

encatc

22nd ENCATC Annual Conference

New Challenges for the Arts and Culture: Is it just about money?

17-19 September 2014 // Brno, Czech Republic



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22nd ENCATC Annual Conference

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ENCATC is the leading European network on Cultural Management and Cultural Policy Education. 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 to make it sustainable, and to create a platform of discussion and exchange at the European and international level.

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Foreword

A word from ENCATC

Dear Members,
Dear Colleagues,

We are delighted to welcome you to Brno for the 22nd ENCATC Annual Conference **“New Challenges for the Arts and Culture: Is it just about money?”** Over the course of three days, from 17-19 September, academics, researchers, professionals from the cultural sector, policy makers, artists, students and media will come together to share expertise and

experiences, gain new knowledge, enlarge their professional networks, and internationalise their careers. With more than 30 countries represented at this year's event, it will be an excellent opportunity to discuss and hear different points of view on new challenges facing the arts and cultural sector and how these are addressed around the world. More specifically, the conference's themes will focus on the challenges related to social, aesthetic and economic aspects of

arts management in the public and private sectors.

In terms of education, these aspects relate directly to the concerns of academics, researchers, students, managers and cultural operators who are all confronted with managing arts and culture in challenging times.

Europe is facing the most important financial crisis after World War II. Formally, the start of the crisis could be dated back to 15 September 2008, when Lehman Brothers, the fourth largest investment bank in the USA, declared bankruptcy. However, the World Bank data show that the real start of the crisis could be set around the last quarter of 2007. Today, six years after the crisis began, there is still much to overcome. Some argue this derives from an inaccurate interpretation of the crisis (Davies, 2010). Indeed, the crisis has been mainly considered as a global financial crisis, related to ordinary fluctuations of the economic cycle. Unfortunately, this crisis is not merely global, it is not merely financial, and most of all it is not a short-term crisis related to ordinary fluctuations of the economic cycle. The crisis has been having a huge impact on the financial sustainability of the cultural organisations. Typically, a cultural institution's sources of income are threefold: public contributions; ticket and commercial sales; and corporate fundraising and sponsorships. Today, in light of the on-going crisis, all three of these revenue sources are strongly affected. Public subsidies from local, regional and/or national authorities are decreasing throughout Europe. With less disposable income, households



are tightening their belts and changing their cultural consumption behaviours which impact ticket and commercial sales. Corporate fundraising and sponsorship become less reliable financial sources as companies restrict donations and there is increased competition from more and more arts and cultural organisations seeking joint projects and corporate partnerships.

As part of its strategy for achieving the Europe 2020 objectives, the European Commission encourages academics to come together and discuss how to develop innovative curricula preparing future cultural managers to raise funds for the advancement of art and culture as well as to deliver and manage projects and activities in an effective way.

In this context, arts and cultural managers and organisations need to move towards different business and management models that are able to combine public subsidies with a significant amount of other revenue sources. In the short-term, arts and cultural organisations could increase the level of public subsidies through advocacy and pressure group campaigns. But over the long-term, to achieve enduring financial sustainability, they should aim at leveraging additional sources of revenue through an innovative managerial approach. Ticket revenues and commercial sales could be increased through marketing initiatives (Colbert, 1994). Fundraising could be increased through ad hoc projects and participatory processes. Sponsorships could be increased through market analysis and joint programmes. Opportunities created from the web 2.0 and digitalisation processes should be better exploited, and a greater degree of attention should be paid to developing cultural organisations' on-line identities. Cost accounting should be implemented in order to monitor efficiency. Planning and control tools should be adopted in order to



Performance at the International SETKANI / ENCOUNTER Festival held annually in Brno since 1991.

steadily verify the capability to meet planned objectives and operate in a financial sustainability manner (Gilhespy, 1999). But again, does all this come down to money? This is what we want to discuss and understand with participants in Brno.

Society, with a great contribution from academics and researchers, has learned to measure the economic value of artistic production and cultural heritage. The Creative Europe programme (2014-2020) is targeting Europe's values through culture projects (e.g. access of high quality European literature, innovation and creativity through artistic innovation, development of common cultural and social values, engaging in new and innovative ways with audiences, etc.). Yet, despite a long period of promoting the economic benefits of the arts and culture and the recognition from policy makers of culture's contribution to society, innovation, and the economy, the debate and feelings of angst about funding and sustainability in the sector continue. Therefore, to strengthen the argument for the importance of supporting the arts and culture, discussions from this event will contribute to the development of appropriate (qualitative and quantitative) evaluation tools to assess also the social and aesthetic impact of

artistic projects and activities that will be equal to the economic evaluation instruments in both the public and private sector.

The conference programme also expects to touch on other lively aspects of arts management and cultural policy such as: the value of an artist's work; global or local development of art activities; public or private institutional frameworks; economic growth versus well-being; artistic creativity and innovation; investment in creative industries or heritage protection; issue of copyright and creative commons; the political value of arts and culture among others.

ENCATC's 22nd Annual Conference will begin on Wednesday, 17 September with the 22nd ENCATC General Assembly to be followed by the Official Opening of the 22nd ENCATC Annual Conference with a reception and artistic programme.

On the morning of Thursday, 18 September, **three keynote speakers** will tackle the seemingly simple question: can we say the challenges faced by in the arts and culture are just a question of money? Covering three world regions (Europe, North America and Asia), the keynote speakers will provide their perspective and



SETKÁNÍ/ENCOUNTER International Festival in Brno

consider the social, aesthetic and economic aspects of arts management in public and private sectors. **David Mareček**, Executive Director of the Czech Philharmonic in Prague will take a look at new territories and markets for arts and culture in neighbouring countries and local communities and how to represent oneself internationally and engage audiences. **Alan Salzenstein**, President, Association of Arts Administration and Professor, DePaul University in Chicago will speak about how to anticipate, shape and react to the changes within the environment that influence creative, artistic and production activities. Finally, **Jerry C Y Liu**, Associate Professor, Graduate School of Arts Management and Cultural Policy at the National Taiwan University of Arts will focus his speech on cultural governance and the cultural public sphere in Taiwan and question whether aesthetic values, social impacts, political powers and economic benefits can ever go in harmony? Each keynote speech will be followed by a debate with a panel of experts and discussions with the audience.

In the afternoon of the second day, the conference programme will focus on research with presentations on the latest trends and developments in arts-cultural management and cultural policy. To begin, the three **Cultural Policy and Cultural Management Research Award finalists** will present their PhD research to the

Award's international jury and Annual Conference participants. These young and talented researchers were selected for successfully defending their PhD Thesis on comparative cultural policies or management issues and whose work is of the great excellence.

While the Award jury deliberates, the **5th Annual ENCATC Research Session** will be held. Now in its 5th year, the Annual ENCATC Research Session continues to be perceived internationally as an important gathering of established and emerging researchers from Europe and around the world. This year, 23 researchers from 11 countries have been invited to present in Brno.

The day's evening programme will begin with the **Cultural Policy and Cultural Management Research Award Ceremony** where the jury will announce the winner from among the three finalists. Next, annual conference participants are invited to take a walk through Brno's historic city centre on the way to the Augustinian Abbey of St. Thomas in Old Brno where the networking dinner and artistic programme will be held.

Day three of the conference on Friday, 19 September will start with study visits to Brno's cultural flagship institutions to foster connections with operators on the local cultural scene and to learn directly from their experiences and

how they are addressing challenges in their field and institution. To follow will be the **7th Annual Cultural Seminars**. Each with its own individual programme and experts from around the world, the Cultural Seminars are an excellent opportunity to reflect on the conference themes within the framework of ENCATC's eight Thematic Areas.

Before the conclusion of the conference, participants are invited to attend the **Open Session: Transfer of Knowledge, Information and Methodology** to learn about a variety of projects, tools, and opportunities interesting for academics, researchers, cultural operators, students and artists.

This 3-day event has been made possible thanks to the generosity and unwavering dedication of our member and local organiser: **the Janáček Academy of Music and Performing Arts in Brno**. In particular, we would like to recognise and sincerely thank our Board member, **Blanka Chladková**, who has been essential in successfully leading the local team composed of **Tereza Koudelová** and a number of volunteers: **Anna Plevová**, **Kateřina Uhrová**, **Adéla Svídová**, and others who will be helping with the local logistics.

ENCATC would also like to thank to the members of **Annual Conference's Scientific Committee** for their intellectual contribution to the programme:

Maria Bäck, Blanka Chládková, Giannalia Cogliandro Beyens, Manuèle Debrinay-Rizos, Fabio Donato, Carla Figueira, Hana Krejčí, Richard Maloney, Cristina Ortega Nuere, Marcin Poprawski, and Annick Schramme. Their continued commitment and contributions to the content design of this conference was essential for the realisation of this event.

Our sincere gratitude goes to all the **keynote speakers** who kindly accepted to join us in Brno and share their expertise and knowledge with us: David Mareček, Executive Director of the Czech Philharmonic in Prague; Alan Salzenstein, President, Association of Arts Administration and Professor, DePaul University in Chicago; and Jerry C Y Liu, Associate Professor, Graduate School of Arts Management and Cultural Policy at the National Taiwan University of Arts.

The **Cultural Policy and Cultural Management Research Award** would not have been possible without the expertise and commitment of the **Award's international jury** and **Scientific Committee** members. ENCATC sincerely thanks them for their enthusiasm in joining ENCATC to support new talent in the field of cultural management and cultural policy research.

ENCATC is also very grateful for the time, dedication and intellectual contribution of the **ENCATC Thematic Area chairs** who co-produced the five parallel cultural seminars. We also thank all the invited **cultural seminar experts** who have kindly accepted to share their knowledge and first-hand experiences during the discussions.

ENCATC wishes to deeply thank Marcin Poprawski for the coordination of the **5th Annual ENCATC Research Session** and Fabio Donato, Carla Figueira, and Cristina Ortega Nuere for their reliable/valuable support of this work.

We would like to thank our members and partners who will participate in the **Open Session: Transfer of Knowledge, Information and Methodology** session on 19 September.

From the **ENCATC Brussels office**, ENCATC acknowledges Elizabeth Darley for her professionalism and efficient support in the communication of this major international event. Our recognition also goes to our trainee Costanza Fazi for her enthusiasm and support in the logistic organisation of this conference.

This conference is made possible thanks to the support from the **European Commission's Creative Europe programme**. ENCATC is very proud of this important partnership and is grateful for this support.

ENCATC would also like to sincerely thank the **Asia-Europe Foundation** and its **Creative Networks programme** for its support of the 22nd ENCATC Annual Conference which is the main activity implemented by ENCATC in 2014 in the framework of the **"Networks as learning experience"** project aimed at creating a long lasting platform for cultural networks across Asia and Europe acting in the field of cultural management and cultural policy education. This project is supported by the Asia Europe Foundation's Creative Networks, an initiative of the Asia-Europe Foundation (ASEF) that encourages collaborations which can reinforce bi-regional networking in the cultural field.

For this edition of the ENCATC Annual Conference, ENCATC is delighted to have as its **media partner**, the **Arts Management Network**. Thanks to their support this year in reporting on the discussions and outcomes of this international event.

Finally, ENCATC also thanks the kind generosity of the **European Cultural Foundation**, who through its travel grant scheme

"Step Beyond" supports this year the mobility of 10 young/early career cultural policy researchers to attend the ENCATC Annual Conference offering them the opportunity to meet fellow researchers from Europe and beyond, ask questions, and learn about the latest trends and developments in the field of cultural management and cultural policy research.

We believe this Reader and the **conference outcomes** will help all participants to better **understand challenges** facing arts-cultural sector. Furthermore, this is an important opportunity to contribute to the **debate and collect opinions and concrete ideas** from our members and main stakeholders attending this event about new business models and future sustainability for the sector in Europe and beyond. Finally, our hope is that this event will also actively contribute to the flourish of new synergies and projects among the many participants present in Brno.



*Annick Schramme
ENCATC President*



*Giannalia Cogliandro Beyens
ENCATC Secretary General*

10 September 2014

Words of Welcome

A warm welcome from the Rector of Janáček Academy of Music and Performing Arts in Brno

Dear friends,

Let me welcome you on the occasion of the ENCATC Annual Conference held on the soil of our school, the Janáček Academy of Music and Performing Arts in Brno.

Being a Rector, but also music composer and organiser of international music festivals, I do perceive significant changes within the environment of artistic creation and its realisation in the context of past decades, especially the change of status and importance of managerial activities related particularly to those directly connected with the professional arts and culture sector.

Management activities are a natural part of the manners of artists of all disciplines at present. The best artists collaborate routinely with professional arts managers who represent them. The importance of their symbiosis is growing - sometimes in paradoxical ways, when a good manager is far more capable in selling a much worse artist than the less competent manager taking care of an excellent one... I believe that the negotiations of this ENCATC conference will touch a wide range of similar problems and will lead to further improvement of management activities and the development of an environment for artistic creation and culture across the arts world.



*Prof. Ing. MgA. Ivo Medek, Ph.D.
Rector of the Janacek Academy of
Music and Performing Arts in Brno*

A warm welcome from the Theatre Faculty of the Janáček Academy of Music and Performing Arts in Brno

Dear Conference Participants,
Dear members of ENCATC,

Welcome to the 22nd Annual Conference of ENCATC, the leading European network on Cultural Management and Cultural Policy education. Janacek Academy of Music and Performing Arts is pleased to host this international gathering in Brno this year and we are happy to bring this important international forum to the Central Europe. Particularly during this time when democratic values are threatened globally it is necessary to discuss the role of arts and culture and their social, aesthetic and even political values that seem to be much more important than economic ones.

Janacek Academy is focused on arts management education closely aligned with the education of artistic professions since 1992. We believe in dialogue, team work and joint ways in creating and delivering performances to the community. Our branches – theatre management, stage management and music management – are offered as bachelor, master and PhD courses. The first real generation of professionals - graduates - is little by little changing the face of art institutions, municipalities, regions and independent art projects.

Our Academy is proud to be a member of ENCATC for many years. The experiences we have gained through ENCATC and its members have been crucial for the development of curriculum, teaching methods and definition of the competencies of future graduates.

Now after long time we are proud to cooperate with ENCATC Board

and staff to make our conference successful. We are also pleased for the cooperation with our new venue Orlí Street Theatre / Music and Dramatic Laboratory JAMU.

Many of you took very long journey that brought you to the city of Brno and we are very pleased for your dedication. We hope that the time you will spend in Brno will enable you to discover this part of Europe. In many ways our city may symbolises this whole region, especially the Visegrad area. As in many parts of this area, the German and Jewish milieus of the city were uprooted by the events of World War II and the totality that followed. Twenty-four years into this new democratic era, the city follows a cultural and artistic tradition that never completely disappeared. Today we continue to build on the cultural and artistic memory of place, the underground intellectual and artistic activities, and the desire of our citizens to never lose respect and sensitivity to beauty and artistic creators.

Last but not least, welcome to the city of Brno with an incredible number of theatres (one seat for every resident!), the City of Janacek's music, architectural beauty, museums and galleries and a many contrasts in the public space.

New challenges for the arts may not be entirely new, but maybe these are challenges that need to be constantly reminded. Enjoy your conference, enjoy Brno.



*Doc. MgA. Blanka Chládková
Vice-Dean, Theatre Faculty,
Janacek Academy of Music and
Performing Arts in Brno
ENCATC Board member*

Scientific Committee

The 2014 Scientific Committee of the 22nd ENCATC Annual Conference “New Challenges for the Arts and Culture: Is it just about money?” is composed of academics, researchers, cultural operators and educators who are leading experts in arts and cultural management.

Eleven members representing nice countries make up the Scientific Committee. They were appointed to define the structure and themes of the conference, select speakers and facilitators, elaborate the cultural programme and define the study visits. Some of its members were also involved in the review of abstracts and papers submitted to the 5th Annual ENCATC Research Session.

CHAIR OF THE SCIENTIFIC COMMITTEE

Annick Schramme

ENCATC President

University of Antwerp (Belgium)

MEMBERS OF THE SCIENTIFIC COMMITTEE

Maria Bäck

ENCATC Treasurer

Arcada University of Applied Sciences (Finland)

Blanka Chládková

ENCATC Board Member

Janáček Academy of Music and Performing Arts in Brno (Czech Republic)

GiannaLia Cogliandro Beyens

ENCATC Secretary General

Manuèle Debrinay-Rizos

ENCATC Vice President

Ecole Nationale Supérieure des Arts et Techniques du Théâtre (France)

Fabio Donato

ENCATC Board Member

University of Ferrara (Italy)

Carla Figueira

ENCATC Board Member

Goldsmiths, University of London (United Kingdom)

Hana Krejčí

Janáček Academy of Music and Performing Arts in Brno (Czech Republic)

Richard Maloney

International Correspondent ENCATC Board Member

Boston University (USA)

Cristina Ortega Nuere

ENCATC Scientific Taskforce Member

University of Deusto (Spain)

Marcin Poprawski

ENCATC Vice President

Adam Mickiewicz University in Poznan (Poland)

22nd ENCATC Annual Conference 17-19 September 2014 // Brno, Czech Republic

Day 1: Wednesday, 17 September 2014

Venue:

Orlí Street Theatre / Music and Dramatic Laboratory JAMU
Orlí Street 19, 602 00 Brno

Registration open all day.

15:00 – 17:00 **GENERAL ASSEMBLY (For ENCATC members only)**
Room: Big Hall

18:00 – 19:00 **Official Opening of the 22nd ENCATC Annual Conference**
ROOM: Big Hall

Annick Schramme, President, ENCATC
Bc. Roman Onderka, MBA, the Mayor of Brno, Czech Republic
Ivo Medek, Rector, Janáček Academy of Music and Performing Arts, Czech Republic
Anupama Sekhar, Acting/Deputy Director-Culture, Asia-Europe Foundation (ASEF)
Alan Salzenstein, President, Association of Arts Administration Educators
Blanka Chládková, Assistant Professor, Janáček Academy of Music and Performing Arts, Czech Republic

19:00 – 21:00 **Reception and Artistic Programme**
Venue: The House of Arts, Malinovského nám. 2, 602 00 Brno

Day 2: Thursday, 18 September 2014

Venue:

Orlí Street Theatre / Music and Dramatic Laboratory JAMU
Orlí Street 19, 602 00 Brno

09:00 – 10:15 **PLENARY SESSION I**
Room: Big Hall

Social, aesthetic and economic aspects of arts management in the public and private sector. Discovering new territories and markets, neighbouring countries and immediate neighbourhoods. How to represent internationally and how to engage the community. Is it just about money?

Plenary Session introduced by **Blanka Chládková**, Assistant Professor, Janáček Academy of Music and Performing Arts, Czech Republic

Keynote:

David Mareček, General Director, Czech Philharmonic in Prague, Czech Republic

Debate with experts chaired by

Karla Wursterová, Executive Director, International Visegrad Fund, Slovakia

Panellists:

Aleksandar Brkić, Lecturer/Researcher and Co-coordinator of ANCER, LASALLE College of the Arts, Singapore

Richard Maloney, Professor, Boston University, United States

Discussion with the audience

10:30 – 11:45	<p>PLENARY SESSION II Room: Big Hall</p> <p><i>Social, aesthetic and economic aspects of arts management in the public and private sector. How to anticipate, shape and react to the changes within the environment that influence creative, artistic and production activities. Is it just about money?</i></p> <p>Plenary Session introduced by Manuèle Debrinay-Rizos, Director of International Relations, Ecole Nationale Supérieure des Arts et Techniques du Théâtre, France</p> <p>Keynote: Alan Salzenstein, President, Association of Arts Administration Educators and Professor, DePaul University in Chicago, United States</p> <p>Debate with experts chaired by Milena Dragičević Šešić, Professor, University of Arts Belgrade, Serbia</p> <p>Panellists: Carla Figueira, Lecturer and Researcher, Goldsmiths University of London, United Kingdom Emiko Kakiuchi, Professor, National Graduate Institute for Policy Studies, Japan</p> <p><i>Discussion with the audience</i></p>
11:45 – 13:00	Networking Lunch
13:00 – 14:15	<p>PLENARY SESSION III Room: Big Hall</p> <p><i>Social, aesthetic and economic aspects of arts management in public and private sector. Linking arts, research, education and professional sphere/arts industries. Is it just about money?</i></p> <p>Plenary Session introduced by Lotta Lekvall, Director, Nätverkstan, Sweden</p> <p>Keynote: Jerry C Y Liu, Associate Professor, Graduate School of Arts Management and Cultural Policy at the National Taiwan University of Arts, Taiwan</p> <p>Debate with experts chaired by: Lotta Lekvall, Director, Nätverkstan, Sweden</p> <p>Panellists: Marcin Poprawski, Coordinator of Research Projects, ROK AMU Culture Observatory, Adam Mickiewicz University, Poland Ellen Loots, Researcher, University of Antwerp, Belgium</p> <p><i>Discussion with the audience</i></p>
14:15 – 14:30	Coffee Break
14:30 – 16:00	<p>Cultural Policy and Cultural Management Research Award Finalists' Presentations Room: Big Hall</p> <p>Chair: Annick Schramme, Professor, University of Antwerp/Antwerp Management School, Belgium</p> <p>Finalists: Elodie Bordat, Researcher, Sciences Po Aix-en-Provence, France <i>The Dynamics of Changes in Public Policy. A Comparative Historical Analysis of Mexican and Argentine Cultural Policies.</i></p> <p>Emma Blomkamp, Researcher, University of Auckland, New Zealand, and the University of Melbourne, Australia <i>Meaning and Measures of Urban Cultural Policy: Art, Local Government and Community Wellbeing.</i></p> <p>Luisa Fernanda Gutiérrez Navratil, Researcher, University of Oviedo, Spain <i>Competition in the Movie Industry: Releasing Dates and Theatre Allocations as Strategic Variables.</i></p>

16:00 – 16:30	Presentation by the winner of the 10th Cultural Policy Research Award 2013 Room: Big Hall Višnja Kisic , Researcher, Centre for Museology and Heritology, University of Belgrade, Serbia <i>Post-CPRA reflections - unfolding the research process</i>
16:40 – 18:50	5th Annual ENCATC Research Session (in parallel) <i>For descriptions see pages 15 - 16.</i> Venue for Rooms 1-3: Orli Street Theatre/Music and Dramatic Laboratory JAMU, Orlí Street 19 Venue for Room 4: Janacek Academy of Music and Performing Arts Theatre Faculty, Mozartova 1 Parallel Session 1: Audience Development - Room 2 Parallel Session 2: Cultural Policy - Room 1 Parallel Session 3: Management, Marketing, Tourism - Room 3 Parallel Session 4: Intangible (Heritage - Marketing – Tourism - Institutional memory) - Room 4
19:10 – 19:30	Cultural Policy and Cultural Management Research Award Ceremony Room: Big Hall
19:30	Meeting Point: Participants are invited to walk together to the networking dinner (walk around the castle, city centre, etc.)
20:00 – 22:00	Networking Dinner at the Augustinian Abbey of St. Thomas in Old Brno. Venue: U královny Elišky, Mendlovo náměstí 1b, 603 00 Brno

Day 3: Friday, 19 September 2014

08:30 – 10:30	Study Visits in Brno (in parallel) <i>For descriptions and address see pages 17 - 18.</i>
11:00 – 13:00	7th Annual Cultural Seminars of the ENCATC Thematic Areas (in parallel) <i>For descriptions see pages 19 - 20.</i>
	SEMINAR 1 “Urban Management and Cultural Policy of City” Thematic Area: Training at the urban cultural project level: Training needs and future perspectives Venue: Orli Street Theatre/Music and Dramatic Laboratory JAMU, Orlí 19, 602 00 Brno - Room: 1 Chair: Lluís Bonet , Professor, University of Barcelona, Spain Panellists: Anupama Sekhar , Acting/Deputy Director-Culture, Asia-Europe Foundation (ASEF) Franco Bianchini , Professor, Leeds Metropolitan University, United Kingdom Jindřich Krippner , Štěpán Kubišta , Andrej Harmečko , and Jan Vesely , members of the Central European Culture Education Institute, CEEdu
	SEMINAR 2 “Understanding Heritage” and “Museums in Europe” Thematic Areas: Does Cultural Heritage Count for Europe? Venue: Orli Street Theatre/Music and Dramatic Laboratory JAMU, Orlí 19, 602 00 Brno - Room: 2 Chair: Claire Giraud-Labalte , Art Historian and Researcher, France Panellists: Joanna Sanetra-Szeliga , Cultural Manager and Researcher, International Cultural Centre, Poland David Vuillaume , Director, Swiss Museums Association and ICOM Switzerland

SEMINAR 3 Creative and Cultural Industries” and “Monitors of Culture” Thematic Areas:
Measurement is increasingly demanded by our public and private funders. How do we find indicators that fully reflect our cultural Value?

Venue: Orli Street Theatre/Music and Dramatic Laboratory JAMU, Orlí 19, 602 00 Brno - Room: 3

Chair:

Siân Prime, Lecturer, Goldsmiths University of London, United Kingdom

Panellists:

Sun Man Tseng, Professor, Hong Kong Institute of Education, China

Zora Jaurová, Consultant for Creative Industry, Neulogy, a.s., Slovakia

SEMINAR 4 “Performing Arts Management” and “Arts and Health” Thematic Areas:
Mind the impact, mind the balance: Is it just about money?

Venue: Janacek Academy of Music and Performing Arts Theatre Faculty, Mozartova 1, 662 15 Brno - Room: 5

Chair:

Svetlana Waradzinova, Professor, Academy of Performing Arts in Bratislava, Slovakia

Panellists:

Zoe Zontou, Lecturer, Liverpool Hope University, United Kingdom

Zdeňka Kujová, Project Manager, Creative Centre Brno, Czech Republic

SEMINAR 5 “Europe International” Thematic Area:

Fostering intra-European cultural engagement: Is it just about the money?

Venue: Janacek Academy of Music and Performing Arts Theatre Faculty - Room: 4

Introduction and Joint Chairs:

Gerald Lidstone, Professor, Goldsmiths University of London, United Kingdom

Carla Figueira, Lecturer, Goldsmiths University of London, United Kingdom

13:00 – 15:00 Networking Lunch

15:00 – 16:30 **Open Space – Transfer of Knowledge, Information and Methodology**
Room: Big Hall

Chair:

Maria Bäck, Senior lecturer, Arcada University of Applied Sciences, Finland

Presentations:

V4 - Entrepreneurial Summer School for Creative professionals Neulogy.

Zora Jaurová, Consultant for Creative Industry, Neulogy, a.s., Slovakia

KVALUES Project: A bridge between Lifelong Learning and new job opportunities.

Antonia Liguori, EU Project Manager, Istituto Luigi Sturzo, Italy

culture360.org - An arts and culture portal that has recently been recognised by the EU

Preparatory Action on Culture in External Relations as an information model worth replicating in the Europe-Africa context.

Anupama Sekhar, Acting/Deputy Director-Culture, Asia-Europe Foundation (ASEF)

European Cultural Leadership

Lotta Lekvall, Director, Nätverkstan, Sweden

Horizon 2020: Exchange on the new programme and its opportunities for universities

Fabio Donato, Professor, University of Ferrara, Italy

ENCATC Publications (Scholars, Journal and Book series)

GiannaLia Cogliandro Beyens, Secretary General, ENCATC

16:30 – 17:30 **Conclusion of the Conference**
Room: Big Hall

Short artistic programme by students from the Faculty of Music

P. Taffanel - Fantasy on the opera "Der Freischütz" for flute and piano, F. Martin - Ballade, Piano accompaniment spec. MgA. Radim Pančocha

17:30 **Closing glass of wine**



Jerry C Y Liu - Graduate School of Arts Management and Cultural Policy at the National Taiwan University of Arts, Taiwan

Jerry C Y Liu is an Associate Professor of Graduate School of Arts Management and Cultural Policy at the National Taiwan University of Arts. He received his PhD from The Nottingham Trent University in the UK in 2003. Liu teaches cultural policy studies, cultural theories and world history of cultures at the undergraduate, postgraduate and doctoral levels. He is a consultant of the Global Outreach Office of Ministry of Culture in Taiwan in 2013-2014. Since 2011, Liu has been the consulting member of the Special Unit for the drafting of Culture Basic Law, and Culture and Arts Reward Act of Ministry of Culture in Taiwan. He is the board member of the Taiwan Association of Culture Law, and the editorial board member of the British journal *History of Technology*. Liu has acted as the representative member of ANCER and ENCATC for the NTUA. He is the initiator for the Taiwan Research Center for Cultural Policy, and the Forum of Arts Management and Cultural Policy. He has written many publications and book chapters. He is also the author and editor of the newly published book, *Global Cities, Cultural Governance and Cultural Strategies: Art-Cultural Events, Festivals and Cultural Images* (2013, in Chinese). Liu is the project organiser of "Soft Power and the Art-Cultural Governance Network in Taiwan: The Field of Performance Art Governance (2000-2010)" for the National Science Council in 2012. He is working on his new book, *ReOrienting Cultural Policy and Cultural Governance: A Taiwanese Perspective* (in Chinese). His current research focuses on cultural governance and cultural policy, as well as the interactivity between culture and political economy in international cultural relations.



David Mareček - Czech Philharmonic in Prague, Czech Republic

David Mareček studied at the Brno Conservatory in piano (1996) and conducting (1998), and holds a Master's degree from the Janáček Academy of Performing Arts in piano (2002) and also a doctorate in the field of interpretation and interpretation theory (2007). From 1998-2006, he taught at the art school, art gymnasium and Brno Conservatory as a teacher of solo piano and from 2003-2007 also served as its Deputy Director. In 2005 he also began to work for the Brno Philharmonic Orchestra, first as an editor, and then two years later became its Director. In October 2010, he won the audition to be the General Director of the Czech Philharmonic in Prague the function he began on 1 February 2011. Prior to officially joining the Philharmonic, he was involved in the hiring of Chief Conductor Jiri Belohlavek.



Alan Salzenstein - Association of Arts Administration Educators, United States

Alan Salzenstein is currently President of the Association of Arts Administration Educators (AAAE) as well as Professor at DePaul University in Chicago, as head of the MFA/Arts Leadership and Performing Arts Management programs. Salzenstein has held various Executive Director positions for a wide array of arts organisations over the past thirty years. In addition to a long history of theatrical producing, he has devised and overseen many special events and maintains an active consulting service for artists and arts organisations. He is a frequent invited speaker on topics of arts management and legal issues in the arts, having presented across North America, Europe and Asia. Salzenstein is also an attorney, focusing on issues related to the performing arts industry.

Cultural Policy & Cultural Management Research Award

The **ENCATC Award on Cultural Policy & Cultural Management Research** is bestowed upon the best recent PhD Thesis on comparative cultural policies or management topics presented by a young researcher.

This prestigious recognition aims to stimulate academic research in the field of cultural policy and management to explore, through comparative and cross-cultural research, issues at stake in contemporary Europe, Asia and the Americas, and possibly anticipate new cultural policy orientations, as well as to contribute to the process of creating an "infrastructure", a network of scholars who are competent in doing comparative research projects in cultural policy and management issues.

The Award is open to young researchers from European countries (Council of Europe Member States), Asia and the Americas. Research applicants must have defended the PhD Thesis between the dates of **01/01/2013 and 30/06/2014**.

The **ENCATC Award on Cultural Policy & Cultural Management Research** consists of two award levels overseen by the Award's international jury of experts. First, the **three Award finalists** will receive a grant to cover his/her travel and accommodation costs to attend the **5th Annual ENCATC Research Session** to be organised on 18

September 2014 in Brno, Czech Republic. On this occasion, they will present their PhD theses to an international audience of established and young researchers coming from Europe and beyond. Second, the PhD thesis of the single winner will be published in 2015 in the **ENCATC Book Series** published by the international **Publishing house Peter Lang**.

Finalists

Elodie Bordat, Researcher, Sciences Po Aix-en-Provence, France
The Dynamics of Changes in Public Policy. A Comparative Historical Analysis of Mexican and Argentine Cultural Policies.

Emma Blomkamp, Researcher, University of Auckland, New Zealand, and the University of Melbourne, Australia
Meaning and measures of Urban Cultural Policy: Art, Local Government and Community Wellbeing.

Fernanda Gutiérrez Navratil, Researcher, University of Oviedo, Spain
Competition in the Movie Industry: Releasing Dates and Theatre Allocations as Strategic Variables.

Jury

CPMRA Jury President

Annick Schramme, University of Antwerp, Belgium

CPMRA Jury Members

Franco Bianchini, Leeds Metropolitan University, United Kingdom

Lluís Bonet, University of Barcelona, Spain

Jacques Bonniel, University Lyon II, France

Anita Kangas, University of Jyväskylä, Finland

Jerry C Y Liu, National Taiwan University of Arts, Taiwan

Richard Maloney, Boston University, United States

Jamie Alberto Ruiz Gutierrez, University of Los Andes, Colombia

Supporting the mobility of young researchers

ENCATC, in partnership with the European Cultural Foundation (ECF) will foster mobility for two young researchers to meet fellow researchers from Europe and beyond, ask questions, and learn about the latest trends and developments in the field of cultural management and cultural policy research. This mobility opportunity has been made possible thanks to the financial support of the **European Cultural Foundation's Step Beyond grants**.



Amit Gupta CC BY-NC 2.0

5th Annual ENCATC Research Session

A selected group of academics, researchers, trainers and cultural professionals from Europe and around the world will present papers at the 5th Annual ENCATC Research Session.

This is an excellent opportunity for other academics, researchers, arts and cultural operators, students, policy makers, and artists to get the latest research developments, gain new perspectives and insights in the field of cultural management and cultural policy, and dialogue with leading experts in their field.

The 2014 Annual Research Session in Brno will build on the success of the previous Research Sessions organised in Antwerp, (2013), London (2012), Helsinki (2011), and Brussels (2010). Since its creation in 2010, over 95 authors have presented their work, coming from across Europe, but also Australia, Brazil, China, Colombia, Japan, Singapore, Turkey and the United States. ENCATC's dedication to sharing, exchanging and reflecting on these topics proves once more the network's aim to strengthen the European research area and to build knowledge societies.



PARALLEL SESSION 1: Audience Development

Venue: Orli Street Theatre/Music and Dramatic Laboratory JAMU, Orlí 19, 602 00 Brno - Room: 2

Between Fundraising, Crowdfunding, and Crowdrising
Irena Alperyte, Vilnius Academy of Visual Arts, Lithuania

Cultural activity of elderly people in Poland: a nationwide research project in 48 communities

Michał Mekarski, Adam Mickiewicz University in Poznań, Poland
Alicja Gojlik, Adam Mickiewicz University in Poznań, Poland

Broadening arts appreciation: the case of a symphony orchestra in Japan
Emiko Kakiuchi, National Graduate Institute for Policy Studies, Japan

Audience development and public local cultural centers: A Scandinavian perspective

Konstantinos Karatzias, IMT Institute for Advanced Studies Lucca, Italy

Education in the Field of Arts Management as a Factor of Sustainable Development of the Serbian Scene in Contemporary Visual Arts
Nina Mihaljinac, University of Arts in Belgrade, Serbia

PARALLEL SESSION 2: Cultural Policy

Venue: Orli Street Theatre/Music and Dramatic Laboratory JAMU, Orlí 19, 602 00 Brno - Room: 1

Behind the Scene. Policies for Performing Arts in Romania
Bianca Maria Balsan, National Institute of Research and Training in Culture, Romania

Fostering the Creation of Trans-sectorial Networks: The Potential of Cultural Collaborations in the Region of the Po Delta in Italy
Elena Borin, University of Ferrara, Italy

Bilateral Cultural Diplomacy in the Far East: 50 Years of Philippine Experience (1959-2009)
Lawrence Charles Salazar, National Commission for Culture and the Arts, Philippines

Cultural Policy of Local Governments in Japan –from Social Education to Creative City
Kiyoshi Takeuchi, National Graduate Institute for Policy Studies, Japan

WorldCP- International Database of Cultural Policies project: WorldCP- Asia and development of the cultural policy profiles of India, Mongolia, Singapore, South Korea & Vietnam
Anupama Sekhar, Acting/Deputy Director-Culture, Asia-Europe Foundation (ASEF)

Cultural planning and successful fundraising
Natalia Volchenko, Youth Unit of Artists at the NGO "KATKA", Ukraine
Svitlana Pakhlova, Ukraine Centre for Cultural Studies, Ukraine



Antonín Dvořák statue in front of Rudolfinum (concert hall, home of Czech Philharmonic) at Palackého náměstí (Jan Palach Square).

PARALLEL SESSION 3: Management - Marketing - Tourism

Venue: Orli Street Theatre/Music and Dramatic Laboratory JAMU, Orlí 19, 602 00 Brno - Room: 3

The impacts of cultural events in supporting cultural creativity network.

The case of Puglia Sounds

Manuela Barreca, Università della Svizzera Italiana, Switzerland

The Factory of Culture – Poland and Voluntary Work at Cultural Festivals

Justyna Gorgon, Polish Academy of Sciences - Institute of Art, Poland

The potential of Relationship Marketing for the material and immaterial optimisation in theatre management

Ana Jovasevic, Theatre Berlin/International Performing Arts Center, Germany

Managing music organisations - challenges for education and training

Malgorzata Sternal, Academy of Music in Krakow, Poland

Jump! (... into the forest): New service models for cultural tourism

Pekka Vartiainen, Humak University of Applied Sciences, Finland

PARALLEL SESSION 4: Intangible (Heritage - Museums - Libraries - Institutional memory)

Venue: Janacek Academy of Music and Performing Arts Theatre Faculty, Mozartova 1, 662 15 Brno - Room: 4

Trauma in the institutional memory – tactics and narratives of oblivion – ethical challenges for an artistic institution

Milena Dragičević Šešić and Milena Stefanovic, University of Arts in Belgrade, Serbia

Intangible cultural heritage in the museum practice

Teodora Konach, Jagiellonian University, Poland

Local government and central government perspectives for regional museums and local development in Greece under the 3d EU Community Support Framework 2000–2006

Angeliki Petrou, National Graduate Institute for Policy Studies, Japan

Comprehensive survey of public libraries in Japan: Analysis of new library service model 'problem solving support' service

Mio Sasaki, National Graduate Institute for Policy Studies, Japan

Community Engagement and Participative Conservation of the Cultural Heritage

Spiridon Petronela, Alexandru Ioan Cuza University of Iasi, Romania

Supporting the mobility of young researchers

ENCATC, in partnership with the European Cultural Foundation (ECF) will foster mobility for ten young researchers to meet fellow researchers from Europe and beyond, ask questions, and learn about the latest trends and developments in the field of cultural management and cultural policy research. This mobility opportunity has been made possible thanks to the financial support of the **European Cultural Foundation's Step Beyond grants**.

Over the past 22 years, the ENCATC Annual Conference has proven to be an excellent opportunity for academics, researchers, cultural operators and new audiences to gain knowledge, learn about the latest trends and developments in the field of arts-cultural management and policy, exchange best practice, internationalise careers and enlarge professional networks.

The parallel study visits to some of Brno's cultural flagship institutions make up one important component of the Annual Conference because it encourages participants to bring the conference discussions out into the field.

These visits are excellent opportunities to gather fresh perspective and ideas from local cultural operators, expand horizons, deepen knowledge and build professional networks.

In the next few pages, we've included descriptions of Annual Conference study visits!

22nd ENCATC Annual Conference

Check out the first confirmed study visits in Brno!

Study Visit: Villa Tugendhat

Address: Černopolní 45, 613 00 Brno

Villa Tugendhat is one of the pioneering prototypes of modern architecture in Europe, and was designed by the German architect Ludwig Mies van der Rohe. Built of reinforced concrete between 1928 and 1930 for Jewish factory-owner Fritz Tugendhat and his wife Greta, the villa soon became an icon of modernism. Mies' design principle of "less is more" and emphasis on functional amenities created a fine example of early functionalism architecture, a groundbreaking new vision in building design at the time. In 2001, the Villa Tugendhat was entered into the UNESCO List of World Heritage Sites.



Study Visit: Brno Observatory and Planetarium

Address: Kraví hora 2, 616 00 Brno

Brno Observatory and Planetarium represents a modern "Temple of Sciences" and provides space for presenting results from all the natural sciences, but also for exhibitions, training courses, seminars, fun happenings and concerts. The Observatory provides a whole range of telescopes for commented public viewings. Fly into space, look into the microworld, discover the secret of life, immerse yourself into the realm of fantasy, partially reveal the future and live a science-fiction story. The Planetarium's dome is the highest point within the radius of several kilometers and from this point one can take in beautiful views of the city.



Study Visit: SONO Center

Address: Veverí 2832/115, 616 00 Brno-Žabovřesky

A music club at the international level, a hotel on the corresponding level, and a restaurant. This is the aim of the Sono Centre in Brno. It combines fresh and modern design of a new building with premium comfort and equipment. Sono Studio, one of the best recording studios in the Czech Republic, provides sound system to the club, which is known for its





multi-genre dramaturgy. The Hall, with its unique live recording options, has three floors with two large balconies and four bars, a generous stage that should satisfy even the largest groups and orchestras, a dance floor, and adequately equipped facilities for performers. The Club's space is variable and usable for all kinds of cultural activities, such as concerts, theatre and film performances, dance parties, festivals, audio and video recordings, television broadcasting, and more.

Study Visit: Centre for Experimental Theatre

Address: Goose on a String Theatre, Theatre at the Table - Zelný trh 9, 602 00 Brno-střed

The idea of the Centre for Experimental Theatre was conceived in 1986 as a dramaturgy project of the Theatre Goose on a String, created for a new complex of buildings. The CED has helped theatre companies not only developed their own programmes, but also participated in new dramaturgical and formal experiments. Project CED organises as its independent activity a large variety of cultural and theatre events, artistic exhibitions and thus complements theatre activities of both theatre companies.



Study Visit: Moravian Gallery

Address: Husova 18, 602 26 Brno

The Moravian Gallery in Brno, the second largest art museum in the Czech Republic, is exceptional for the wide range of artistic disciplines it covers. It is the only institution in the country collecting visual art that is concerned with painting, drawing, graphic art and sculpture - from the past and the present - as well as photography, applied art and design. Since 1963, the Gallery organises yearly the International Biennial of Graphic Design, which is the oldest exhibition of graphic design in the world.



Study Visit: Industra Multicultural Centre

Address: Masná 27/9, 602 00 Brno

Imagine a place where people do not enter only because they pass by, but because it is the final destination of their journey. A place where people can meet, learn, work, relax and explore. A space where atmospheres interconnect, inspire and encourage new stories. You can experience all this at Industra, the newly-formed independent multicultural center, which features the gallery, the café, a co-working space and a gym, covering a total area of 800 squared metres.



Cultural Seminars

The 22nd ENCATC Annual Conference will be offering five parallel cultural seminars. These seminars are co-produced by the ENCATC Thematic Areas. This will be the 7th annual meeting of the Thematic Areas following previous meetings in Lyon, Barcelona, Brussels, Helsinki, London and Antwerp.

The ENCATC Thematic Areas were set up in 2007. They are a space for specialised knowledge in the eight specific fields of:

- Heritage
- Arts & Health
- Cultural Indicators
- Urban Management
- Cultural & Creative Industries
- Performing Arts Management
- Museums and Audience Policies
- Culture External Relations & Diplomacy

These ENCATC Thematic Areas are intended to: Share experiences - Enhance collaboration - Keep in touch with peers - Aid research - Make new contacts - Keep up to date with advancements in the field - Announce events. Each ENCATC Thematic Area is chaired by an ENCATC member. Thematic Area members total over 850 academics, researchers, cultural operators, policy makers, artists and students who receive weekly updates from ENCATC and communicate through Google Groups and dedicated blogs.

22nd ENCATC Annual Conference

Check out what we have planned for the cross-sectorial cultural seminars!

SEMINAR 1 “Urban Management and Cultural Policy of City” Thematic Area:

Training at the urban cultural project level: Training needs and future perspectives

Venue: Orli Street Theatre/Music and Dramatic Laboratory JAMU
Room: 1

How can cultural management training centres adapt their strategies and methods to the needs of current cultural operators facing today's challenges in urban environments? Both sides – educators and cultural operators – need specific spaces for mapping new demands, rethinking priorities and sharing diagnoses and strategies. This seminar co-produced by the ENCATC Thematic Area “Urban Management and Cultural Policies in the City” will begin by asking ourselves about what is changing in our own urban landscapes (why, how, with whom...) and how this challenges today's professionals. We will listen to the approach of a new association of Czech cultural managers looking for new ways of lifelong learning education. This presentation will open the debate about what we must change in our programmes (both in basic education and lifelong learning programmes).

SEMINAR 2 “Understanding Heritage” and “Museums in Europe” Thematic Areas:

Does Cultural Heritage Count for Europe?

Venue: Orli Street Theatre/Music and Dramatic Laboratory JAMU
Room: 2

Does cultural heritage count for Europe? How can we convince both private and public bodies to support and finance heritage and museums? This seminar will gather participants from the ENCATC Thematic Areas “Understanding Heritage” and “Museums in Europe”. They will analyse and debate these questions with other academics, researchers, policy makers and cultural managers and operators from the field who are working to demonstrate the economic, aesthetic, and social impacts of cultural heritage and museums in Europe and beyond. Providing strong evidence of cultural heritage's impacts is crucial to influence policy makers, public and private authorities and society at large on the benefits of supporting and financing heritage in Europe because heritage is not always perceived as a structural element and a unique resource in our society. Examples from projects led by the International Council of Museums (ICOM) and heritage operators from ENCATC will nourish the discussions and foster further thinking. The participants will also reflect on what all this means for those providing education and training in heritage and museum management and how they can prepare the next generation to deal with these challenging issues.



The Old Town Hall is the oldest secular building in Brno.

SEMINAR 3 Creative and Cultural Industries” and “Monitors of Culture” Thematic Areas:

Measurement is increasingly demanded by our public and private funders. How do we find indicators that fully reflect our cultural Value?

Venue: Orli Street Theatre/Music and Dramatic Laboratory JAMU
Room: 3

We grow in confidence as a sector in measuring our contribution to the economy and also our social impact, but is it time to create metrics that we wish to measure our achievement by? Is it possible, and desirable to create a set of metrics that the cultural and creative industries can use to measure our achievement against? Do we need a quadruple bottom line? Environmental, Financial, Social and Aesthetic? These are some of the questions that will be analysed and discussed by the participants of this seminar gathering together members of the ENCATC Thematic Areas “Cultural and Creative Industries” and “Monitors of Culture”.

SEMINAR 4 “Performing Arts Management” and “Arts and Health” Thematic Areas:

Mind the impact, mind the balance: Is it just about money?

Venue: Janacek Academy of Music and Performing Arts Theatre Faculty,
Mozartova 1, 662 15 Brno - Room: 5

This joint seminar brings together ENCATC Thematic Areas “Performing Arts Management” and “Arts and Health” to focus on outputs of performing arts projects and their impacts on society. While the economic impact of performing arts projects should be taken in account, this seminar aims to look at other aspects such as those associated with the well-being of persons impacted: memory, play, creativity, beauty, critical knowledge, rituality, community, excellence and diversity. The mix of professionals from the performing arts and the arts and health fields can lead to interesting discussions on how performing arts managers can better mediate different aspects of their projects according to relevant planned/ achieved results.

SEMINAR 5 “Europe International” Thematic Area:

Fostering intra-European cultural engagement: Is it just about the money?

Venue: Janacek Academy of Music and Performing Arts Theatre Faculty,
Mozartova 1, 662 15 Brno - Room: 4

In the last ENCATC Annual Conference in Antwerp in 2013, the ENCATC Thematic Area “Europe International” focused on the external dimension of European engagement, the experience of exporting and exchanging arts beyond Europe. In this year’s conference at Brno the focus will firstly be internal, looking at the potential for cultural engagement within and across the EU states. If more work is produced/created to work across countries then maybe this same work has potential internationally. This seminar will look to reveal the contradictions in: Europe not ‘fully exploiting’ cultural growth potential; the recent high vote of those rejecting further federal integration, cultural or otherwise; and, on a more sociopolitical note, the Eurovision Song Contest, the most-watched non-sporting television event on the planet, taken seriously by many within and without the Union as a ‘vision of Europe’.



Irena Alperyte - Vilnius Academy of Visual Arts (Lithuania)

Currently lecturing at the UNESCO Cultural Management and Cultural Policy Chair at Vilnius Academy of Visual Arts, and the Lithuanian Academy of Music and Theatre, she has also joined the program of creative industries in Mykolas Romeris university, Lithuania. She has led a project called Synaxis Baltica in 2010 and has participated in Brain Gain through Culture in Görlitz (Germany) in 2012. She is a member of Lithuanian Marketing Association and is especially interested in future arts managers' inclusion into the arts market during the early years of studies. Her research area is arts marketing and its role in the whole curriculum of the arts managers for the future.



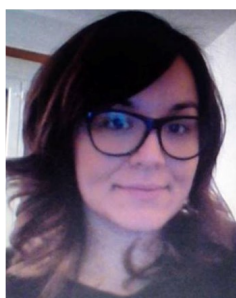
Maria Bäck - Arcada University of Applied Sciences (Finland)

Maria Bäck has worked as a senior lecturer in cultural management for eight years and during that time been active in different projects on national and international level. Main interests are the industry it self and management issues, mainly how to manage the different projects in the cultural field. M.B is at the moment member of the board for ENCATC and holding the position as treasurer.



Bianca-Maria Balsan - National Institute of Research and Training in Culture (Romania)

Bianca-Maria Balsan is a researcher at the National Institute of Research and Training in Culture, where she is engaged in research on cultural industries and cultural policies in Romania. She was a working group member within the Ministry of Culture for the Romanian strategy for culture 2014-2020. In the past years, she is the author of several articles, for example „Cultural festivals. Between public support and the economic contribution of the audience” and “Local cultural vitality index. A review of existing studies and measurement application for the Romanian cities” and also participated in various researchers in the field of cultural economics. She holds an MA in Marketing Research from the Bucharest Academy of Economics Studies.



Manuela Barreca - Università della Svizzera Italiana (Switzerland)

Manuela Barreca is a PhD student and researcher in the Faculty of Economics at Università della Svizzera Italiana (USI, Lugano in Switzerland). Her research is in the field of cultural management; her main focus on how cultural and creative districts can be built regionally, based on devising different forms of networks connecting the multi-stakeholders involved in the process. She is a member of the research staff of IdEP (Institute of Economics, USI) working under the supervision of Professor Marco Meneguzzo in the public management area. She is a teaching assistant for the courses in Cultural Management and Public Management and, contributes to various projects on territorial development based on the improvement of cultural and creative perspectives in Ticino and abroad. In particular, she has been involved in the “Puglia Sounds Monitoring”, a one-year project with the aim to analyse and map the current scenario of the music industry in the Apulia Region (Italy) and, to highlight role and activities carried out by Puglia Sounds as part of a programme funded by the EU to promote the creation of a Regional Music System as a vehicle for the entire regional development. Since 2010 she has taken an active part in different research network conference: the European Academy of Management (EURAM), the International Research Society for Public Management (IRSPM), the European Group for Public Administration (EGPA). Especially in EGPA she is actively involved in the PSG IXI on Public Network Policy and Management (<http://www.pub-net.usi.ch/home>) and in the local organization for the 10th Transatlantic Dialogue

(TAD) held in June 2014 in Lugano (USI) on the theme "From Public Administration to XXI Century Collaborative Administration. The role of public networks".



Franco Bianchini - Leeds Metropolitan University (United Kingdom)

Franco Bianchini is Professor of Cultural Policy and Planning at Leeds Metropolitan University. From 1992-2007 he was Reader in Cultural Planning and Policy and Course Leader for the MA in European Cultural Planning at De Montfort University, Leicester. His books include *Urban Mindscapes of Europe* (co-edited by Godela Weiss-Sussex with Franco Bianchini, Rodopi, 2006), *Planning for the Intercultural City* (with Jude Bloomfield, Comedia, 2004), *Culture and Neighbourhoods: A Comparative Report* (with L. Ghilardi Santacatterina, Council of Europe, 1997), *The Creative City* (with Charles Landry, Demos, 1995) and *Cultural Policy and Urban Regeneration: the West European Experience* (co-editor, with Michael Parkinson, Manchester University Press, 1993). His research interests include: the role of culture in urban regeneration (with a particular focus on port cities and on European Cities/Capitals of Culture); cultural diversity and interculturalism as resources for innovation in urban policy, and the development of urban cultural strategies in Europe in the context of the current political, economic and environmental crises.



Emma Blomkamp - University of Auckland (New Zealand) and the University of Melbourne (Australia)

Emma Blomkamp currently manages social innovation projects and creative education programmes in New Zealand. She recently completed a jointly awarded PhD through the University of Auckland (New Zealand) and the University of Melbourne (Australia). Her thesis, *Meanings and Measures of Urban Cultural Policy*, explores arts programmes and outcome measurement in Australian and New Zealand local government. Emma has taught in universities in Australia, New Zealand, France and Cambodia. Her research has been published in journals such as *Evidence & Policy* and the *International Journal of Cultural Policy*. She is currently co-editing a book called *Making Culture Count: The Politics of Cultural Measurement*, to be published with Palgrave Macmillan in 2015.



Lluís Bonet - University of Barcelona (Spain)

Lluís Bonet is a professor of applied economy at the University of Barcelona, specializing in cultural economics, cultural policies and arts management. Dr. Bonet is the Coordinator of the PhD programme on Cultural and Heritage Management and of the Master of Cultural Management, as well as the Director of the Professional training Program on Cultural Management at the University of Barcelona, consisting of 5 part time courses (Master in Cultural Management; Diploma in Cultural Policies and Management; Diploma in International Cultural Management and Cooperation; Diploma in Cultural Tourism; and Diploma in Performing Arts Production). Professor Bonet has been President of the European Network of Cultural Administration Training Centers (ENCATC), research fellow at the Massachusetts Institute of Technology and invited professor at the Université de Montpellier. He has been invited lecturer in over 40 different countries. Winner of the Research Prize of the Catalan Audiovisual Council, he serves in the Jury of the Cultural Policy Research Award, where he had been the president of the jury, and in the Ramon Roca Boncompte Prize on cultural management research.



Elodie Bordat - Sciences Po Aix-en-Provence (France)

Elodie Bordat holds a PhD in political science from Sciences Po. Aix-en-Provence (France). Through a comparative historical analysis, her thesis shows the emergence, institutionalisation and evolution of the cultural sector's public policy in Mexico and Argentina, from 1983 to 2009. The central hypothesis is that dynamics of change in cultural policy may be understood by drawing on four analytical dimensions: actors, cognitive representations, institutional frameworks and public policy instruments. Elodie Bordat has also worked on the French cultural diplomacy in Mexico and the role of associations in cultural policies, during her Masters in ethnology. In 2013, she published an article about the institutionalisation of Mexican cultural policy in the *International Journal of Cultural Policy*. In 2014, she will publish an article in the French journal *Pôle Sud* about how intellectuals' mobilisations have contributed to the institutionalisation of cultural policies in Mexico and Argentina in a special issue in which she is editor. She has presented her work at several international conferences in America and Europe.



Elena Borin - University of Ferrara (Italy)

Elena Borin is a Ph.D. Candidate in Economics (University of Ferrara) with a project investigating public-private partnerships in the cultural sector in Europe. She holds a MA in Languages and Communication Sciences, a Diploma in European Projects and a Specialization Diploma in Economics and Management of Museums and Cultural Service; she worked for cultural institutions both in Italy and abroad. Prior to her Ph.D. project, she cooperated as researcher with the Project ADRIA A - Accessibility and Development for the Re-launch of the Inner Adriatic Area, funded under the Cross-border cooperation programme Italy – Slovenia, studying the potential synergies between cultural tourism and the creation of an integrated transport system. In 2013 he was visiting researcher in Brussels (ICHEC Management School), investigating European Policies on PPPs in the cultural sector. Her most recent article has been published in the ENCATC “Journal of Cultural Management and Policy”.



Aleksandar Brkić - ANCER, LASALLE College of the Arts (Singapore)

Dr Aleksandar Brkić is a scholar and lecturer in the fields of Arts Management and Cultural Policy. His area of professional practice is that of an arts manager and creative producer working in the intersections of performing arts, visual arts and design. Dr Brkić is a Lecturer/Researcher at the Arts Management programme, LASALLE College of the Arts, Singapore, co-coordinator of Asia Pacific Network for Cultural Education & Research (ANCER) and a guest professor at the Scene Design Department at the Faculty of Technical Sciences at the University of Novi Sad in Serbia. He is also the founder and an arts manager at the art production company Eighty Ten (8010) from Belgrade. Aleksandar is a UK Government Chevening scholar, and in 2011 he was the winner of the Cultural Policy Research Award (CPRA), administered by the ECF and ENCATC. He has more than 10 years of professional experience as an arts manager, working for the cultural/arts institutions and organizations in Serbia, as well as the project manager connected with the well known international art platforms. He worked extensively as a trainer in Project, Events, and Strategic management in Serbia, Bosnia, Macedonia, Romania, France, UK, Kyrgyzstan, Cyprus, etc. His consultancy and advisory portfolio includes European Cultural Foundation; European Expert Network on Culture; Banlieues d'Europe; Ministry of Culture, Republic of Serbia; Secretariat for Culture, City of Belgrade.



Blanka Chládková - Janacek Academy of Music and Performing Arts, Czech Republic

Blanka Chládková is associate professor of Theatre Management Department, Theatre Faculty, Janacek Academy of Music and Performing Arts in Brno (DIFA JAMU), Czech Republic. She specialises in culture policy, strategy management, quality management, research methodology, festival and event management. She is constantly looking for the answer to the question about the role of an art manager in the artistic team and hopes that new established ENCATC Thematic Area "Performing Arts Management" could help to answer it. Blanka Chladkova is vice-dean for development and external relations of DIFA JAMU since her nomination in 2008. She is involved in ESF (Operational Programme Education for Competitiveness) development projects also as an member of the arbitration. She represents her faculty in international networks ENCATC, ELIA as well as in the representative body of the Czech higher education institutions Council of Higher Education Institutions. Blanka Chladkova guarantees the performing art section within the pilot project of the Registry of Artistic Projects and Achievements and is member of several projects focused on the evaluation of culture institutions.



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 within this prestigious organization 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 organization 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.



Manuèle Debrinay-Rizos - Ecole Nationale Supérieure des Arts et Techniques du Théâtre (France)

Manuèle Debrinay-Rizos is the Director of International Relations at the Ecole Nationale Supérieure des Arts et Techniques du Théâtre in France. After the creation of an important performance and production agency, she has been involved in several partnerships with Euro Mediterranean countries such as Morocco, Turkey and Lebanon. She has been a member of the directory board of IETM, the International Network for Contemporary Performing. The French Foreign Minister has also nominated her as Director of the "Centre Culturel français de Cluj" in Romania where she worked for four years. During this time she also was nominated as Director of "Alliances Françaises de Bulgarie." She has been a Europe Council counsellor for the organisation of the Mediterranean performances organised for Thessaloniki European Capital of Culture 1997.



Fabio Donato - University of Ferrara (Italy)

Fabio Donato, PhD. in Business Administration at the University of Pisa in 1997, is Professor of Business Economics at the University of Ferrara, where he is currently Lecturer in "Business Economics" and "Public Management". Since 2009 he has been a Board member of ENCATC (the leading European network on cultural management and cultural policy education). Since 2013 he has been the Italian Representative in the Horizon 2020 configuration "Europe in a changing world: inclusive, innovative and reflective societies". Since 2014 he has been Advisor of the Italian Minister for Culture as for cultural management and cultural economics issues. He is Director of the MuSeC - International Master Course in Cultural Management at the University of Ferrara. He is Deputy Director of the Department of Economics and Management. From 2010 to 2013 he was been Director of the Doctoral School in Societal Sciences and Humanities at the University of Ferrara. His research in the field of cultural management has been presented in several seminars and conferences in Europe, Asia, USA. He has published more than 50 articles and books on the subjects of Public Management and Cultural Management and has taught Cultural Management in many Masters and Ph.D. courses both in Italy and Europe.



Milena Dragicevic-Sesic - University of Arts Belgrade (Serbia)

Milena Dragicevic-Sesic is a professor of cultural policy and cultural management and former president of the University of Arts, Belgrade, where she now holds the UNESCO Chair in Cultural Policy and Management. Dragicevic-Sesic received a master's degree in Theater Studies from the University of Paris VIII, second one from University of Arts in Belgrade in the area of Cultural policy and management and a PhD in the Sociology of Culture from the University of Belgrade. Her research interest covers a wide scope of topics in cultural management, leadership and entrepreneurship, cultural policies, urban policies, cultural and media studies. Dragicevic-Sesic is the author of 15 books and more than 150 essays, translated in 17 languages. (Most notably: Art management in turbulent times; Culture: management, animation, marketing; Art & alternative; Neofolk culture; Public cultural policies; Intercultural dialogue and mediation in the Balkans, etc.). She has been editor of numerous journals and book series. She works as an expert in cultural policy and management for the EU, European Cultural Foundation, the Council of Europe, UNESCO, Foundation Marcel Hicter, Pro Helvetia, and the British Council. She has guest lectured at numerous universities, including the Moscow School of Social and Economic Sciences, Central European University, Budapest, University Lyon II, I.E.P. Grenoble, Jagiellonian University Krakow, CUNY and Columbia University New York, University of Buffalo, etc. In 2002, she received the Commandeur dans l'Ordre des Palmes Academiques awarded by the Ministry of National Education and Research of France.

**Carla Figueira - Goldsmiths University of London (United Kingdom)**

Carla Figueira, BA MA PhD FHEA, is an academic in the field of international cultural relations and cultural and linguistic policies. She is currently the Director of the MA in Cultural Policy, Relations and Diplomacy and of the MA in Cultural Policy and Tourism at the Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London. An international relations graduate of the Instituto Superior de Ciências Sociais e Políticas, Universidade Técnica de Lisboa (Portugal), she moved to London after a career in arts management. In the UK, she went on to gain an MA in Arts Management (City University, UK, Chevening Scholar) and a PhD in Cultural Policy and Management (City University, UK, Praxis XXI Scholar). Carla is a board member of ENCATC and of the international group of its American counterpart, the Association of Arts Administration Educators (AAAE). She is also a member of various networks interested in cultural diplomacy, and manages the JISCMail open listing: International Cultural Relations Multidisciplinary Forum (www.jiscmail.ac.uk/cultural-relations-diplomacy).

**Claire Giraud-Labelle - Art historian, Cultural Heritage expert (France)**

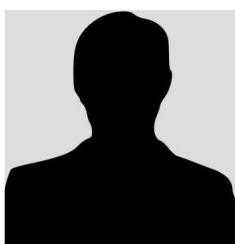
Dr. Claire Giraud-Labelle worked as a professor at the Université Catholique de l'Ouest (UCO) until 2013. During her time at the university, she was responsible for overseeing the programmes in Cultural Promotion and Heritage as well as the Masters programmes Heritage, Live Performance and Cultural Management, and International Relations. She continues to work as a lecturer, researcher, and consultant with a specialisation on aspects of cultural heritage from the 19th century and later, especially focusing on the perspectives of travellers, artists, professionals and civil society. She has been a member of ENCATC since 2005 and has represented the network on numerous occasions to share her cultural heritage expertise. Furthermore, she is also President of "Territoires imaginaires" and a member of several scientific and steering committees: Val de Loire – world Heritage, UNESCO; Cultural Heritage Counts for Europe; observer member of the reflection group on European Cultural Heritage.

**Justyna Gorgoń - Polish Academy of Sciences - Institute of Art (Poland)**

Justyna Gorgoń – PH.D student of Polish Academy of Sciences – Institute of Art. Co-founder of Institute of Free Culture. One of the authors of the publication "The Factory of Culture – Labour and Voluntary Work at Cultural Festivals". Interested in: cultural participation researches, inter-disciplinary researches into and documentation of Polish art and artistic culture in the field of the fine arts, urban culture. Employed in the Ministry of Culture and National Heritage of The Republic of Poland.

**Luisa Fernanda Gutierrez-Navratil - University of Oviedo (Spain)**

Luisa Fernanda Gutierrez-Navratil holds a PhD in Economics from the University of Oviedo (Spain), a M.A. in Economics from the University of The Basque Country (Spain) and a B.A. in Economics from the National University of Cuyo (Argentina). She undertook a research stay in Johns Hopkins University (USA). Her research interests are in cultural economics, industrial organization, antitrust issues and policies. Her PhD thesis is focused on the study of performance, competition and strategic behaviour in the Motion Picture industry. The project of her thesis has received the Research Awards 2012 from the Fundación Autor. She has participated in two competitive research projects framed on Cultural Economics and Policies, one funded by the European Commission. She has published in scientific journals such as Journal of Cultural Economics, Papeles de Economía Española and Revista Economía Industrial. She is a visiting lecturer for the post graduate programme (Masters) in Economics of Culture and Cultural Management from the University of Valladolid.

**Andrej Harmečko - Central European Culture Education Institute**

Andrej Harmečko is a CEEdu board member and Director of Cooltour Arts Centre in Ostrava and Director of PaS de Theatre. CEEdu is a newly founded institute with a mission to find new approaches to life-long learning in cultural management and to educate a new generation of cultural operators and administrative workers in the region of Central Europe. Members of the CEEdu are drawing from their education in European Diploma in Cultural Project Management run by ENCATC member, Association Marcel Hicter, Brussels.



Zora Jaurova - Neulogy, a.s. (Slovakia)

Zora Jaurova is a dramaturge, producer, art critic, and expert on cultural policies and creative industries. She has a MA degree in theatre and has worked as dramaturge on various theatre projects in Slovakia. She was the Director of national agency for EU cultural programmes and a Slovak representative in Cultural Affairs Committee in the Council of EU. For several years she was the vice-president of Culture Action Europe (www.cultureactioneurope.com). She is the co-author of Kosice – European Capital of Culture 2013 project (www.kosice2013.sk), until May 2011 she was the Artistic Director and Director General of the project. She currently works for Neulogy as a creative industries specialist (www.neulogy.com), since 2011 she is the President of Slovak Creative Industry Forum – national platform for creative industries. She participates on cultural planning and policies development projects, also projects connecting arts and entrepreneurship and creative industries development. She also works as a film producer, her first full-feature movie “Slovakia 2.0” has been released in 2014.



Ana Jovasevic - Theatre Berlin/International Performing Arts Center (Germany)

Ana Jovasevic was born in Belgrade (Serbia), where she graduated “Theatre and Cultural Management” at the Faculty of Drama Arts (University of Arts in Belgrade). Furthermore she earned her Masters „Arts and Media Management“ at the Free University Berlin. Since 2010 she lives in Berlin and currently she works as Marketing Director in English Theatre Berlin / International Performing Arts Center. Her fields of interest and research area are German-Serbian Relationships, Foreign cultural policy, Theatre marketing, Relationship Marketing and Audience Development. She took part at several conferences in Serbia and Bosnia and Herzegovina and published around 15 works.



Emiko Kakiuchi - National Graduate Institute for Policy Studies (Japan)

Dr. Emiko Kakiuchi has working experience in various positions in the Japanese government and international organizations, including as the Institutional Relations Officer of the United Nations University and in the Inspector General's office of the Ministry of Education (1999-2001), as the Director of the Cultural Policy Planning Office of the Agency for Cultural Affairs (1996-1999), and as a Researcher of the Standing Committee on Education of the House of Representatives of the Japanese Parliament (1989-1991). She also has teaching experience in several universities in Japan and overseas. She is currently a Professor at the National Graduate Institute for Policy Studies. She has conducted consultancy activities for the central and local governments of Japan as well as international institutions. She has been a board member of the Japan Association of Regional Policy and the City Planning Institute of Japan. Her main research interests are linking culture to development, quantitative evaluation of cultural value, and plural funding and public policy system analysis. Most of her publications have been in the field of cultural policy, including papers in English such as *Tourism and Community Development: Asian Practices* (UNWTO, 2008), *Sustainable City and Creativity Promoting Creative Urban Initiatives* (Ashgate, 2011), *Development Patterns: Asian and Pacific Cities* (Routledge, 2012), and in Chinese such as *Creative Cities in Practice* (Tsinghua University Press, 2013). She received the City Planning Institute of Japan Award in 2002 and the Japan Association for Planning Administration Prize for Excellent Papers in 2009.



Višnja Kisić - Center for Museology and Heritology

Višnja Kisić holds a BA in Art History, MA in Cultural Policy and Management and MP2 in Cultural Development and Project Management. Currently she is a PhD candidate, researcher and teaching assistant at the Center for Museology and Heritology, Faculty of Philosophy in Belgrade and the lecturer on museum communication at ModArt Faculty for fashion Design and Management. Her research interests include heritage interpretation, strategic management and policy. She is the winner of the Cultural Policy Research Award 2013 for the research “Governing Dissonant Heritage: Promises and Realities of Current Cultural Policy Tools” which questions the assumption that conflicts embedded in contested interpretations of the past, can be overcome by proper governance of the very same heritage. She has been actively engaged in the civil sector as a Secretary General of Europa Nostra Serbia and is initiator, consultant and manager of heritage projects in SEE region.



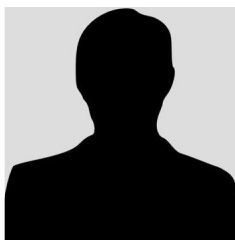
Teodora Konach - Jagiellonian University (Poland)

Teodora is a PhD candidate at the Jagiellonian University in Cracow, Poland. She received a BA in Opera Performance from the National Music Academy in Sofia, Bulgaria and a MA in European Studies from the Warsaw University and a MA in Cultural Management from the Jagiellonian University. Initially from a music background, her interests range from the legal issues of the arts to arts sociology, management, policy and into international comparisons. Teodora research interests lie in the fields of cultural policy, arts education, intangible cultural heritage, and the local and global dynamics of safeguarding of cultural heritage. Her ongoing research project will develop an analytical framework to compare national legal instruments and policy initiatives on protection of intangible cultural heritage in European and Asian countries. Teodora works at the Chancellery of the Polish President. Prior to that, she worked at the Polish Embassy in Bulgaria during the Polish Presidency in EU and at the Arts Education Department of the Polish Ministry of Culture and National Heritage. She was awarded with the Polish Ministry of Culture scholarship "Młoda Polska".



Karatzias Konstantinos - IMT Institute for Advanced Studies Lucca (Italy)

Konstantinos Karatzias is a PhD student at IMT Institute for Advanced Studies in Lucca, Italy, in the Management and Development of Cultural Heritage program. His research interests focus on the theory and practices of audience development in Europe. More specifically, he is particularly interested in comparing different practices of audience development and investigating in what way public governance and cultural policies impact the relationship cultural and art organizations develop with their existing and potential audiences. Before joining IMT Institute for Advanced Studies in Lucca, he completed his Bachelor's degree in Accounting and Finance at the University of Macedonia in Thessaloniki, Greece, and his Master's degree in Accounting and Control at Vrije University, Amsterdam. He has also studied at the University of Tampere, Finland, and Koblenz Classical Guitar Academy, Germany. With regards to practical experience, he has worked in the private sector as an accountant and management consultant in Thessaloniki and has held a position as a research and teaching assistant in the Business Administration Department of Vrije University. Currently, he is completing his visiting research period at the Department of Service Management and Service Studies in Lund University, Sweden.



Jindřich Krippner - Central European Culture Education Institute

Jindřich Krippner is the Director of CECEduf, a freelance culture operator with experiences from Archa Theatre production management, United Islands festival where he served as Executive Director, Head of NGO Free Apples, and President of Oracle Cultural Network. CECEdu is a newly founded institute with a mission to find new approaches to life-long learning in cultural management and to educate a new generation of cultural operators and administrative workers in the region of Central Europe. Members of the CECEdu are drawing from their education in European Diploma in Cultural Project Management run by ENCATC member, Association Marcel Hicter, Brussels.



Štěpán Kubišta - Central European Culture Education Institute

Štěpán Kubišta is CECEdu board chairman and former Director of The New Stage of The National Theatre, Board member of NGO Czech Statehood Days, and external pedagog of HAMU. CECEdu is a newly founded institute with a mission to find new approaches to life-long learning in cultural management and to educate a new generation of cultural operators and administrative workers in the region of Central Europe. Members of the CECEdu are drawing from their education in European Diploma in Cultural Project Management run by ENCATC member, Association Marcel Hicter, Brussels.



Zdeňka Kujová - Creative Centre Brno (Czech Republic)

Zdeňka Kujová studied theatre and culture management at JAMU Brno, focusing on supporting culture, grants and culture politics. As a freelancer she works on projects from various art branches and is interested in supporting young artists, funding art, culture and cinematography. Since 2007 she has run the arts and culture NGO "REPT", where she produced many theatre plays, exhibitions and festivals. She also participated in Professor Ctibor Turba's new circus project and, with director Dusan D. Parizek, she cooperated in

the Prague chamber theatre. She gained experience in film and television projects, for example at Czech Television Brno and FMK UTB Zlin. After completing an internship at the Czech centre in Berlin, she studied cultural management at the FHS Potsdam and received a scholarship for cultural managers from Central and Eastern Europe and was placed as project manager in the creative centre Baumwollspinnerei Leipzig. Zdenka has finished in June 2014 the feasibility study of the Creative Centre Brno project for the City government Brno and recently has been working as the freelancer in creative industries.



Lotta Lekvall - Nätverkstan (Sweden)

Lotta Lekvall is Director of Nätverkstan, a Cultural and Civil Society Organization based in Göteborg, Sweden. Nätverkstan provides services and projects within the small-scale cultural and civil society field, main focus is training and education, bookkeeping and subscription services, Medialab with a workshop area for artists and development projects. The organization run several international projects and workshops. Entrepreneurship within arts and culture and how viable art organizations can be built within this field has been a focus area for ten years and has resulted in several reports and documentations, the most well-known in Sweden being "Den ofrivillige företagaren" (The Reluctant Entrepreneur) together with co-writer David Karlsson. She has been active in several focus and reference groups in this area and together with the team of Nätverkstan developed and run new educational ideas, such as the International Project Management Programme, Globalverkstan; the two-year programme Project Management within Culture, Kulturverkstan; as well as the latest together with the University of Göteborg and the Academy of Music and Drama on "The Art of living on Art". Since start, Nätverkstan has been active on the international scene, invited to several conferences, seminars and discussions, but mainly running projects and workshops in countries like Georgia, Kenya, India and others. Lotta Lekvall is a Boardmember of Innovatum AB and in The Royal Swedish Opera. She has former positions as a Boardmember in The Arts Grants Committee in Sweden, the European network Encatc, and a member of the Swedish Council of Cultural and Creative Industries under the Ministry of Culture and Ministry of Enterprise, Energy and Communication between 2010–2012.



Gerald Lidstone - Goldsmiths, University of London (United Kingdom)

Gerald Lidstone BA MA ATC Dr.h.c FRGS is director of the Institute for Creative and Cultural Entrepreneurship at Goldsmiths, University of London, where he is the founder of the postgraduate MA Arts Administration and Cultural Policy and MA in Creative and Cultural Entrepreneurship programmes. He has also developed the first MA in Cultural Policy, Relations and Diplomacy. For the British Council and other agencies he has taught Arts Management courses including Arts Marketing, Arts Education, Fundraising, Copyright, Strategic Planning and Cultural Policy in over 20 countries worldwide, including co-writing and delivering an MA in Cultural and Creative Industries in Abu Dhabi. He also teaches for HKIEd and HKAPA in Hong Kong as well as a summer school for Boston University. For a number of years he analysed the statistics for the West End Theatres in London. He has also worked for many years on behalf of The Ministry of Culture and Information in Viet Nam establishing Arts Management education in Hanoi University of Culture, funded by the Ford Foundation. Gerald has been awarded honorary doctorates by Vysoka Skola Muzických Umení v Bratislave in Slovakia, 2004 and by Hanoi University of Culture in 2009. He has been chair of the ENCATC Thematic Area "Europe International" since 2008 and he has previously served as vice president of ENCATC.



Antonia Liguori - Istituto Luigi Sturzo – Roma (Italy)

Antonia Liguori, after the degree in Literature, she attended to a doctoral research (Ph.D.) in History and Computer Science, at the University of Bologna (Department of History), carrying out studies for the virtual reconstruction of historic cities. Since January 2006, she has coordinated the Multimedia Department at BAICR Sistema Cultura, a no-profit consortium of five Italian cultural institutions with the aim of contributing to the enhancement of the country's historical and cultural heritage through the use of innovative methodologies, communicative approaches and the creation of digital environments. Her main activities were the coordination of technical development and editing of web sites and e-learning platforms, design and editorial content for multimedia projects, web marketing with SEO skills. Since September 2012 she has been coordinating two European Projects on behalf of the Luigi Sturzo Institute, supervising the development of

project activities. She current co-ordinates KVALUES, an EC-funded project focused on the use of the digital storytelling methodology as a tool for the self-evaluation of competencies acquired through the informal and non-formal learning. She is also a journalist and a teacher of Web content at the Academy of Arts and new technologies in Rome.



Ellen Loots - University of Antwerp (Belgium)

Ellen Loots is a researcher at the University of Antwerp (Belgium), where she is about to finish a PhD-thesis about the performance of organizations in the arts. She teaches Art Management and Cultural Entrepreneurship at the universities of Groningen and Maastricht in the Netherlands.



Richard Maloney - Boston University (United States)

Richard G. Maloney is Assistant Professor and Director ad interim 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, psaltery, and hand percussion with the early music ensemble Arcadia. As an arts administrator, he previously served as general manager of the internationally acclaimed early music ensemble the Boston Camerata, and worked for the Boston Early Music Festival and New England Conservatory. He holds undergraduate degrees in history and music, a Graduate Diploma in lute performance, a master's degree in Arts Administration, and a doctorate in Law and Public Policy. Dr. Maloney's research focuses on trying to better understand how local cultural economic development policies are created and implemented. His research has appeared in "Creative Communities: Art Works in Economic Development," an edited volume published by the Brookings Institute and in the ENCATC Journal of Cultural Management and Policy. From 2008-2014, he served on the board of the Association of Arts Administration Educators. Currently, he serves as the ENCATC International Corresponding Board Member and is a member of the CPRA jury. He also serves on the editorial board of the Irish Journal of Arts Management and Cultural Policy.



Michal Mekarski - Adam Mickiewicz University in Poznan (Poland)

Michal Mekarski - sociologist (AMU, major in market and public opinion research), doctoral student at AMU Institute of Cultural Studies, associate and project manager in AMU Regional Observatory of Culture, coach of trainings Cultural Institutions in 21st Century and Cultural Alarm Clock. Co-author of the Strategy of Cultural Development of Wielkopolska Region in 2012-2020. He implemented research projects on Strategy of Cultural Development for City of Słupsk; Gorzow Wielkopolski and Poznan. Author of articles in scientific publications. He has participated in research projects, including Cultural Potentials and Deficits of District Towns (financed by National Centre for Culture - NCK), Why Do Seniors Need Culture? Research on Cultural Activity of Elderly (Ministry of Culture and National Heritage - MKiDN). He coordinated a national research project on Competences of Local Leaders of Cultural Education. Study of Methods, Media and Conditions of Cultural Impact on Citizens of Polish Cities (MKiDN). He specializes in statistical analysis and preparing tools for quantitative and qualitative research.



Nina Mihaljinac - University of Arts in Belgrade (Serbia)

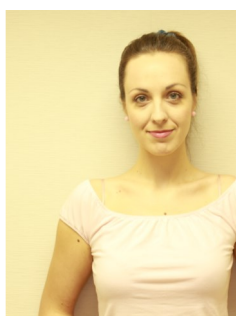
Nina is a Fellow researcher and Teaching Assistant at the Faculty of Dramatic Arts Belgrade and the Faculty of Fine Arts Belgrade. She is a PhD candidate in Theory of Arts and Media (Center for Interdisciplinary PhD Studies Theory of Arts and Media, University of Arts Belgrade), and she has graduated from the Faculty of Dramatic Arts, University of Arts with a major in Management and Production of Theatre, Radio and Culture. She is currently working as a Project Manager in the Creative Europe Desk Serbia. She is doing research in the field of cultural management and cultural policy, visual arts, art theory, artistic research, strategic analysis, education and teaching of cultural management. She has participated in several research projects (e.g. Programme and business policy of galleries and exhibition venues funded from the public budget of Republic of Serbia, Center for Study for Cultural Development Republic of Serbia, 2013-2014, Evaluation of Cultural Policies and EU funded programs as Promoters of Cultural Diversity and

Intercultural Dialogue in the Balkans/Southeast Europe (SEE), PAC MULTIMEDIA, Kulturdocumentacion, Akcija, 2013-2014, Identity and Memory: Transcultural texts in Drama and Media: Serbia 1989-2014, Faculty of Dramatic Arts Belgrade 2011-2014, Towards Art market in Western Balkans, Anonymous.said, 2012, Galleries and Exhibition Venues of Contemporary Visual Arts Scene in Serbia, Ministry of Culture of Republic of Serbia, 2011). She has presented her work in many national and international conferences (e.g. Culture and Sustainable Development at Times of Crisis, University of Arts Belgrade, 2014, Nations, cultures, autofiction, Philological Faculty Belgrade, 2013, Cultural Memory, CCCP Skopje, 2013.), published many papers and one book Key notions of Gallery Management, TOPY, Belgrade 2012. She is a founder of the Center for artistic research SEE ALSO, where she is currently developing quantitative research data project Sta(tis)ticks.



Svitlana Pakhlova - Ukraine Centre for Cultural Studies(Ukraine)

Svitlana Pakhlova, PhD, is currently a researcher at the Ukrainian Centre for Cultural Studies under the Ministry of Culture of Ukraine. Her research work focuses on cultural policy and cultural activity, European cultural policy, intangible cultural heritage, intercultural dialogue and other cultural studies related to cultural development. She received her PhD in 2012 from the National Academy of Public Administration Office of the President of Ukraine. Her research activity focused on the European integration, Ukrainian process of transformation, cultural policy, European legislation and the implementation of its provisions and standards in Ukraine. She worked as well as an independent expert on cultural policy and cultural practices, providing advice on strategic planning and management, especially in the cultural field, for several Ukrainian NGOs. From 2008 till 2013, she has worked as a project officer for the The State agency of culture promotion of Ukraine.



Angeliki Petrou - National Graduate Institute for Policy Studies (Japan)

Angeliki Petrou is a PhD candidate in the Cultural Policy Program at the National Graduate Institute for Policy Studies (Tokyo, Japan). Her thesis focuses on EU regional policy for culture in Greece. She has also studied MA in International Relations (International University of Japan), MA in Museum Studies (University of Leicester, UK) and BA in Archaeology (University of Ioannina, Greece). She worked for four years as curator in the Museum of Asian Art in Greece and she participated in several excavation projects in Greece and Bulgaria.



Marcin Poprawski - Adam Mickiewicz University (Poland)

Marcin Poprawski is Assistant Professor in the Institute of Cultural Studies at the Adam Mickiewicz University of Poznan (PL), co-founder and coordinator of ROK AMU Culture Observatory research center; since 2006 a lecturer at the European University Viadrina in Frankfurt Oder (D); PhD in humanities, musicologist, manager of cultural institutions and projects; member of research teams and international networks, mastermind of professional trainings and research tools for public and civic cultural sector; expert of the Association of Polish Cities. His research interests include cultural policies and entrepreneurship, culture-led city development, aesthetics in management, organizational cultures in cultural & creative sector, intercultural management, cultural branding and music aesthetics. He improved his professional skills during internship in the Centre for Cultural Policy Studies, University of Warwick (UK) and within the project "Teaching Cultural Policies" held at Central European University in Budapest (H). Marcin Poprawski is the author and editor of series of publications in the research fields of cultural policies, management studies and aesthetics, he is also co-founder and CEO of The Guitar Academy Festival – an international music event located in over 20 towns of Western Poland. Elected to the ENCATC Board in November 2013, he has been the ENCATC Vice-president since 2014.



Siân Prime - Goldsmiths University of London (United Kingdom)

Siân is the Course Director for Goldsmiths' MA in Cultural and Creative Entrepreneurship, lecturer on the MA Social Entrepreneurship and teaches across many of the Masters programmes and is a member of Goldsmiths Prospects of Innovation Studio. She has worked as a producer of visual, live and performance art. Siân worked at NESTA and was responsible for the content and delivery of The Academy – a training programme programme for highly talented individuals and managed a national seed fund for new business models in the Creative Industries. The progressive and groundbreaking approach to learning in that area led to an open source guide for creative start-ups. She travels and speaks at more events and in more countries than she ever intended. Her hobby is watching her hair grey.



Lawrence Charles E. Salazar - National Commission for Culture and the Arts (Philippines)

Lawrence Charles E. Salazar currently works at the Cultural Heritage Section of the National Commission for Culture and the Arts as a Project Development Officer. He is a member of the Secretariat for the Executive Councils of the National Committees on Historical Research and Museums. Concurrently, he sits as a member of the Technical Working Committees of the Steering Committee on National Observances which plans and implements activities to commemorate milestone historical events of national significance. He finished his Bachelor of Arts in Social Sciences major in Area Studies (Asia) from the University of the Philippines Manila in 2009. In 2013, he received his Master of Arts in History from De La Salle University Manila. His research interests are on cultural history and the diplomatic history of the Philippines particularly on cultural diplomacy. He is a lifetime member of the Philippine Historical Association and the De La Salle Alumni Association.



Joanna Sanetra-Szeliga - International Cultural Center (Poland)

Graduate of the Cracow University of Economics, major in European Studies. In 2002-2005 member of the Culture Contact Point in Poland staff (Ministry of Culture). Since 2003 coordinator of the Culture 2000 programme in Poland, since 2005 unit coordinator in the European Affairs Unit in the Department of Culture Strategy and European Affairs in the Ministry of Culture. Currently: chief specialist in the International Cultural Centre in Krakow; coordinator of the Anna Lindh Euro-Mediterranean Foundation for the Dialogue Between Cultures in Poland. Author of publications on EU cultural policy, intercultural dialogue, European Capitals of Culture, culture in socio-economic development. PhD candidate at the Kraków University of Economics (thesis on the role of culture in a city development). University lecturer.



Mio Sasaki - National Graduate Institute for Policy Studies (Japan)

Mio Sasaki is a third year Ph.D. student with a concentration in Public Policy at National Graduate Institute for Policy Studies (GRIPS) in Japan. She also teaches Youth Service in public libraries at Showa Musical University as a lecturer. As a full-time Ph.D. student, her main purpose of research is to examine what libraries and librarians can contribute to the society. She especially focuses on measuring how effectively a distribution of library resources would meet community need, assessing the best configuration of staff and resources to enable the library to provide more programs and services to the society and how the society develops and improves through the public library services. She completed requirements for her Library Information Science master degree at Florida State University (an ALA-accredited library school) in 2006 and has experience working as a librarian in the US and a consultant for the public libraries of designated manager system in Japan.



Annick Schramme - University of Antwerp (Belgium)

Annick Schramme (Belgium) is President of ENCATC and Professor and Academic Coordinator of the Master programme in Cultural Management at the University of Antwerp and the Competence Center Management, Culture and Policy (Faculty of Applied Economics). Besides, she is the Academic Director of the Competence Center Creative Industries at the Antwerp Management School. Over the last years she has published about arts policy, international cultural policy, heritage management, creative industries and fashion management. From 2004 until the end of 2012 she was the advisor of the Vice-Mayor for Culture and Tourism of the City of Antwerp. Finally she is member of

several boards of cultural organisations and advisory committees in Flanders and the Netherlands. She is member of the Arts Council of the Netherlands and of the Strategic Advisory Committee of Culture, Youth, Media and Sports of the Flemish Government and the Flemish UNESCO commission. She is also President of the Flemish Children Theatre house HetPaleis, member of the board of the Royal Flemish Opera house and Royal Ballet and member of the Flemish Fund for Literature, and some other organisations.



Anupama Sekhar - Asia-Europe Foundation

Anupama Sekhar is Acting/Deputy Director of the Culture Department at the Asia-Europe Foundation (ASEF), which is a publicly-funded institution promoting cultural exchange and co-operation between 49 countries in Asia and Europe. Her areas of specific interest are debates around cultural mobility, arts management, cultural leadership, creative economy and heritage management. Anupama oversees all cultural co-operation projects of the Foundation, which include experts' meetings & public forums on cultural policy; cultural policy research; artistic collaborations; an arts portal (www.culture360.asef.org); as well as civil society inputs to the biennial Asia-Europe Culture Ministers' Meetings. She is the co-editor of *Managing Heritage Cities: The Role of Public Private Partnerships – Good Practices from Asia and Europe* (Singapore, ASEF, 2014) and *Mapping Cultural Diversity: Good Practices from Around the Globe* (Bonn/Singapore, German Commission for UNESCO and ASEF, 2010). Since 2009, Anupama is a member of the U40 group of young cultural policy experts, launched by the German Commission for UNESCO and supported by the International Federation of Coalitions for Cultural Diversity. Anupama has previously worked in the arts sector (Dakshinachitra Heritage Museum/Chennai & Rangashankara Theatre/Bangalore) and with the United Nations in India. She holds degrees in English Literature and International Studies. She is a trained dancer in the Indian classical style of *Bharatnatyam*.



Petronela Spiridon - Alexandru Ioan Cuza University of Iasi (Romania)

Petronela Spiridon is a PhD candidate in Environmental Science at Alexandru Ioan Cuza University of Iasi, on Interdisciplinary Platform ARHEOINVEST, Laboratory of Scientific Investigation and Conservation of Cultural Heritage. Her PhD research aims to investigate the potential of integrated scientific conservation of cultural and natural heritage.



Milena Stefanovic - University of Arts in Belgrade (Serbia)

Milena Stefanovic (1976) is a PhD student and teaching assistant (Cultural diplomacy, Financial operations in cultural and media organizations, Human resources management in cultural institutions, General management) at the Faculty of Drama Arts, University of Arts in Belgrade, Serbia. She has B.A. in Philosophy, from the Faculty of Philosophy, University of Belgrade and holds a Master in Public Administration, from the University Luigi Bocconi, Milan, Italy. Her PhD research is focused on the relations among different management theories (New Public Management, Theory of Public Value, Stakeholder theory, Balanced scorecard), instrumental cultural policy and possibilities of applying some aspects of these theories in the contemporary setting of Serbian public cultural institutions. This research project is partially financed by the Ministry of culture and media of the Republic of Serbia. Her main interests include cultural policy and management of public cultural institutions, cultural diplomacy, leadership, institutional memory, culture and well-being. She is a Member of the Forum for culture, European Movement in Serbia. Speaks English and Italian.



Malgorzata Sternal - Academy of Music in Krakow (Poland)

Malgorzata Sternal, PhD is a lecturer and researcher (associate professor - adiunkt) at the Academy of Music in Krakow, guest lecturer at the Jagiellonian University and the Warsaw University. Graduate of the Jagiellonian University, Krakow (MA in musicology), and ESC Dijon, France (Mastere Specialise Europeen en Management des Entreprises Culturelles), Fellow of the International Policy Fellowship (Open Society Institute) in 2003-2004, she received her PhD in Humanities from the Jagiellonian University. Former vice-president of the European Network of Cultural Administration Training Centres (2001-2007). Dr.

Sternal focuses her research on the issues of management in culture, professional development of artists and culture managers, as well as role of the arts in the management and leadership education.



Kiyoshi Takeuchi - National Graduate Institute for Policy Studies (Japan)

Kiyoshi Takeuchi is a postgraduate student in the cultural policy program at the National Graduate Institute for Policy Studies. He has working experience in the Japan Foundation for Regional Art-Activities (JAFRA) and the section for cultural promotion at a local government (Ibaraki Prefecture). His research interests lie in the area of local cultural policy, with a focus on the role of local governments.



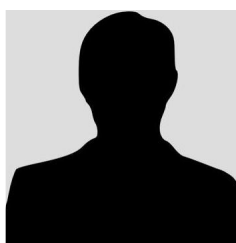
Sun-man Tseng - Hong Kong Institute of Education (China)

Sun-man Tseng joined the Hong Kong Institute of Education as Adjunct Professor in 2012 to develop cultural management training programmes for in-service managers. As Co-Programme Leader, he played a key role in the design and launch of the Executive Master of Arts in Arts Management and Entrepreneurship in 2014. Prof Tseng has held a number of senior arts management positions in Hong Kong, including Executive Director of the Hong Kong Arts Festival Society and Secretary-General of the Hong Kong Arts Development Council. Since 2002, Prof. Tseng concentrates on consultancy and arts management training in Hong Kong and Mainland China. He served as Chair and Professor of the Arts Administration Department of the Shanghai Conservatory of Music from 2005 to 2008. His book "Principles of Arts Management" (in Chinese) has sold more than 5000 copies. Prof Tseng is currently the Chairman of the Committee on Venue Partnership of the Leisure and Cultural Services Department and a member of the Advisory Committee on Arts Development of the Hong Kong Government. He served as Summit Chair of the 2013 Cultural Leadership Summit (Hong Kong). In May 2014, he was elected a board member of the Association of Arts Administration Educators (AAAE).



Pekka Vartiainen - Humak University of Applied Sciences(Finland)

Pekka Vartiainen is a principal lecturer at Humak University of Applied Sciences in Finland. In the department of cultural management he has been working as a teacher and a researcher since 2001.



Jan Veselý - Central European Culture Education Institute

Jan Veselý is a CECEdu board member and a fundraiser of Archa Theatre and independent fundraising consultant. CECEdu is a newly founded institute with a mission to find new approaches to life-long learning in cultural management and to educate a new generation of cultural operators and administrative workers in the region of Central Europe. Members of the CECEdu are drawing from their education in European Diploma in Cultural Project Management run by ENCATC member, Association Marcel Hicter, Brussels.



Natalia Volchenko - Youth Unit of Artists at the NGO "KATKA" (Ukraine)

Natalia Volchenko is an independent expert with over 30 years of general professional experience, with 15 years of experience in the implementation of international projects in the sphere of culture and art. 5-year assignment as Communication and Information manager in the Swiss-Ukrainian cooperation project "The Centre for Applied Cultural Management" by elaborating and running cultural management training programmes, informational and publishing activities, consulting and culture-managing practice, including the creation of methodological and educational materials for training curricula as well as information and advertising materials. She has vast expertise in the management of international projects "Dance Academy", "Forum of Novel Art", "Cooperation Platform", "Odessa Cultural Menu" etc. addressing intercultural dialogue as well as practice in

Cultural Networking development in the region -assistance to Lviv Centre for Cultural Management in setting up the Ukrainian network of cultural centres within the Neighbourhood Program by ECF. Her comprehensive experience in the field of Cultural Management is aligned to EU best practices and her knowledge of the Ukrainian socio-economic context and capacity in dealing with governmental bodies and civil sector organisations. Experience also includes in the design and implementation of information, communication and visibility strategies for dissemination purposes, event organisation in training needs assessment, organising/delivering of trainings and other events, coaching and providing capacity building support.



David Vuillaume - Swiss Museums Association and of ICOM Switzerland

David Vuillaume has been head of the joint office of the Swiss Museums Association and of ICOM Switzerland (International Council of Museums) since 2006. He studied art history, museology, and business administration, and gained extensive experience in project work at various museums and institutions. In addition to his full-time occupation, David Vuillaume is a member of the Foundation Board of the Swiss Museum Pass. The Network of European Museum Organisations elected him to the board in 2012.



Svetlana Waradzinova - Academy of Performing Arts in Bratislava

She graduated in theatre dramaturgy from the Academy of Performing Arts in Bratislava and studied at Goldsmiths University of London arts administration and cultural policy. Since 1999 working at the Academy as a lecturer, later as a Head of Theatre Management Department and Vice – Dean for Study Affairs. Her subjects are arts marketing, fundraising, PR in the arts, festival and theatre management and dramaturgy and programming. She is the establishing member of the civic association for independent theatre Stromy, which was awarded in 2000 by Theatre Award DOSKA in the category “The Revelation of the Theatre Season”. During the last 10 years has been co-operating with different theatres and companies in Slovakia, e.g. Trnavské divadlo, DAB Nitra, Túlavé divadlo, Slovak National Theatre, Studio L&S, Theatre Institute. Since 2001 she collaborated with the Foundation – Centre for Contemporary Arts on the marketing and fundraising issues for different Foundation’s events, as well the cultural management training programmes. Since 1996 is Svetlana the leading person of the Istropolitana Project, international festival of higher education theatre schools in Bratislava. She has previously served on the ENCATC Board from 2005-2012.



Karla Wursterová - International Visegrad Fund

Karla Wursterová studied at the University of Economics in Bratislava, Faculty of Business Management graduating in 1998. From 2002-2003 she attended the Ecole Nationale d’Administration Publique. Since August 2012 she has been the Executive Director of the International Visegrad Fund. Her previous work experience includes working as the Director of the Development Assistance and Humanitarian Aid Department, Ministry of Foreign Affairs of the Slovak Republic (2010-2012), the Second Secretary, Embassy of the Slovak Republic in Prague (2005-2009), Deputy Director, Office of the State Secretary, Ministry of Foreign Affairs of the Slovak Republic (2003-2005), and working in the Office of the Deputy Prime Minister of the Slovak Republic (1998-2002). She speaks English, French, Czech, Hungarian, and Russian.



Zoe Zontou - Liverpool Hope University

Dr. Zoe Zontou is a Lecturer in Drama at Liverpool Hope University, UK. Her principal research interests lie in the field of socially engaged arts with people in recovery from alcohol and drug dependency. Zontou’s research covers a wide range of topics, as for instance, creativity and personal narrative, addiction studies and cultural policy, which are examined through their relationship with applied arts. She has worked as a practitioner and researcher in a number of organisations, and has published in the area of applied theatre research and practice. Recently, she co-published with James Reynolds the book ‘Addiction and Performance’ (2014, Cambridge Scholars).

Participants

Last Name	First Name	Institution	Job Title	Country
Alperyte	Irena	Lithuanian Academy of Music and Theatre	Professor	Lithuania
Bäck	Maria	Arcada University of Applied Sciences	Senior Lecturer	Finland
Bagrationi	Irma	Batumi Shota Rustaveli State University	Assistant Professor	Georgia
Ballesteros	Inma	Centro Cultural de España en Nicaragua	Executive Director	Nicaragua
Balsan	Bianca	National Institute of Training and Research in Culture	Researcher	Romania
Barreca	Manuela	Università della Svizzera Italiana	Assistant Professor	Switzerland
Bianchini	Franco	University of Leeds	Professor	UK
Biletska	Tetiana	RMCB Unit, Eastern Partnership Culture Programme	Capacity Building Expert	Germany
Bonet	Lluís	University of Barcelona	Professor and Director Cultural Management Programme	Spain
Bordat	Elodie	Sciences-Po Aix	PhD Student	France
Borin	Elena	University of Ferrara	Ph.D. Candidate	Italy
Brkić	Aleksandar	LASALLE College of the Arts, Singapore	Lecturer/Researcher and Co-coordinator of ANCER	Singapore
Bulina	Anna	Saint-Petersburg State University	Student	Russia
Chalupova	Kristyna	Fresh Film Fest	Program coordinator	Czech Republic
Chládková	Blanka	JAMU Brno	Professor	Czech Republic
Cogliandro Beyens	GiannaLia	ENCATC	Secretary General	Belgium
Cruz	May Lyn	University at Buffalo, SUNY	Student	USA
Darley	Elizabeth	ENCATC	Director of Communications	Belgium
de Heusch	Sarah	SMartBe	Project Officer	Belgium
Debrinay Rizos	Manuèle	ENSATT	Directeur des Relations Internationales	France
Dobrescu	Consuela	Universitat Internacional de Catalunya	Coordinator of the University Master's Degree in Arts and Cultural Management	Spain

Donato	Fabio	University of Ferrara	Professor	Italy
Dragicevic Sestic	Milena	University of Arts, Belgrade	Professor	Serbia
Faber	Marijke	HKU Association Bakalama	Course Leader	Netherlands
Figueira	Carla	Goldsmiths, University of London	Lecturer	UK
Fruzsina	Kigyós	cARTc space and projects of contemporary art	Co-founder	Hungary
Garlan	Alain	SMartEu	Development	Belgium
Gazik	Peter	Neulogy a.s.	Director for public policy & business innovation	Slovakia
Giraud-Labalte	Claire	-	Consultant	France
Gojlik	Alicja	Adam Mickiewicz University in Poznan	Student	Poland
Gorgon	Justyna	Institute of Free Culture - The Ministry of Culture and National Heritage	Expert	Poland
Gutierrez Navratil	Fernanda	University of Oviedo	Phd Student	Spain
Hanf	Uwe	Fachhochschule Potsdam, Kulturarbeit	Head of department	Germany
Harleko	Andrej	Central European Culture Education Institute, CECEdu z.ú.	Board member	Czech Republic
Hunyadi	Zsuzsanna	Budapest Observatory	Senior Researcher	Hungary
Inkei	Peter	Neulogy a.s.	- - -	Hungary
Jaurova	Zora	Neulogy a.s.	Consultant for Creative Industries	Slovakia
Jencikova	Kristina	Neulogy a.s.	Consultant for R&D infrastructures	Slovakia
Jovasevic	Ana	English Theatre Berlin	- - -	Germany
Juskys	Andrius	Lithuanian Academy of Music and Theatre	Head of Arts Management Department	Lithuania
Kakiuchi	Emiko	National Graduate Institute for Policy Studies	Professor	Japan
Kangas	Anita	University of Jyväskylä	Professor	Finland
Karatzis	Konstantinos	IMT institute for Advanced Studies Lucca	Student	Italy
Khzhinskaya	Irina	Interstudio	Projects	Russia
Kiitsak-Prikk	Kaari	Estonian Academy of Music and Theatre	lecturer, researcher	Estonia
Klusonová	Markéta	Masaryk University	Phd Student	Czech republic

Konach	Teodora	Jagiellonian University	Phd Student	Poland
Kondrashova	Ekaterina	Institute for Cultural Programs	Cultural Manager	Russia
Koudelova	Tereza	JAMU Brno	Organizational Team	Czech Republic
Krejčí	Hana	JAMU Brno	Organizational Team	Czech Republic
Krippner	Jindrich	Central European Culture Education Institute, CECEdu z.ú.	Director	Czech Republic
Krishnamoorthy	Priya	DakshinaChitra	Student	India
Kubita	Tpan	Central European Culture Education Institute, CECEdu z.ú.	Board chairman	Czech Republic
Kujova	Zdenka	South Moravian Innovation Centre	Organizational Team	Czech Republic
Langlois	Laurent	International Consultant	free lance	France
Laopodi	Maria Louiza	Culturepolis	Project Coordinator	Greece
Lázovský	Michal	Academy of Performing Arts in Prague	Head of Dpt	Czech Republic
Lekvall	Lotta	Nätverkstan	Director	Sweden
Lidstone	Gerald	Goldsmiths, University of London	Director	UK
Liguori	Antonia	Istituto Luigi Sturzo	EU Project Manager	Italy
Liu	Jerry C Y	National Taiwan University of Arts	Associate Professor	Taiwan
Lobachova	Galyna	Youth Unit of Artists at NGO "KATKA"	Art Manager	Ukraine
Lõhmus	Marko	Estonian Academy of Music and Theatre	Head of department	Estonia
Loncarevic-Martinovic	Dijana	Highschool of Music Belgrade	Head of the department	Serbia
Loots	Ellen	Antwerp University	Phd Student	Belgium
Maloney	Richard G.	Boston University	Assistant Professor	USA
Mareček	David	Czech Philharmonic in Prague	Executive Director	Czech republic
Markova	Lora	Deusto University, Spain / Institute of Leisure Studies	Researcher / PhD Candidate	Spain
Medek	Ivo	JAMU Brno	Rector	Czech Republic
Mekarski	Michal	Adam Mickiewicz University	Phd Student	Poland

Mihaljinac	Nina	Universtiy of arts Belgrade	Fellow Researcher, PhD candidate	Serbia
Mitchell	Ritva	Cupore	Director of research	Finland
Naimark	Maria	Interstudio	Projects	Russia
Nazrieva	Nasima	Open Society Foundation	Arts and Culture Program Coordinator	Tajikistan
Noguera	Elisa	Comexe	Coordinator	UK
Pagliuca	Paola	ITS BACT	Concept and Scientific Committee	Italy
Pakhlova	Svitlana	Youth Unit of Artists at NGO "KATKA"	Manager/Expert	Ukraine
Petricic	Sanja	Faculty for media and communication	Professor	Serbia
Petrou	Angeliki	National Graduate Institute for Policy Studies	Ph.D Candidate	Japan
Plevová	Anna	JAMU Brno	Organizational Team	Czech Republic
Poprawski	Marcin	Adam Mickiewicz University	Lecturer	Poland
Prime	Sian	Goldsmiths, University of London	Lecturer	UK
Prokop	Petr	Academy of Performing Arts in Prague	Vice-Dean	Czech Republic
Raabova	Tereza	Economic impacT/Arts Institute	Director	Czech Republic
Rajakangas	Mikko	HUMAK University of Applied Sciences	Student	Finland
Ruiz-Gutierrez	Jaime	Universidad de los Andes	Associate Professor	Colombia
Salazar	Lawrence Charles	National Commission for Culture and Arts	Project Development Officer	Philippines
Salzenstein	Alan	Association of Arts Administration Educators	President	USA
Sama Maty	Ramatoulaye	Agence de Promotion des Entreprises et Industries Culturelles (APEIC-Niger)	Chargée de Promotion et Communication	Niger
Sanetra-Szeliga	Joanna	Research Institute for European Heritage	Researcher	Poland
Sasaki	Mio	National Graduate Institute for Policy Studies	Student	Japan
Schramme	Annick	University of Anwerp	Professor	Belgium
Schütz	Dirk	Arts Management Network	Business Development, Marketing and Communication	Germany
Sebestova	Michaela	JAMU Brno	Organizational Team	Czech Republic
Sekhar	Anupama	ASEF	Acting Director - Culture	Singapore
Silvaggi	Antonia	Melting PRO - Laboratorio per la cultura	Researcher	Italy

Spiridon	Petronela	Alexandru Ioan Cuza University of Iasi	Phd Student	Romania
Spurná	Pavčina	JAMU Brno	Organizational Team	Czech republic
Stefanovic	Milena	Faculty of Dramatic Arts	Lecturer	Serbia
Sternal	Malgorzata	Academy of Music in Krakow	Assistant Professor	Poland
Svidová	Adéla	JAMU Brno	Organizational Team	Czech Republic
Svobodová	Doubavka	Academy of Performing Arts in Prague	The Dean of Theatre Faculty	Czech Republic
Takeuchi	Kiyoshi	National Graduate Institute for Policy Studies	Student (Doctoral Program)	Japan
Tseng	Sun-man	Hong Kong Institute of Education	Professor	Hong-Kong
Uhrova	Katerina	JAMU Brno	Organizational team	Czech Republic
Ungor	Elif	Salt	Interpretation program assistant	Turkey
Van der Helm	Patrick	S.Masquay		Netherlands
Vaspál	Veronka	Budapest Observatory	Research Assistant	Hungary
Vartiainen	Pekka	Humak University of Applied Sciences	Principal lecturer	Finland
Vesely	Jan	Central European Culture Education Institute, CECEdu z.ú.	Board member	Czech Republic
Vuillaume	David	Swiss Museum Association	Director	Switzerland
Vodiková	Petra	JAMU Brno	Organizational Team	Czech Republic
Volchenko	Natalya	Youth Unit of Artists at NGO "KATKA"	Manager	Ukraine
Waradzinova	Svetlana	Academy of Performing Arts in Bratislava	Professor	Slovakia
Wursterova	Karla	International Visegrad Fund	Executive Director	Slovakia
Youssef	Dina	Arab Digital Expression Foundation	Administrative Officer	Egypt
Žáková	Eva	Czech Ministry of Culture		Czech Republic
Zierold	Martin	Karlsruhe Hochschule	Professor	Germany
Zontou	Zoe	Liverpool Hope University	Lecturer in Drama	UK

List updated on 10/09/2014. The final list will be made available online after the ENCATEC Annual Conference.

Practical Information & Maps

Information & Registration Desk

Address:

Orlí Street Theatre/Music and
Dramatic Laboratory JAMU
Orlí 19, 602 00 Brno

Contact:

+420 733 127 611

*Map of venue location can be found
on the next page.*

Currency

The Czech koruna or Czech crown
(sign: Kč; code: CZK) has been the
currency of the Czech Republic since
8 February 1993.

Czech currency exchange rates from
Czech banks and exchange offices:

[http://eng.kurzy.cz/english/czech-
currency-rates/](http://eng.kurzy.cz/english/czech-currency-rates/)

Where to get Czech currency:

[http://www.czech.cz/en/93685-where-
to-get-czech-currency](http://www.czech.cz/en/93685-where-to-get-czech-currency)

Tourist Service in Brno

Address & Contact:

Radnická 8
658 78
Brno

Tel: +420 542 427 150

info@ticbrno.cz

Opening hours:

Mon – Fri 8am – 6pm
Sat, Sun 9am – 6pm

Restaurants

DNO Restaurant & Café

Price rating: ●●●●●

Address & Contact:

Orlí 19
Brno

Tel.: +420 542 591 808

info@dnobrno.cz

www.dnobrno.cz

Rebio - Vegetarian restaurant

Price rating: ●●●●●

Address & Contact:

Orlí 26
Brno

Tel: +420 542 211 130

rebio@rebio.cz

www.rebio.cz

Bohéma restaurant

Price rating: ●●●●●

Address & Contact:

Rooseveltova 7
Janáček Theatre Building
Brno

Tel.: +420 775 733 448

info@restauracebohema.cz

www.restauracebohema.cz

Ristorante L'Abbuffata

Price rating: ●●●●●

Address & Contact:

Kozí 8
Brno
Tel: +420 774 618 375

info@labbuffata.cz

www.labbuffata.cz

Spolek café

Price rating: ●●●●●

Address & Contact:

Orlí 22
Brno

Tel.: +420 774 814 230

admin@spolek.net

www.spolek.net

Jedna Báseň wine & coffee bar

Price rating: ●●●●●

Address & Contact:

Sukova 2
Brno

Tel: +420 542 211 444

info@jedna-basen.cz

www.jedna-basen.cz

Restaurant Baroko

Price rating: ●●●●●

Address & Contact:

Orlí 469/17
Brno

Tel: +420 544 213 845

info@baroko.org

www.baroko.org

Taxis

City taxi

Tel.: +420 14 004 or
+420 542 321 321

Pricing:

30CZK/km
starting rate – 40CZK
waiting – 4CZK/1min



Public transportation tickets can be bought at special
machines located at almost all stops.

LidoTaxi

Tel.: +420 14 3 14 or +420 542
214 221 or +420 721 242 242

Pricing:

28CZK/km
starting rate – 40CZK
waiting – 4CZK/1min

Public Transport

*It is very easy to get around Brno
on foot, but here is some
information about public bus
transport tickets.*

*Tickets are valid on all types of
public transport (bus, tram, trolley
bus) in the city. They can be bought
at almost all newsagents and also
in special machines that are
located at most of the stops. All
machines are provided with an
English instruction manual.*

Pricing:

Ticket for 15 min – 20CZK
Ticket for 60 min – 25CZK
Ticket for 90 min – 27CZK

Ticket for 1 day – 90CZK

Attention! When using public
transportation, make sure you
validate your ticket after entering
the bus, tram, etc.

Emergency numbers

Ambulance – 155

Police – 158

Fire – 150

European emergency number -
112

Hospitals

Úrazová nemocnice (Accident Hospital)

Ponávka 6
662 50 Brno

Tel: +420 545 538 111

www.unbr.cz

Fakultní nemocnice Brno (The University Hospital Brno)

Jihlavská 20
625 00 Brno

Tel: +420 532 23 1111

www.fnbrno.cz

Fakultní nemocnice u sv. Anny (St. Anna - The University Hospital)

Pekařská 53
656 91 Brno

Tel: +420 543 181 111

www.fnusa.cz

Pharmacies

Pharmacie - Chytrá lékárna

Orlí 34
Post Code Brno

Tel: +420 513 035 481

orli@chytralekarna.eu

Pharmacie – U červeného raka

Masarykova 444/1

Tel: +420 542 211 639 or +420 606 785 261

lekarna.uraka@rent-pharm.cz

Maps of Brno

It is very easy 4 minute walk between the two conference venues.

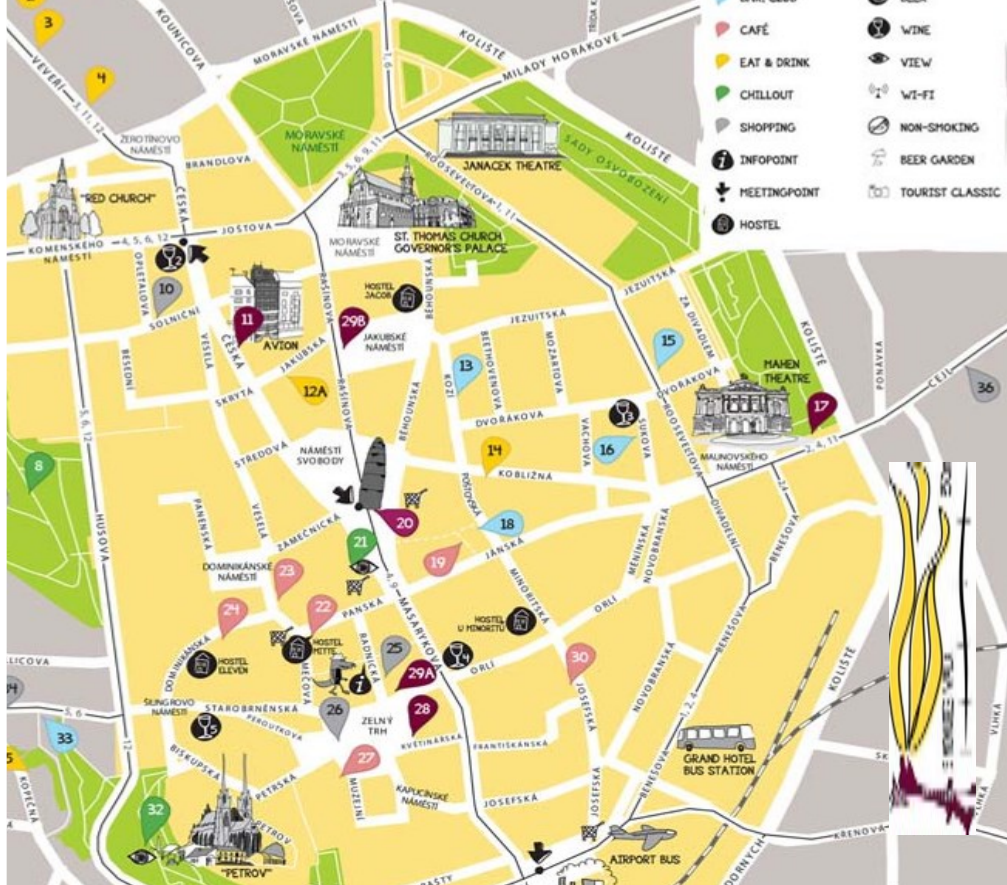
Venues of the Conference: There are two venues where the conference will take place.

Janacek Academy of Music and Performing Arts Theatre Faculty
Mozartova 1
662 15 Brno

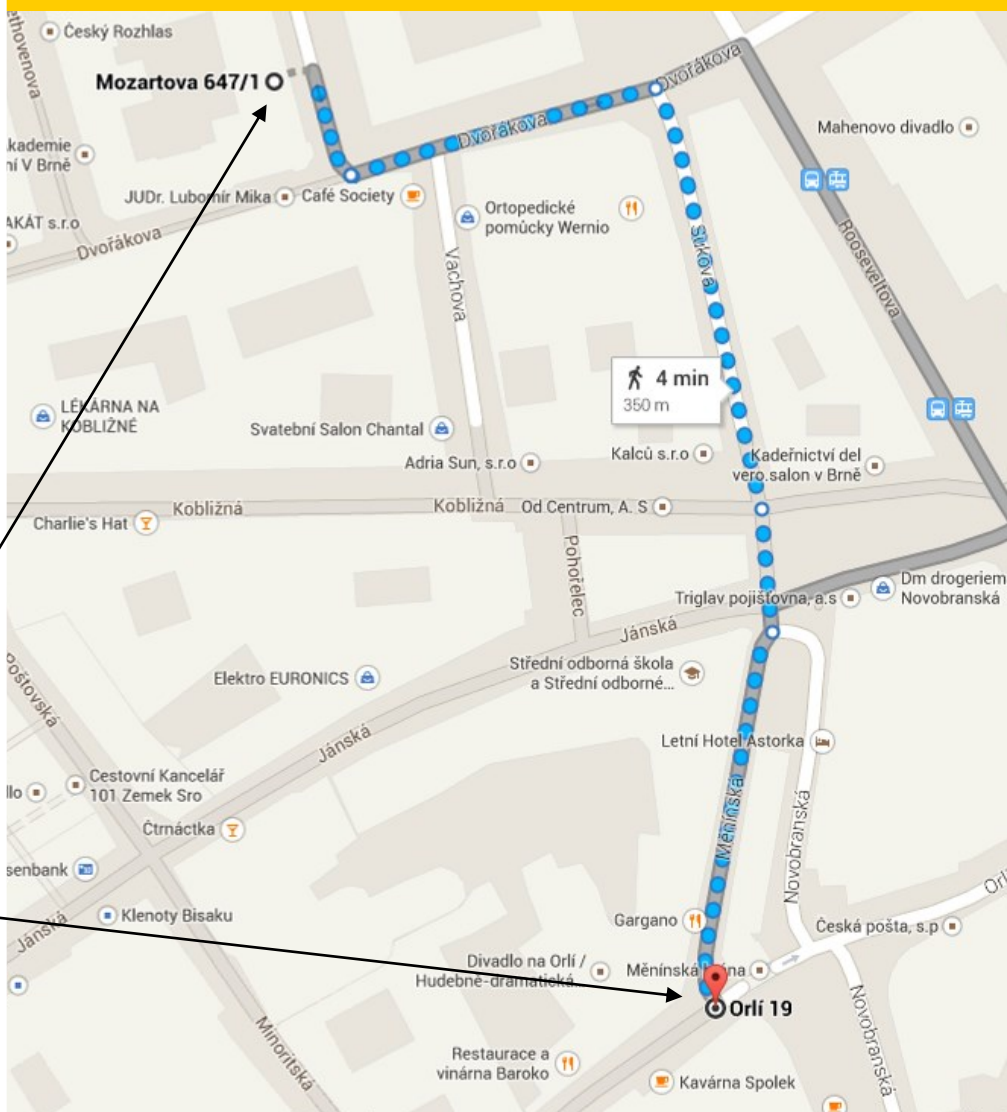
Conference rooms located here:
Room 4, 5

Orli Street Theatre/Music and Dramatic Laboratory JAMU
Orlí 19, 602 00 Brno

Conference rooms located here:
Big hall (Plenary Sessions)
Room 1, 2, 3



Click on the maps above and below to take you to the maps online!



About ENCATC

Who we are

ENCATC is the leading European network on Cultural Management and Cultural Policy Education. It is an independent membership organization 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, professionalize the cultural sector to make it sustainable, and to create a platform of discussion and exchange at the European and international level. It holds the status of an official UNESCO partner NGO and of observer to the Council of Europe's Steering Committee for Culture.

Our mission

"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 focus

As a cross-disciplinary network, ENCATC has eight Thematic Areas that stimulate innovative thinking by researching trends and developments that affect the future of arts and culture, by supporting businesses and organizations with strategy development by means of scenario planning, and by developing new curricula, services and business concepts based on these scenarios.

- Heritage
- Arts & Health
- Cultural Indicators
- Urban Management
- Cultural & Creative Industries
- Performing Arts Management
- Museums & Audience Policies
- Culture External Relations & Diplomacy



What we do

Our activities are structured around **5 strands**:

Advocacy

We develop and influence policies by engaging in advocacy actions through partnerships, advice, policy recommendations, consultations, meetings and public speeches.

Networking

Through a major Annual Conference, thematic forums, projects, activities and events, we enable academics, researchers, professionals, students, artists and policy makers to operate transnationally, find new audiences, share ideas, projects, methodologies, experiences and research.

Building capacities

We offer our members and non members a wide range of opportunities to enhance and strengthen their knowledge, skills and competencies.

Research

To anticipate the future and better understand the past, we promote

access to cutting-edge research in the fields of cultural management and cultural policy.

Communication

We transform information into knowledge by collecting, analyzing, and disseminating information inside and outside the network through a number of communication tools.

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 organizations such as educational and training institutions, foundations, cultural organizations, regional and local governments and any institution interested in cultural management and policy education.

About the partners

About the local organiser:

Janáček Academy of Music and Performing Arts (JAMU)



The Janáček Academy of Music and Performing Arts (JAMU) is one of two academies of music and the dramatic arts in the Czech Republic. It is named after Leoš Janáček, one of the most distinguished composers in modern European music, who was its spiritual father.

JAMU was founded in 1947, when the many years of effort connected in the beginning with the personality of Leoš Janáček finally bore fruit. But the promising activities of the 1960s were suppressed during the years of Communist "normalization" in the 1970s and 1980s, and it was only after 1989 that JAMU could once again move forward along a well-conceived path open to the latest developments in the performing arts.

Independent Music and Theatre Faculties were re-established, a number of professors who had been unable to teach were brought back, young teachers were admitted to the staff, new fields of study were introduced and foreign contacts were initiated, and the institution soon gained wide



Statue of Leoš Janáček, Brno, Czech Republic.

recognition for its pioneering initiatives and impressive achievements.

Honorary doctorates were awarded to the pianist Rudolf Firkušný (a native of Brno), the poet Ludvík Kundera, the playwright Václav Havel and the poet and actor Jiří Suchý. The promising developments initiated in the early 1990s have continued into the new millennium, and at present JAMU has more than 500 students at its two faculties.

Each year JAMU also organises the International Festival of the Theatre Schools SETKANI/ ENCOUNTER putting on a main programme of theatre productions created by 12 to 15 participating schools from Europe and beyond. The festival is also a platform for meeting of theatre schools, teachers and students together with eminent personages of the professional theatre world.

For more information:

<http://english.jamu.cz/>
<http://www.encounter.cz/>

About our supporter:

Creative Europe – Support to Networks scheme



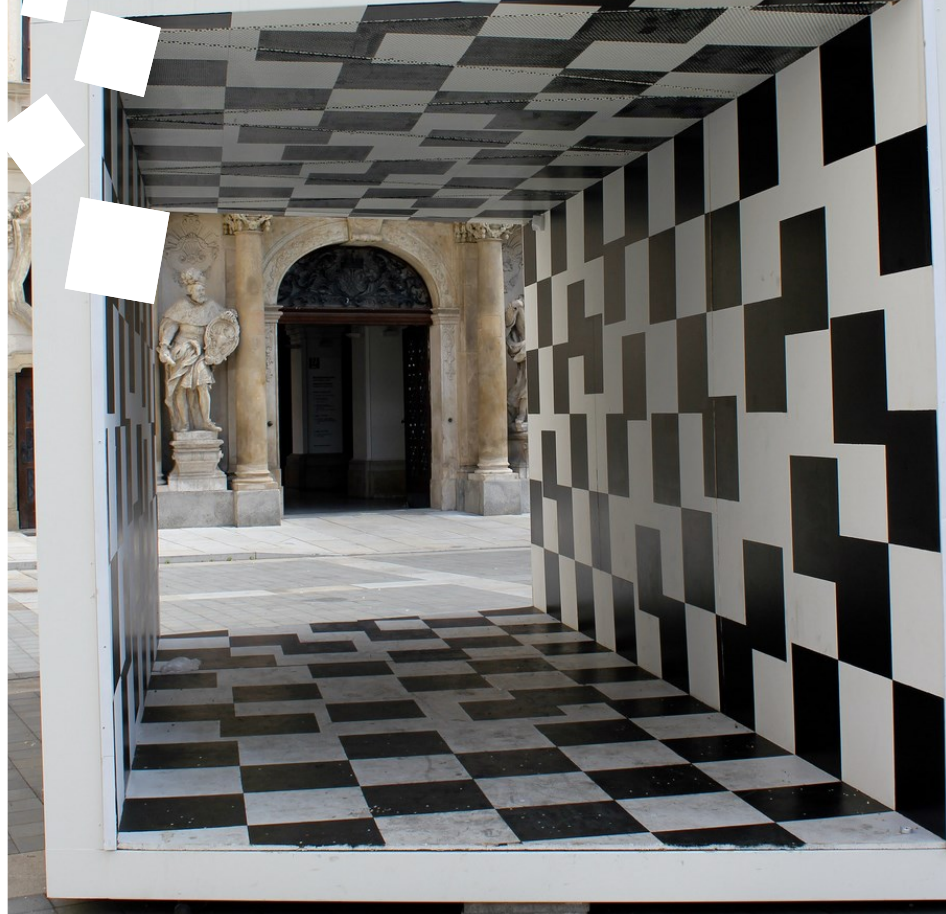
Creative
Europe

The European Commission's new 2014-2020 programme provides support for European networks to help the cultural and creative sectors to operate transnationally and to strengthen their competitiveness. Funding is channelled through multiannual Framework Partnership Agreements signed between the coordination entities of the selected networks and the Education, audiovisual and culture executive agency (EACEA).

Creative Europe is the European Commission's framework programme for support to the culture and media sectors. Following on from the previous Culture Programme and MEDIA programmes, Creative Europe, with a budget of €1.46 billion (9% higher than its predecessors), will support: Culture sector initiatives, such as those promoting cross-border cooperation, platforms, networking, and literary translation; Audiovisual sector initiatives, such as those promoting the development, distribution, or access to audiovisual works; A cross-sectoral strand, including a Guarantee Facility and transnational policy cooperation. Furthermore, the programme consists of two sub-programmes; the Culture sub-programme to promote the culture sector, and the MEDIA sub-programme to support the audiovisual sector. Results are published on the Creative Europe Dissemination Platform.

For more information:

http://ec.europa.eu/programmes/creative-europe/index_en.htm



Art project in Brno, Czech Republic.

About our supporter:

Asia-Europe Foundation Creative Networks



This Annual Conference is supported by the programme ASEF Creative Networks of the Asia Europe Foundation (ASEF) as it was selected for support from over 50 proposals submitted through a competitive call in 2013.

The Annual Conference is the main activity implemented by ENCATC in 2014 in the framework of the "Networks as learning experience" project aimed at creating a long lasting platform for cultural networks across Asia and Europe acting in the field of cultural management and cultural policy education.

ASEF Creative Networks supports collaborative projects that favour the building of cultural/artistic networks in Asia and Europe.

Through this programme Asia-Europe Foundation seeks to strengthen its role as a connector between cultural networks in Asian and Europe since the past 15 years. ASEF intends to develop ASEF Creative Networks as a long-term programme to promote sustainable connections among the cultural communities of Asia and Europe, and by notably by supporting collaborative projects and activities.

The Asia-Europe Foundation promotes greater mutual understanding between Asia and Europe through intellectual, cultural and people-to-people exchanges. Through ASEF, civil society concerns are included as a vital component of deliberations of the ASEM. ASEF was established in February 1997 by the participating governments of ASEM and has since implemented over 600 projects, engaging over 17,000 direct participants as well as reaching out to a much wider audience in Asia and Europe.

For more information:

www.asef.org



About the media partner:

Arts Management Network



Since 2000, the Arts Management Network is an international network for arts and business. The website and newsletter are popular among professionals in the arts and the creative sector. With its global perspective, the network is a valuable resource for academics, students, researchers, regional and national authorities, business people and journalists. AMN has various collections for articles and features on books, courses, conferences and web resources.

For more information:

www.artsmanagement.net

About the mobility grants:

European Cultural Foundation



Through its travel grant scheme "Step Beyond" the European Cultural Foundation supports the mobility of young/early career cultural policy researchers to attend the ENCATC Annual Conference. This is an occasion for young/early career researchers to meet fellow researchers from Europe and beyond, ask questions, and learn about the latest trends and developments in the field of cultural management and cultural policy research.

The European Cultural Foundation (ECF) was set up in Geneva in 1954. Its founding figures included the Swiss philosopher Denis de Rougemont, the architect of the European Community Robert Schuman, and HRH Prince Bernhard of the Netherlands, under whose presidency ECF moved to Amsterdam in 1960.

They all believed passionately in culture as a vital ingredient for Europe's post-war rebuilding and healing.

HRH Princess Laurentien of the Netherlands is currently the President of ECF and Extraordinary Member of the Board.

Over the past four years, ECF set out to uncover new Narratives for Europe at a moment when the prevailing narratives seemed to have lost their resonance. Informed by research and reflection, this effort led to our new thematic focus for 2013-2016 — Culture, Creative Communities and Democracy.

Its work continues to initiate and support cultural exchange and creative expression across wider Europe, to share knowledge across the cultural sector, and to campaign for the arts at all levels of political decision-making. By identifying, connecting, nourishing and illuminating a network of local cultural change-makers, we foster the growth of new visions of Europe that are the result of bottom-up action and creativity.

For more information:

www.culturalfoundation.eu

A tale from Brno...

Many, many years ago the brave Slavs were looking for the perfect place to live. After years of searching they came upon a beautiful landscape with a sparkling river, abundance of wildlife, and an ideal environment for agriculture and wine production.

Once settled, what would the Slavs call their home? Long discussions were held to choose a name, but the meaning behind its origin still remains a mystery today. Many theories and legends circulate among the locals. Some say the name resulted from the enthusiastic cries of wonder when Slavs arrived. Others claim the name is a misspelling from another language. Only one thing is certain - this place was named Brno!

There has been continuous settlement on this site since the very first Slavs arrived in the 6th century, through the period of the Great Moravian Empire, and up to the present day. The city has become a dynamic cultural centre known for its creativity and diversity of new cultural opportunities. The city is dotted with theatres, museums, galleries and heritage sites. Annual students festivals are extremely popular such as the SETKANI/ ENCOUNTER International theatre festival, having just wrapped up its 24th edition in April 2014.

Brno is the second largest centre of education in the Czech Republic. Almost all types of university studies are available: technical, IT, humanities, economic, agricultural, artistic and military. The city is home to five public universities and one state university gathering more than 80,000 students altogether.

As a place of art and learning, Brno has given the world many famous personalities from the sciences and humanities. Johann Gregor Mendel, the so-called



Top left: Brno is known for its important wine production. Bottom left: Traditional Moravian dress. Right: Sculpture in the main stairwell of the Janacek music conservatory in Brno, Czech Republic.

“father of genetics” called Brno home. From 1856 to 1863 he conducted his ground breaking experiments at the Augustinian Abbey in Old Brno. Classical music fans will undoubtedly know world-renowned composer Leoš Janáček (1854 -1928) whose style absorbed elements of Moravian and Slovak folk music. Today audiences around the world have heard the talents of renowned contemporary mezzo-soprano, Magdalena Kožená. Born in Brno she studied voice and piano at Brno Conservatory from 1987 to 1991.

The city of Brno has a relaxed atmosphere. Walking through the centre you will see a unique mixture of architectural styles ranging from baroque to functionalism and modern. Brno

inhabitants are very also proud of the city's heritage which includes the [Villa Tugendhat](#). Belonging to the UNESCO World Heritage List, this site is the only one of its kind in the Czech Republic. Built in the 13th century the [Špilberk castle](#) continues to dominate the town landscape even today. Visitors can also climb the tower of The [Cathedral of St. Peter and St. Paul](#) for magnificent views of the city.

Brno is an exceptional invitation to discover the rich cultural heritage of a city steeped in history and legend. Visitors will delight in its thriving arts scene, breath-taking landscapes, and culinary traditions. Come experience and share Brno's passion for life, arts, culture and learning at the 22nd ENCATEC Annual Conference!

Want more?

The 22nd ENCATC Annual Conference will be held in the Czech Republic's the second biggest city in the Czech Republic.

Why not using this unique opportunity and stay a bit longer after the conference to explore your new surroundings or revisit some great sites!

If you wish to extend your stay, the local organisers at Janáček Academy of Music and Performing Arts have a few places to recommend!

1. Cathedral of St. Peter and Paul

When you are in Brno, don't miss to visit this magnificent cathedral, a fixture in Brno's city skyline! The inside is just as impressive and as the outside. There is also a small exhibition about historical religious artifacts. You can climb the towers to the top to take in the breathtaking views of the city, but if you're there at the top of the hour be aware, the bells are just above you!

2. Spilberk Castle

Spilberk Castle is situated right in the center of Brno, with an amazing view over the whole city. People go there to relax in the peaceful grassy areas, have a nice walk through this beautiful building of Baroque architecture or take a tour of Czech historical heritage in the Brno City Museum. For those of you who wish to take a walk into the past, see rooms in the castle restaged for their original purpose centuries ago. If you just want to relax and have a coffee, there's a lovely traditional café on the terrace of the castle as well. These are just some of the many reasons locals and tourists alike visit Brno's greatest landmark!



3. Veverí Castle

Located an easy distance from Brno, you come upon the beautiful Veverí Castle, one of the biggest castles in the Czech Republic. The best and more memorable way to reach the site is by boat from Bystrc – even if it's September! The country landscape around the castle makes for a peaceful atmosphere surrounding this monumental building from the 13th century. Explore the castle, which was newly accessible in 2001 after years of restoration.

*Opening hours during September:
Daily except Monday 09:00 – 18:00*

We recommend to book guided tours in foreign language in advance, just contact kastelan@veveri.cz!

Last guided tour starting at 16:00 & at the weekend at 17:00

4. Pernštejn Castle

Pernštejn is one of the most visited castles in Moravia. It is easily accessible from Brno by bus or train. The castle was founded in the second half of the 13th century belonging to the Pernštejn family until 1596. The last owners before the transfer to the state were the Mitrovský family. In 2007, Pernštejn finished on the second place in the survey for the most fairy-tale castle in the Czech Republic.

The journey takes about one hour. You can choose from several castle tours. Guided tours in foreign language are just for groups over 20 members.

*Opening hours during September:
Daily except Monday 9:00 – 16:00*

We recommend to book it in advance, just contact pernstejn@brno.npu.cz.

5. Beneath the streets of Brno

Do you want to see Brno from another angle? Why not starting from underneath – and discover what is under the streets you walk on! Walk through cellars and

corridors right under the city. You can choose from: the Labyrinth under Zelny (vegetable market), the Mintmaster's cellar and the Ossuary of St. James's Church.

6. Slavkov Castle

Slavkov is important historical place for the Czech Republic. This was the site of a famous battle between the Russian imperial army and French army led by Napoleon. The Slavkov Castle is also known as the baroque pearl of Moravia.

This site is easily accessible from Brno by bus or train.

Lednicko – Valtický areal is on UNESCO's World Heritage List since 1996. Between the 17th and 20th centuries, the ruling dukes of Liechtenstein transformed their domains in southern Moravia into a striking landscape. It married Baroque architecture (mainly the work of Johann Bernhard Fischer von Erlach) and the classical and neo-Gothic style of the castles of Lednice and Valtice with countryside fashioned according to English romantic principles of landscape architecture. At 200 km², it is one of the largest artificial landscapes in Europe.

Opening hours for Lednicko castle are daily except Monday from 9:00 to 17:00.

7. Lednicko – Valtický



encatc

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