



## ARS BALTICA CREATIVE DIALOGUE

*„Empowering lasting cultural exchange grounded in shared local perspectives“*

Dear Cultural and Creative actors,

The Baltic Sea Region is home to a large number of diverse, exciting and challenging cultural and creative initiatives. They are diverse in the sense, that they reflect our modern, international and culturally manifold societies. Exciting in terms of the potential to engage participants, to fascinate them with interesting new perspectives and challenging in the sense, that they constantly want to move forward, challenge established value systems and make progress towards a more equal, tolerant and conscious world we live in. It's also in the hands of cultural and creative leaders to take responsibility and deal with issues, that otherwise might remain unheard of in our modern and dynamic societies.

We would therefore like to invite you to our

### ARS BALTICA CREATIVE DIALOGUE

**11.09.2018, 12am - 7pm**

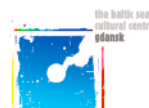
**Nordkolleg Rendsburg**

Am Gerhardshain 44

24768 Rendsburg

Why should you participate? / What are the main aims?

- Establish an **open dialogue**
- Gain **firsthand knowledge**
- Provide **time and space for discussion and reflection**
- **Promote local ideas and initiatives**
- Contribute to **building lasting ties**



PROJECT  
SUPPORT  
FACILITY

## **ARS BALTICA CREATIVE DIALOGUE**

> EXCHANGE - EXPERTISE - OUTREACH

The new format ARS BALTICA Creative Dialogue (ABCD) intends to gather creative and cultural practitioners in all Baltic Sea Region countries, provide space for discussion in an open environment and create synergies for and with the participating partners. The format wants to highlight cross-sectorial links and allow policy-makers to follow the debates and share their perspectives on the impact of culture and cultural practice. In the two-year duration of the first project phase the format will travel through the Baltic Sea Region twice to every country. - The underlying understanding is that culture is an essential driver for sustainability. In the first round there will be the focus on Networking and Audience Development. Together with Agata Etmanowicz (Impact Audience Foundation) we will provide a creative and focused session for max. 30-35 participants.

### **Time structure:**

**12.00** - Arrival of delegates/participants

**12.15** - Lunch Networking session

**13:15** – Welcome words

**13:30 - PART 1** > Baltic Co-Operation Co-Designed (see underneath)

**15:30** - Coffee Break

**16:00 - PART 2** > Audience Development (see underneath)

**18.30** - Coffee Break / Sharing Thoughts

**19:00** - Sum Up & Status Quo

## Part 1: BALTIC CO-OPERATION CO-DESIGNED

Networking & Workshop event led by  
Agata Etmanowicz (Impact Audience Warsaw)  
Marcus Hagemann (ARS BALTICA)

### The main aim/idea/philosophy:

- To develop specific, creative and exciting tools for making cultural co-operation within the Baltic Region stronger, as honest and as practical, to the ground as possible
- By discovering and mapping different needs and dreams of practitioners
- By designing tools with interested actors: people from culture sector working locally (from institutions, NGOs, independent artists, creative entrepreneurs etc.) working hand in hand.

### Benefits & results:

#### 1. For participants:

- Getting to know better the people from the local cultural sector: raised awareness of people/organizations skills and needs
- Learning on how to brainstorm differently (few “take away” practical tools)
- Creating the ideas which can later be implemented

#### 2. For ARS BALITCA / Partners

- Conducting a research as the part of the process (mapping both the skills and the needs and obstacles for co-operation in the sector - material for analysing also geographical differences)
- Having number of specific tools for strengthening the co-operation within sector (designed by the sector itself)
- Sharing the responsibility of the future implementation of the projects/tools/actions with authors (workshop’s project teams)

### Method of work:

- Workshop method from the beginning till the end!
- Intensive and time sensitive: all animated, facilitated , based on a group process
- Working in 4/5 people workshop teams
- ARS BALTICA team is an active observer of the whole process
- All results documented and shared

### Practicalities:

- Space which can easily fit 30+ people working in groups (not necessary equipped with tables but allowing people comfortably working in teams consisting of 5 people)
- Room equipped with projector (with sound if possible)
- Flipchart paper (not necessary flipchart stand, paper alone is enough), paper tape, post-its in different colours, markers

## PART 2: AUDIENCE DEVELOPMENT – HOW TO STRAT THE PROCESS PROPERLY

First, what you need to know is that our organisation is called IMPACT for a reason. That's what important for us. That also translates into our approach to audience development. The most relevant definition of audience development for us is the one saying that "it is both a process and a philosophy which requires placing audience in the heart of everything organisation does". So, what we're aiming at with this short workshop is to try to inspire you to do exactly that: place audience in the heart of everything you do. We will show you how to start the process and how change of the approach can change the way you think, plan your actions, work. What kind of practical results it can bring.

### 1. Practical guide into audience development

- Everybody talks about it. What is it? Is it a buzz world, fashion, project, process, compromise, philosophy?
- What is an effective audience development strategy, how to create one and where to start?

### 2. Knowing your audience

- What is there to know about your audiences?
- How well do you know your existing audience?
- Who's not your audience and why?
- How to reach out to my audience?

### Method of work:

- Combination of presentation and workshop
- Practical examples
- Practical exercises