

**FUNDING  
ALTERNATIVES  
17.11.2016  
CABLE FACTORY**



**CREATIVE  
LENSES  
FORUM  
HELSINKI**

## Programme

### **Creative Lenses Forum Helsinki – Funding Alternatives**

Thursday 17 November 2016, 10am-4.30pm at Valssaamo, Cable Factory

The traditional funding models of art and cultural organisations are faltering. Funding Alternatives Forum will open new and alternative insights into sustainable business models for the cultural field.

You will hear talks about artists becoming entrepreneurs, survival stories, participate in clinics that will train your organisation and join in discussions with experts concerning the changing operational environment of artistic and cultural organisations.

Welcome!

<b>Time</b>	<b>Activity</b>	<b>People</b>
9.00	Registration and morning coffee	
10.00	Welcome Opening words	Member of the European Parliament, Liisa Jaakonsaari
10.15	Keynote: The Artist is Dead. Long Live the Creative Entrepreneur.	CEO & Co-Founder, Bart Van Der Roost, neoScores, TEDx Ghent 2015
10.45	Presentation of Creative Lenses Project	Project Manager, Consultant, Fund-raiser, Tutor and Trainer Paul Bogen, Olivearte Cultural Agency
11.00	Dance Performance	Dance Company Gruppen Fyra
11.30	Lunch	

	<b>Talk Track</b>	
<b>13.00</b>	<b>Gruppen Fyra Alternative Business Model</b>	<b>Artistic Director Pia Liski</b> , Dance Company Gruppen Fyra
<b>13.30</b>	<b>Catalyst Presentation</b>	<b>Managing Director Kai Huotari</b> , Kaapeli
<b>14.00</b>	<b>New Modus Operandi in the Finnish Institute in Paris</b>	<b>Director, Meena Kaunisto</b> , The Finnish Institute in Paris, France
<b>14.30</b>	<b>Telliskivi Creative City</b>	<b>Founder, CEO, Jaanus Juss</b> , OÜ Telliskivi Maja
	<b>Clinic Track</b> Train your organisation with the help of experts.	
<b>13.00</b>	<b>Audience Development</b> – What are your audience development strategies?	<b>Paul Bogen</b> , Olivearte Cultural Agency & <b>Katja Kirsi</b> , Outreach and Education, Zodiak - Center for New Dance
<b>13.30</b>	<b>Using Social Media</b> – How you can use social media more effectively?	<b>Saskia Salomaa</b> , Hakusanamainonnan ABC
<b>14.00</b>	<b>Funding Alternatives</b> – Pitch your idea to a European Union expert and learn if EU funding is for you.	<b>Programme Manager Hanna Hietaluoma-Hanin</b> , CIMO & <b>Producer Raisa Niemi</b> , Lasipalatsin Mediakeskus Oy
<b>14.30</b>	<b>Art on Canvas</b> – Paint your organisation on the business model canvas and learn where your strengths and weaknesses are.	<b>Communications Director José Luis Rodríguez</b> , Trans Europe Halles & <b>Marketing and Sales Manager Raine Heikkinen</b> , Kaapeli
<b>15.00</b>	<b>Coffee break</b>	
<b>15.30</b>	<b>Panel Discussion</b>	<b>Panelists: Bart Van Der Roost, Paul Bogen, Pia Liski, Meena Kaunisto &amp; Jaanus Juss</b>  <b>Moderator: Kai Huotari</b>
<b>16.30</b>	<b>Closing words</b>	

(The event organiser reserves the right to programme changes)

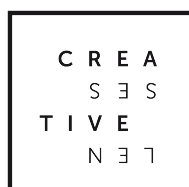
Contact information: Marketing and Sales Manager Raine Heikkinen, [raine.heikkinen@kaapelitehdas.fi](mailto:raine.heikkinen@kaapelitehdas.fi)

[www.kaapelitehdas.fi](http://www.kaapelitehdas.fi)

[www.creativelenses.eu](http://www.creativelenses.eu)

Registration: [https://www.lyyti.in/creative\\_lenses\\_forum\\_2016](https://www.lyyti.in/creative_lenses_forum_2016)

**KAAPELI**  
SUVILAHTI



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