


6th ENCATC WORKING GROUP MEETING

“The impact of festivals and cultural events: knowing, measuring and structuring the public dialogue”

13 November 2018 in Antwerp, Belgium

AGENDA

Venue: University of Antwerp, City Campus, Hof Van Liere, Prinsstraat 13, 2000 Antwerp, Belgium		
Room: Prentenkabinet		
#festivals #evaluation #ENCATCworkinggroup		@ENCATC
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Start	End	Programme Details
09:30	10:00	Registration
10:00	10:05	Words of welcome GiannaLia Cogliandro Beyens , ENCATC Secretary General
10:05	10:15	Introduction and presentation of the 6th ENCATC Working Group on Evaluation meeting Pascale Bonniel Chalier , ENCATC Working Group Chair
10:15	10:45	Ice breaker – World café on Festivals and Evaluation <i>Repartition of the participants in Lucca, Limerick, Chambéry, Antwerp, Kosice and Padova Tables</i>
10:50	11:20	A critical approach of impact of festivals and big events: limits of economic measurement practices Lluís Bonet , Professor, University of Barcelona, Spain <i>via video conference</i>

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11:20	11:40	Discussion and debate
11:40	11:55	<i>Break</i>
11:55	12:25	<p>Towards a holistic methodological approach for the assessment of festival impacts: the case of a big scale comic-con</p> <p>Yesim Tonga Uriarte, Post-Doctoral Research Fellow, IMT School for Advanced Studies Lucca, Italy</p>
12:25	12:45	Discussion and debate
13:00	14:00	<i>Break</i>
14:00	15:00	<p>Sharing experiences and methodologies of festival evaluation</p> <p><u>4 parallel workshops with a Keynote speaker, an animator and a rapporteur:</u></p> <p>Workshop N°1: Local economy impact of festivals Keynote: Miriam Šebová, Associate Professor, Technical University of Košice, Slovakia</p> <p>Workshop N°2: Audience experience Keynote: Niamh NicGhabhann, Course Director, MA Festive Arts, Irish World Academy of Music and Dance, University of Limerick, Ireland</p> <p>Workshop N°3: Social impact of festivals Keynote: Lyudmila Petrova, Researcher, CREARE Social, The Netherlands</p> <p>Workshop N°4: Sustainable development and festivals Keynote: Doris Cerin Otočan, PhD Candidate, FH Burgenland, Austria</p>
15:00	15:10	<i>Break</i>
15:10	15:25	<p>Conclusions from previous ENCATC Working Group meetings in Brussels, Lyon, Manchester and Potsdam</p> <p>Pascale Bonniel Chaliér, ENCATC Working Group Chair</p>
15:25	16:00	<p>Collective session for setting up the programme and agenda for the ENCATC Working Group concerning evaluation of international projects and networks</p> <p>Pascale Bonniel Chaliér, ENCATC Working Group Chair GiannaLia Cogliandro Beyens, ENCATC Secretary General</p>

SPEAKER BIOGRAPHIES



Lluís Bonet is Director of Cultural Management Program and Professor of Economics at the UB. Author of numerous publications and research analysis of the cultural sector, has lectured in more than forty countries. He was president of ENCATC and of the Jury Prize for research in cultural policy ECF. He has been vice-president of AAAE, board member of the Association of Cultural Economics International, and jury member of the ENCATC Research Award on Cultural Policy and Management and of the Roca Boncompte Cultural Studies Award. In the field of festivals, has published the book "Music Festivals, a Changing World" and "The run of scenic festivals. Concepts, looks and debate".



Pascale Bonniel Chalier is a trainer and consultant for international cultural projects. She has been the founder of the Master *Development of International Cultural Projects* at University Lumière Lyon2 since 1988. She was a founding member of ENCATC and served as General Secretary from 1992 to 1994. She was Deputy Mayor Delegate to Cultural Events in Lyon from 2001 to 2008, then elected at the municipal council and the metropolitan council from 2008 to 2014. With the agencies "La terre est ronde" and Illusion&macadam, she has provided cultural consultation for cities such as Montreuil and Rennes, and advocacy for artistic insitutions as well as studies for the French Ministry of Culture and the Council of Europe. Since 2014, she has been carrying several evaluations for European projects and networks supported by Creative Europe programme.



Doris Cerin Otočan, wife and mother of daughter Gaia Anastasia, she has a rich interdisciplinary education and job experience in the fields of music, arts and culture, education and journalism, cultural management, politics / economics and in the food and beverage sector like professor, professional musician, festival manager and consultant in the Istrian National Theater and in the Open University (City of Pula and City of Rovinj). In the hometown of Pula in Croatia, Cerin Otočan graduated in Theory of Music and Solo-singing departments at Conservatory of Music in 1989 and Musicology at the University of Philosophy in 1993 (mag.mus.). During 1999 she enrolled for scientific master's degree at the University of Economy in Rijeka, Croatia. In 2010 she was one of the winner for scholarship at CEU Summer University of Budapest, Hungary. In 2010 she graduated also like masterchef at Croatin Chamber of Economy in Zagreb, Croatia. In the meantime she finished the internal school of journalism during the period when she worked as professional journalist and editor for newspapers and television in the Region of Istria, Croatia. In 2016 she enrolled like PhD student for International Relations and Management at FH Burgenland in Austria. In 2017 she continued also with music eduaction in Brussels, as conductor of the orchestra and opera singer. With her family, she founded two private business companies in Croatia for investments, conslultancy services and catering. From 2014 she lives in Brussels with her family and works like consultant and manager in cultural tourism sector. Her hobby is to work like music coach with children and like actress in the theater (musical Notre Dame de Paris).



GiannaLia Cogliandro Beyens, has been since 2004 the Secretary General of ENCATC, 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 EUROCIITIES, the network of major European cities, she successfully designed and coordinated several transnational and cross-sectorial projects in the field of culture and education. GiannaLia was Secretary General of the Association of the European Cities of Culture of the year 2000 set up in 1996 by the European Commission. Journalist since 1993, she started her career as Press & PR Officer for the N.A.T.O organisation in Rome. For the European Commission she wrote 10 Reports on social European policy and a major study on the European Cities of Culture for the year 2000. Educated at the University "La Sapienza" in Rome, GiannaLia holds a Degree in Political Sciences - International Relations, a M.A. in European & International Career Studies and a M.A. in European Constitution. GiannaLia was trained for six months at the European Commission and at the Italian Institute for Foreign Trade, ICE, in Brussels.



Niamh NicGhabhann is the course director of the MA Festive Arts Programme at the Irish World Academy of Music and Dance at the University of Limerick. Her current research focuses on Irish studies, with an emphasis on the art and architecture of Ireland, concepts of space, memory, performance and the body. She is particularly interested in exploring these concepts through visual images, built landscapes, poetry and prose fiction. She is currently at the beginning of research project focusing on the territories of the Devotional Revolution in Ireland, with an emphasis on **religion in public space**. She is also working on the subject of respectability in Irish culture. Her current research also includes work on cultural policy, arts management, cultural entrepreneurship and innovation, and ideas of measurement and value in the arts and cultural sector. She is leading research initiatives exploring STEAM and humanities research. She was a member of the the editorial board of Artefact, the journal of the Irish Association of Art Historians, from 2012 to 2016, and she is currently on the editorial board of the Irish Journal of Arts Management and Cultural Policy.



Lyudmila Petrova is a co-founder of CREARE Foundation and a director at the CREARE Summer School of Cultural Economics. She holds an MA in cultural economics and cultural entrepreneurship and is an active member of the cultural economics research community. Currently, she is a Research Associate at Erasmus School of History, Culture and Communication (ESHCC), Rotterdam, the Netherlands, while pursuing a research on institutional change, culture related innovation, and cultural spillovers in the economy and society. She has 10 years of experience in teaching and research in cultural economics at national and international Universities and Institutes. She actively presents at international conferences and seminars, as well as publishing in relevant journals. Since 2013 she is actively working on the design of a culture (e)valuation tool "The Value-Based Approach" and its implementation for the assessment of social

change/innovation. She is also a research partner at a European research alliance focusing on spillover effects of creative industry.



Miriam Šebová is an associate professor at the Faculty of Economics at the Technical University of Košice, Slovakia. She teaches public management and public administration at the Department of Regional Science and Management. She finished her Master as well as her PhD in regional science and public administration at the University of Economics in Bratislava, Slovakia. In Bratislava, she worked as a project manager for the German foundation Friedrich Ebert Stiftung in 2003-2004. She speaks English and German fluently. Her research interests and publications are mainly in the field of regional and local development, knowledge economy, impact of universities and cultural economics. She has participated in several research projects. The latest have been “UNIREG - Universities and Regional Economic Development” (2015-2018) financed by the Slovak Research and Development Agency, as well as “the Socioeconomic Valuation and Measurement of Economic Efficiency of Cultural Institutions focused on Museums and Galleries in Slovakia” (2018-2020) supported by Scientific Agency of Slovak Ministry of Education. She is a member of the Slovak Section of the European Regional Science Association (ERSA). She was co-organizer of the Central European Conference on Regional Science in Košice (2009, 2012 and 2014). She is a member of Local Organizing Committee of 31st Summer School ERSA Regional Policy Analysis and Planning (July 2018) in Bratislava.



Yeşim Tonga Uriarte joined the LYNX -Center for the Interdisciplinary Analysis of Images research unit as a Post-Doctoral Research Fellow in December 2014. She is the coordinator of the project, “Direct and Indirect Impacts of Lucca Comics & Games” and was also awarded a research grant in 2016 from the [Cultural and Creative Spillovers Project](#), a European partnership for testing innovative methods to evaluate cultural and creative spillovers. Yeşim obtained her PhD in Management and Development of Cultural Heritage from the IMT Lucca and holds a MA degree in Arts and Heritage: Policy, Management and Education (Maastricht University) and a Bachelor’s degree in Economics (Bogazici University). She has worked in various cultural institutions, such as Europa Nostra Istanbul Office and UNESCO World Heritage Centre, and is a founding member of Europa Nostra – Turkey. Her research interests cover institutionalisation practices in the arts and culture field, impacts of cultural policies and temporary events.