See page 4 for more information about LLL Week 2015.

18:30 – 21:00

ENCATC CULTURAL HAPPY HOUR Private visit of the EUROPALIA Arts Festival

Attendance to the Cultural Happy Hour is valid with the Masterclass registration.

Friday, 4 December 2015

ENCATC MASTERCLASS ON DIGITAL TOOLS FOR CULTURAL MANAGERS PROGRAMME

Venue: rue de Trèves 67, B-1040 Brussels

08:45 – 09:15

Registration

09:15 – 09:30

Welcome and Opening

Prof. **Annick Schramme**, ENCATC President

09:30 – 10:00

Digital technology competences and know-how

Presentation of the ENCATC Survey 2014 - 2015

GiannaLia Cogliandro Beyens, ENCATC Secretary General

10:00 – 11:00

What does it mean to go digital? A theoretical introduction

Christopher Hogg, social media researcher, Goldsmiths, University of London, United Kingdom

This session will introduce to the following topics among others: Digital cultural values, uses of digital technologies, ICT: Information and Communication Technologies, LKT: Learning and Knowledge Technologies, EPT: Empowerment and Participation Technologies, Digital behaviour: from "hanging out" to "messaging around" and "geeking out" (using Mizuko Ito's terminology), Social Media Identities, and Artists.

ENCATC Masterclass Practical Info:

Dates

3-4 December 2015

Place

Brussels, Belgium

Venue

Europa Nostra - Brussels Office
rue de Trèves 67
B-1040 Brussels

Registration

This ENCATC Masterclass is free to attend, but registration is required:

<http://www.eventbrite.com/e/masterclass-digital-tools-for-cultural-managers-tickets-16913875858>

Deadline to register:
1 December

Language

English

Website

<http://www.encatc.org/pages/index.php?id=392>

Contact

GiannaLia Cogliandro Beyens,
ENCATC Secretary General

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LLLWEEK 2015 CALENDAR



MONDAY 30.11	TUESDAY 01.12	WEDNESDAY 02.12	THURSDAY 03.12	FRIDAY 04.12
<p>10.00-12.00 Erasmus+ Survey 2015 Result Dissemination and Discussion Organised by the LLLPlatform MundoJ - Paulo Freire</p>	<p>09.00-11.00 Employability & Lifelong Learning: ensuring compatibility Organised by EURASHE EURASHE Office</p>	<p>09.00-11.00 Validation Task Force MundoJ - Paulo Freire</p>	<p>08.30-10.00 What's happening in the digital field? Visit Telecentre Europe, Brussels</p>	<p>08:45-14:30 ENCATC Masterclass on Digital Tools for Cultural Managers</p>
<p>14.00-18.30 LLLPlatform Steering Committee MundoJ - Paulo Freire</p>	<p>11.30-13.00 Adult Education: achievements and challenges ahead / Policy Lunch Organised by EAEA European Parliament Room A5F-385</p>	<p>11.00-12.30 Recognition of non-formal and informal learning: Study presentation by the Bertelsmann Foundation & LLLPlatform and Lunch MundoJ - Paulo Freire</p>	<p>11.00-13.00 The challenge of media literacy European Parliament - Room A3G-2</p>	
	<p>15.00-17.00 Learning mobility: yes, but quality mobility! Organised by EEE-YFU, ESN, EucA and EFIL MundoJ - Paulo Freire</p>	<p>13.00-15.00 Guidance and Counselling to take Validation to the next level European Parliament - Room A3G-2</p>	<p>13:30-17:00 LLL Week 2015 Seminar "How can digital learning environments enhance learning outcomes?"</p>	
	<p>17.30 Celebrating 30 Years of Intercultural Dialogue Reception Organised by EEE-YFU Mundo J - Canteen Area</p>	<p>16.30-18.30 Education to promote Intercultural Dialogue and Citizenship European Parliament - Room A3G-2</p>		
		<p>19.00 LLL Week Reception and Manifesto Launch Mundo J - Canteen Area</p>		

- Events highlighted in this brochure
- Organised by the LLLPlatform
- LLL Week for Members (internal events)
- Event co-organised with LLL Platform Members or Partners
- Reception

11:00 – 11:30

Coffee break

11:30 – 13:00

Praxis: digital tools for cultural management

Chair: Prof. **Annick Schramme**, ENCATC President, University of Antwerp / Antwerp Management School, Belgium

Interventions from:

Julie Meiresonne, Marketing Manager, CultuurNet Vlaanderen VZW, Belgium

Christopher Hogg, social media researcher, Goldsmiths, University of London, United Kingdom

Topics include:

- Time and work flow management
- Social media marketing for audience development
- Search engine optimization
- Customer relationship management

Specific digital tools for networking and co-creating (social networks, RSS, feedly.com, etc.) and for empowerment and citizen participation (virtual communities, blog, openstreetmap, reddit, etc.).

Good practice on the use of digital tools in all phases of the social value chain: from ideation and development to exhibition and marketing.

13:00 – 14:30

Networking lunch

14:30

End of Masterclass

Be part of the Lifelong Learning Week 2015:

The ENCATC Masterclass is being organised in the framework of the LLL Week 2015 which aims to raise awareness of Lifelong Learning (LLL) in Europe and of the need to adopt a holistic and democratic approach at all levels of decision-making, implementation and evaluation.

REGISTER HERE to the Seminar "How can digital learning environments enhance learning outcomes?"

www.vleva.eu/seminardigitallearning

Deadline to register: 27 November 2015

ENCATC is proud to affiliate its Masterclass programme to the LLL Week 2015. The ENCATC network is committed to professionalising the sector and offering its members and followers opportunities to enhance and strengthen their knowledge, skills, competencies and abilities.

Masterclass Speakers

GiannaLia Cogliandro Beyens, ENCATC

GiannaLia Cogliandro Beyens, has been since 2004 the Secretary General of ENCATC, the leading European network in the field of cultural management and cultural policy education. She is also the administrator of the Thomassen mobility programme and serves on several boards. With more than 20 years experience in international relations, GiannaLia is an expert in advocacy, cultural policy and strategic management, in particular in the context of international cultural organisations. Former Policy Officer of the Cultural Forum of EUROCITIES, the network of major European cities, she successfully designed and coordinated several transnational and cross-sectorial projects in the field of culture and education. GiannaLia was Secretary General of the Association of the European Cities of Culture of the year 2000 set up in 1996 by the European Commission. Journalist since 1993, she started her career as Press & PR Officer for the N.A.T.O organisation in Rome. For the European Commission she wrote 10 Reports on social European policy and a major study on the European Cities of Culture for the year 2000. Educated at the University "La Sapienza" in Rome, GiannaLia holds a Degree in Political Sciences - International Relations, a M.A. in European & International Career Studies and a M.A. in European Constitution. GiannaLia was trained for six months at the European Commission and at the Italian Institute for Foreign Trade, ICE, in Brussels.



Christopher Hogg, Goldsmiths, University of London, United Kingdom

Christopher Hogg is a social media expert and digital marketing consultant. He is also a playwright, storyteller, stand-up comedian, technologist and librettist. Chris, from London, is researching his PhD in British Comedy and Its Value to the British Economy at the Institute for Creative and Cultural Entrepreneurship at Goldsmiths College. It was at Goldsmiths in 2014 that he gained a distinction in his MA in Writing For Performance. As a counterpoint to creative precariousness, Chris has worked at the cutting edge of digital marketing for nearly two decades; his understanding of this medium is extremely deep and practical. Chris's latest project is teaching Social Media Marketing for Artists, Artistic Institutions and Cultural Entrepreneurs at Goldsmiths.



Julie Meiresonne, CultuurNet Vlaanderen, Belgium

Julie Meiresonne (°1975) pursued studies in Germanic Philology, Communication and Language Technology. After 2 years in the Language Technology and IT-business, she started working at CultuurNet Vlaanderen in 2003. CultuurNet Vlaanderen is specialized in cultural marketing and communication and has the ambition to make (more) people (more) enthusiastic for (more) culture. Julie is responsible for all partnerships and projects concerning education, welfare, tourism, sports and recreational organisations and partnerships on the international level.



Annick Schramme, University of Antwerp / Antwerp Management School, Belgium

Annick Schramme is a full professor and academic director of the master in Cultural Management and the Competence Center Management, Culture & Policy (Faculty of Applied Economics at the University of Antwerp). Additionally, she is academic director of the Competence Center Creative Industries at the Antwerp Management School. She has published about Arts policy in Flanders, cultural governance, international cultural policy, public-private partnerships in the heritage sector, leadership and cultural entrepreneurship, etc. From 2004 until 2013 she was also advisor-expert of the Vice-Mayor for Culture and Tourism of the City of Antwerp. She is member of several boards of cultural organizations and governmental advisory committees in Flanders and the Netherlands. In 2013 she became the president of ENCATC.



About ENCATC

Who we are

Established in 1992, ENCATC is a network of more than 100 member institutions and professionals in over 40 countries active in education, training and research within the broad field of cultural management and policy. ENCATC members have an impact on the education of thousands of cultural managers worldwide.

Our mission is to stimulate the development of cultural management and cultural policy education in Europe and beyond, engaging and responding to new developments in politics, economics, societies and technology.

Our members are higher education institutions, training centres, arts and cultural organisations, consultancies, public authorities and artists who are interested in the broad field of culture.







We believe in the power of cultural management and cultural policy education, training and research to make the cultural sector strong and sustainable in Europe and beyond.

ENCATC is an NGO which works in partnership with the European Union, UNESCO and is an observer to the Council of Europe.

In practice ENCATC:

- **Bridges** academics, researchers and practitioners by organising educational activities and events
- **Transforms** innovation into knowledge by producing e-magazines for members, stakeholders and students
- **Fosters** critical debate by publishing academic research in the ENCATC Journal and the ENCATC Book Series
- **Rewards** excellence in PhD research through the ENCATC Award
- **Influences** policies and promotes knowledge exchange by participating in European projects and consultations

6 good reasons to join:

-  **Stay abreast of what's happening in your field** with access to our bi-monthly e-magazine and ad hoc flash news
-  **Share your expertise, develop your knowledge and contacts** by attending our Annual Conference and major events
-  **Inspire your students** through our educational activities and support tailored tools/publications such as the Scholars and Praxis
-  **Improve your career and progression opportunities** by publishing your work in our scientific journal and book series
-  **Provide international mobility to your career** by attending our annual study tours and events abroad
-  **Broaden your horizons and enrich your knowledge** by joining European Union and other projects led by ENCATC members

Who should join ENCATC?

ENCATC draws members from all parts of the world and from diverse areas of interests and disciplines in the field of arts and culture.

Membership is available on a full, associate and supporting basis for affiliate organisations such as educational and training institutions, foundations, cultural organisations, regional and local governments and any institution interested in cultural management and policy education.

Contact

info@encatc.org



Masterclass Partners

Goldsmiths, University of London

Internationally renowned for their creative and innovative approach to teaching and research, at Goldsmiths they offer undergraduate, postgraduate, teacher training and return-to-study opportunities in subjects covering the arts and humanities, social sciences, cultural studies, computing, and entrepreneurial business and management. They're in the world's top 100, and the UK's top 20, universities for the arts and humanities, and are ranked ninth in the UK for world-leading 4* research (Research Assessment Exercise 2008). Their academic excellence is illustrated in their membership of the 1994 Group, which brings together a select number of research-focused universities. They have been part of the University of London for over 100 years. The Institute for Creative and Cultural Entrepreneurship (ICCE) at the university delivers enterprise, cultural management and policy education to the creative and cultural sectors, and supports research in to new approaches to business, financial models and management in the Creative Economy. It delivers a range of academic programmes and presents activities and events to promote an environment in which creative and cultural entrepreneurship can flourish. Our approach is to integrate entrepreneurship within the development of creative practices, and to take a creative approach to the development of new businesses and the infrastructure that supports them. For arts and cultural organisations we encourage students to critically analyse current management and policy practice at both micro and macro levels and recognise their potential to create new models and practice for both. ICCE takes the view that Entrepreneurship is the creation of value, this value could be social, aesthetic or financial, and that when entrepreneurial activity is strong the three strands are interwoven. www.gold.ac.uk/icce

University of Antwerp / Antwerp Management School

Antwerp Management School / University of Antwerp is the autonomous international business school at the University of Antwerp that helps its customers in creating sustainable value by cultivating talent to become Global Citizens, mastering the art of making decisions and leading people. It's a school that creates value for individual professionals, business teams, companies and organizations in their search for healthy growth and sustainability. With the international port of Antwerp as its location, Antwerp Management School has a strong asset to strengthen its relationship with business and the creative economies. The main proof is its network of international faculty members and alumni. www.antwerpmanagementschool.be/en. The University of Antwerp develops, unlocks and disseminates scientific knowledge through research, education and services in a spirit of academic freedom and responsibility. The University of Antwerp promotes active pluralism. Taking this approach, we encourage critical research, education, reflection and debate around scientific, societal, philosophical and ethical issues. www.uantwerpen.be/en/

Creative Europe Programme of the European Union

Creative Europe is the new EU programme to support European cinema and the cultural and creative sectors, enabling them to increase their contribution to jobs and growth. With a budget of €1.46 billion¹ for 2014-2020, it will support tens of thousands of artists, cultural and audiovisual professionals and organisations in the performing arts, fine arts, publishing, film, TV, music, interdisciplinary arts, heritage, and the video games industry. The funding will allow them to operate across Europe, to reach new audiences and to develop the skills needed in the digital age. By helping European cultural works to reach audiences in other countries, the programme will also contribute to safeguarding cultural and linguistic diversity. <http://ec.europa.eu/programmes/creative-europe/>



The autonomous management school of the University of Antwerp



Co-funded by the Creative Europe Programme of the European Union

Masterclass Venue Map

Venue Address

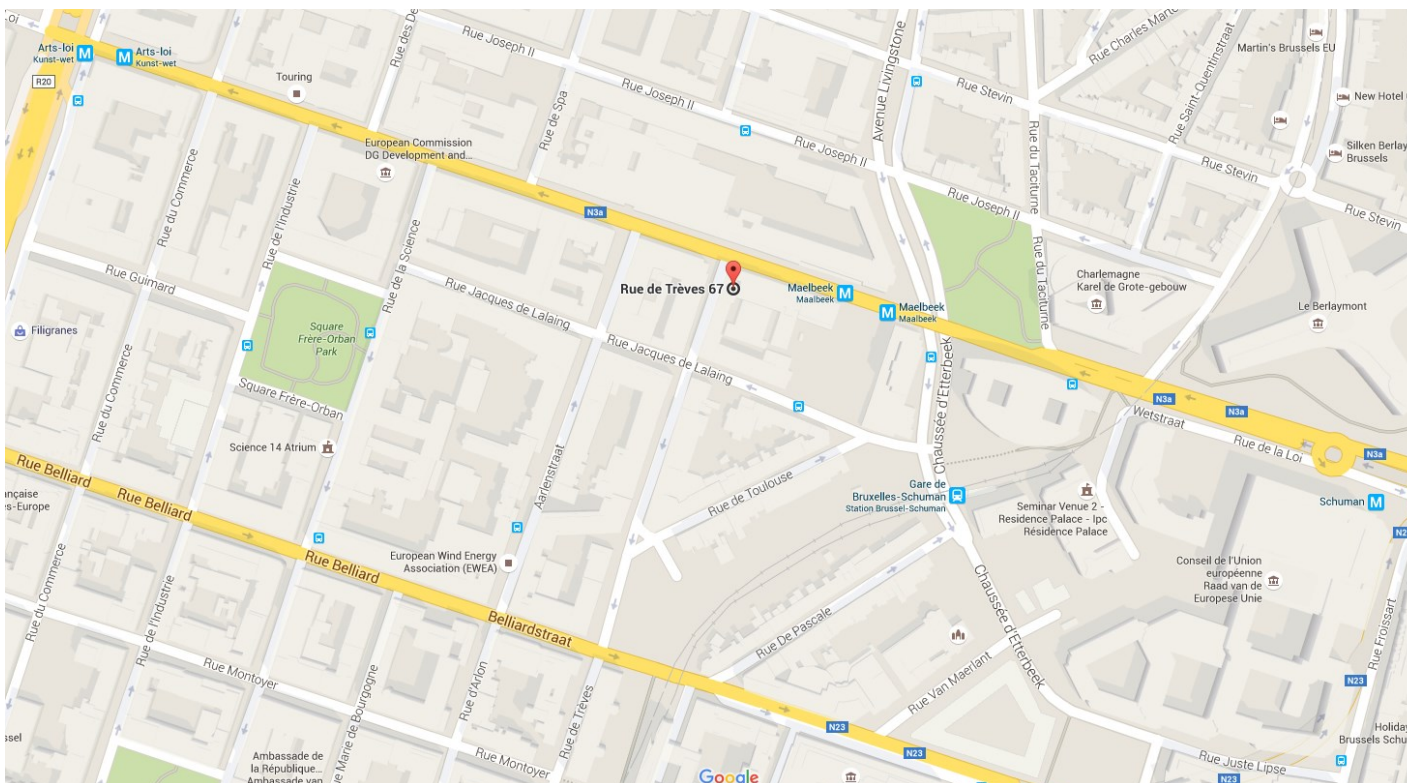
Europa Nostra - Brussels Office
rue de Trèves 67
B-1040 Brussels

Telephone

0032 (0)2 400 77 02

How to get there

Metro: Maelbeek



encatc

ENCATC is the leading European network on cultural policy and cultural management. It is an independent membership organisation gathering over 100 higher education institutions and cultural organisations in over 40 countries. ENCATC was founded in 1992 to represent, advocate and promote cultural management and cultural policy education, professionalise the cultural sector and make it sustainable, and to create a platform of discussion and exchange at the European and international level.

ENCATC is an NGO in official partnership with UNESCO.

ENCATC is co-funded the Creative Europe Programme of the European Union.



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