

Performing **A**rts **C**enter
MULTIMEDIA



Workshop: Promoting New Model of Cultural Institutions

14 - 16 March 2012, Mavrovo, Macedonia

Leader of the workshop:

Mr. Chris Keulemans, expert from The Netherlands

with Ms. Willemijn Lamp, idem

With support of

Ms. Violeta Simjanovska, expert from Macedonia

Initiators and organisation: PAC Multimedia

Contact persons: Katerina Mojanchevska



Kingdom of the Netherlands

Supported by the Kingdom of the Netherlands

WORKING PLAN

Day 1: 14 March 2012 (Wednesday)

15.00 - 18.00 Arrival of the guests

Accommodation at Hotel Bistra, Mavrovo

18.00 - 19.00 **Opening of the seminar – H.E. Marriet Schuurman, the Ambassador of the Kingdom of the Netherlands in Skopje**

Ms. Violeta Simjanovska- Overview of the seminar

19.00 - 19.45 **Theme:** *How my visits to Macedonia helped inspire me to create a new arts centre in Amsterdam: de Tolhuistuin* - **Mr. Chris Keulemans** (followed by a short introduction of **Willemijn Lamp**, organizer of the Cultural Bazar, Amsterdam)

20.00 Dinner

Day 2: 15 March 2012 (Thursday)

08.00- 09.00 Breakfast

09.00 - 10.30 **Theme:** Introduction by participants, about their local initiatives, chaired and interviewed by *Chris Keulemans*

Discussion and questions

10.30 -11.00 Coffee break

11.00 - 13.30 **Workshops: Working sessions, organized around the people who are involved in specific local projects.**

Focusing on specific themes, see below, chaired by:

Workshop 1 (Chris Keulemans): strategic planning and management, and teambuilding

What is the vision for the festival, centre, project? How to build the right coalition of partners? How to mobilize a team of good professionals and volunteers? How to define the steps in the right order?

Workshop 2 (Willemijn Lamp): financing, different sources of funding

How to combine sources of funding for start, development and realization? How to combine your own agenda with the agenda of the funders? Which innovative forms of financing are possible?

Workshop 3 (Violeta Simjanovska): structure of the organization

How are the responsibilities divided? How to include people and institutions according to their specific qualities? What is the most effective (temporary or permanent) organisational structure?

13.00 - 17.00 Lunch

17.00 – 20.00 **Workshop: working sessions, organized around the people who are involved in specific local projects.**

Focusing on specific themes, see below, chaired by:

Workshop 1 (Chris Keulemans): community based programs

How to build trust among the local communities involved? What kind of participatory programs are urgent and desired? How to stimulate participation of members of the communities involved? How to create long-term participation?

Workshop 2 (Willemijn Lamp): PR strategies

Who is the desired audience? Which are the most useful (combination of) media to reach them? How can the PR campaign be used to create an active community of visitors and participants?

20.00 - 21.30 Dinner

Day 3: 16 March 2012 (Friday)

- 08.00 - 09.00 Breakfast
- 09.30 - 10.30 ***Presentations of steps forward, as defined in the working groups, interviewed by Chris Keulemans***
- 11.00 – 12.00 ***Questions and evaluation of the seminar***
- 12.00 - 13.00 Lunch, departure of participants

The Annual Programme of PAC Multimedia is supported by CIVICA Mobilitas Programme – implemented by CIRa and financially supported by SDC.

