

8.12.2015 - International Congress Center

from 9.00 - participant registration

11.00-11.30 - opening panel

Kazimierz Monkiewicz - National Centre for Culture

Edyta Sytniewska - Katowice City Hall

Przemysław Smyczek - Marshal's Office of the Silesian Voivodeship

11:30-12:30 - programme panel

Tomasz Szabelski - the Initiative Association - programme speech: *Spectator is a client, theater is a product*

Paweł Potoroczny - Adam Mickiewicz Institute: *Leader without pomposity, that is charisma without psychosis and leadership without arrogance*

12.30-13.00 - discussion:

Cultural-educational people, cultural animators and managers in journalists' eyes: Patrycja Wanat (TOK FM Radio), Agnieszka Obszańska (Polish Radio Three), Max Cegielski (TVP Kultura)

13.00-14.00 - lunch

14.00-18.00 - speakers' speeches- short and inspirational presentations:

Natalia Ćwik-Orębowska - Go Responsible: *A responsible manager... Who is that?*

Julian Czurko - The Rokoko Foundation: *Coaching as a method of developing cultural personnel*

Rafał Koziński - Cultural Centre in Lublin: *Cultural Manager - Social Performer*

Karol Wittels - the Obserwatorium Foundation: *Obsessions with the high attendance. That is the negative aspects of fashion for Audience Development.*

Maja Holec - Open University Koprivnica: - *Open University Koprivnica - organization of cultural events, fundraising and establishing partnerships*

Rafał Chwała - Culture Workshops in Lublin: *The music festival - between the authorial conception and the classical form.*

Mariusz Wróbel - Silesia Film Institut: *Who needs the quality from a cultural manager?*

Dominykas Karpovic, Homo Eminens: *The Future of Business: Where Culture Meets Economics*

Anna Komsta - Municipal and Community Centre for Culture, Sport, Tourism in Wleń: *A Cultural Centre - from the local emergency "from everything" to the first-contact culture*

Monika Pojda-Dziekońska - Cultural Centre in Siemianowice: *The talented - how to use natural talents in team management*

Dorota Prose - *Przestrzeń Kreatywna Kotulińskiego 6/K6: (The Creative Space Kotulinski 6/K6): The strength of authenticity and the magic of slow events, that is what attracts to The Creative Space Kotulinski 6/K6 in the former distillery in Czechowice-Dziedzice*

Katarzyna Dyktyńska - *Coaching for artists: Development through question, that is what is the coaching for artists*

Rafał Żak - *Business in mass culture*

Artur Celiński - *Res Publica: Creators of culture in cultural politics of Polish cities*

Gorana Šojat - *Culture Center Travno (Zagrzeb) How to manage a culture management?*

9.12.2015 - International Congress Center

10.00-12.00 - discussion sessions - part I (3 sessions to choose):

- libraries as modern cultural centers:

Aleksandra Zawalska-Hawel - Miejska Biblioteka Publiczna w Piekarach Śląskich (City Library in Piekary Śląskie)

Dominik Żyłowski - Biblioteka Elbląska im. C. Norwida (C. Norwid Library in Eląg)

Ewa Kokot - the House of Education of Silesian Library

Jacek Królikowski - The Information Society Development Foundation

Jadwiga Witek - Centrum Informacji Naukowej i Biblioteka Akademicka w Katowicach (the Scientific Information Centre and Academic Library)

- the role of NGOs working in the cultural branch:

Marcin Sobaszek - Fundacja Obrazy Bez Granic (the Obrazy Bez Granic Foundation)

Aleksandra Bednarz - Stowarzyszenie ON/OFF / Teatr im. W. Horzycy w Toruniu (the ON/OFF Association/ Wilam Horzyca Theatre in Toruń)

Gorana Šojat - Cultural Center Travno

Mateusz Dobrowolski - Stowarzyszenie Sztuki Etnicznej „Transetnika”

- relations between the organizers of cultural activities and the managers of culture:

Maciej Zygmunt - Regionalne Obserwatorium Kultury w Katowicach (Regional Cultural Centre in Katowice)

Marek Sztark - Kadry Kultury / Forum Kraków / ESK Wrocław 2016

Anthony Attard - Arts Council Malta

Paweł Gogołek - Forum Kraków / Stowarzyszenie Edukacyjne MCA (the MCA Educational Association)/ Collegium Da Vinci

12.00-12.30 - coffee break

12.30-14.30 - discussion sessions - part II (2 sessions to choose):

- **theoretical aspects of culture management:**
PhD Krzysztof Wrana - University of Economics in Katowice
Prof. Emil Orzechowski - Jagiellonian University
Dr Teresa Dudzik - Warsaw School of Economics
Mgr Beata Gotwald-Feja - University of Łódź / EC1 Łódź - Miasto Kultury

- **culture's aims within municipalities, communes and districts:**
Tomasz Ignalski - Chorzowskie Centrum Kultury (Cultural Centre in Chorzów)/
Forum Kraków
Andrzej Trzeciak - Wielkopolska Rada Kultury (Cultural Council of Greater Poland)
Magdalena Wach - Old Mine Science and Art Centre in Wałbrzych
Teresa Latuszewska-Syrda - Fundacja Urban Forms (the Urban Forms Foundation)
Dariusz Kaliński - Kino za Rogiem Sp. z o.o.
Kamila Majchrzycka - Pinokio Puppet Theatre in Łódź

- **professional event organization:**
Adrian Chorębała - Rondo Sztuki / Manager of musical bands
Izabela Helbin - Krakowskie Biuro Festiwalowe (Cracow Festival Office)
Małgorzata Płyś - Unsound Festival
Artur Rojek - Off Festival
Adam Godziek - Tauron Nowa Muzyka
Łukasz Napora - Audioriver Festival

14.30-15.30 - lunch

15.30-17.30 - discussion sessions - part III (2 sessions to choose)

- **relations between the cultural sector and public administration:**
Paweł Kamiński - Stowarzyszenie Dyrektorów Samorządowych Instytucji Kultury
(The Association of Directors of Local Government Cultural Institutions)
Adam Hajduga - Marshal's Office of the Silesian Voivodeship
Monika Wiejaczka - Marshal's Office of the Lesser Poland Voivodeship
Joanna Nawrocka - Ochota Theatre – Centre for Theatre Culture

- **the use of research activity in culture management:**
Natalia Bryłowska - Obserwatorium Kultury przy Instytucji Kultury Miejskiej w
Gdańsku (Culture Observatory at City Culture Institute in Gdańsk)
Ewa A. Jagiełło i Noemi Modnicka - QUALIO. Badania i działania społeczne
(QUALIO. Social research and activities)
Agnieszka Szostak - Historical Museum of Kraków
Artur Laskowski - Biblioteka Publiczna Miasta i Gminy Radzymin (Municipal
Library in Radzymin)

10.12.2015 - International Congress Center

8.00-11.00 - workshop sessions (6 session to choose):

1. SESSION I STAKEHOLDERS: Joanna Tabaka (Centre for Contemporary Art Ujazdowski Castle): *A VIEW ON THE AUDIENCE, that is the introduction to the audience development.*
2. SESSION II PEOPLE: Karolina Mikołajczak-Stasiak (The 11 Muz Foundation - Innovations in Culture) : *Tools of facilitation and group moderation - how to lead effectively the group meetings*
3. SESSION III FUNDS: Marek Ostafil (the Polish Fundraising Association): *Sponsoring, patronage, fundraising – building of financial independence*
4. SESSION IV VALUES: Piotr Wojciechowski (FUZERS - Powering Innovation): *Innovations - what is it?*
5. SESSION V NEW TECHNOLOGIES: Jan-Paul Laarmann (Dein Nordrhein Westfalen, Niemcy): *New narratives and approaches in digital cultural marketing - workshop in English*
6. SESSION VI IMAGE: Agnieszka Wojciechowska (Culture Workshops in Lublin): *Do all stars shine equally? - a workshop on the image of cultural institution*

11.00-11.30 - coffee break

11.30-14.30 - workshop sessions (6 session to choose): +one from 7 billion others

1. SESSION I STAKEHOLDERS: Raluca Bem Neamu (Babele, Rumunia) - a workshop in English: *Different stakeholders, distinct approaches*
2. SESSION II PEOPLE: Magdalena Korczyk-Waszak (Prado. Inspirations Space): *The development of competences and the management of talents in cultural institutions and organizations*
3. SESSION III FUNDS: Aleksander Lysko (Regional Cultural Centre in Katowice): *Sources of funding cultural projects/the way of thinking during constructing the application*
4. SESSION IV VALUES: Mateusz Werpachowski (European Research & Development Advisers) *Cultural institutions on the crossroad - the definition of cultural institution through values*
5. SESSION V NEW TECHNOLOGIES: Karol Piekarski (Medialab Katowice): *Killer app for culture? How to implement wisely new technologies in cultural projects*
6. SESSION VI IMAGE: Sławomir Czarnecki (City Culture Institute in Gdańsk): *The strategy of communication and the function of social media in culture*

* Accompanying Event - 7 billions Others:

11:30 - 12:30 - discussion panel *The function of art in building of culture of diversities:*

Roman Batko, Tomasz Szabelski, Małgorzata Błaszczyk, moderator: Anna Zaroda –

Dąbrowska

12:30 - 13:30 - workshop: *Human in organization, benefits transfer: art, society, quality of life*

14.30-15.30 - lunch

15.30-18.30 - workshop sessions (6 session to choose)

1. SESSION I STAKEHOLDERS: Karolina Rozwód (The Old Theatre in Lublin): *The cultural institution as a meeting place (case study)*
2. SESSION II PEOPLE: Małgorzata Świerkosz-Hołysz (the Academy of Business and Personal Development): *The coaching style of management in cultural institution*
3. SESSION IV VALUES: Marcin Budziński (Upper Silesian Academy of Entrepreneurship in Chorzów): *The meaning of cultural sector for local development*
4. SESSION V NEW TECHNOLOGIES: Karol Piekarski (Medialab Katowice): *Killer app for culture? How to implement wisely new technologies in cultural projects*
5. SESSION VI IMAGE: Łukasz Wróblewski (The University of Dąbrowa Górnicza): *The formation of loyalty between cultural institutions and stakeholders according to the conception of relationship marketing*
6. SESSION VI IMAGE: Rafał Hetman (Blog CzytamRecenzuje.pl): *The effective communication in the world where no one listens*

11.12.2015 - International Congress Center

8:00 - 9:30 - I part of workshops

9:30 - 10:00 - coffee break

10:00 - 12:00 - II part of workshops

12:00 - 13:00 - lunch

13:00 - 14:30 - III part of workshops

14:30 - 15:00 - coffee break

15:00 - 16:00 - IV part of workshops

Sponsoring - Tomasz Szabelski (The Initiative Association): *The fundrasing from comercial sources for cultural projects*

Fundraising from public sources - Aleksander Lysko (Regional Cultural Centre in Katowice): *Cultural project management with the elements of cultural activity financing*

Leadership in cultural institutions - Małgorzata Świerkosz-Hołysz (the Academy of Business and Personal Development): *The application of situational management model in cultural institutions*

Marketing i PR - Mirosław Rusecki (PromArte): *Should the promotion of cultural events be rational, since the culture is not rational?*

Cultural project management - Maja Kudlińska (Łódź Art Center): *Cultural project management*

ADDITIONALLY:

- **experts' table - the availability of culture for the disabled:**
Anna Jankowska - Jagiellonian University/ the Siódmy Zmysł Foundation
- **8-10.12.2015 experts' table - the NGOs' functioning**
the Incubator of Social Entrepreneurship at NGO Centre in Gliwice
- **8.-9.12.2015 experts' table - copyright, mass events (theory)**
Michał Klekotko - Michał Klekotko Law Firm
- **10.12.2015 experts' table - copyright**
Wincenty Krawczyk - The Secretary of the Board, Związek Artystów Wykonawców STOART (The Artist Union - STOART)

Organizer reserves the right to change the programme.