



## WORKSHOP BRIEFS

Duration of the workshops: 3 hours.

### W1: Making Money is Art (and good business is the best art)

By Paul Bogen

#### What's it about?

This workshop is all about how to earn and make money through developing and innovating your organisation's business model.

#### What it's not about?

It is not about how to obtain funding and being funding dependant.

It is not about how to spend more money than you have because "I'm an artist and it's art".

#### What might I learn?

What a business model is, what yours is, how to develop it and why it's important.

How to make (more) money working in the arts / cultural sector and not "sell-out".

Ideas and examples of how your organisation could increase its' income.

What the key characteristic are of sustainable and resilient arts/cultural organisations.

#### What's the format?

Presentations, individual and group working, discussions, questions and arguing with generous coffee, tea and cigarette breaks.

**Who is it for?**

Anyone working in the arts/cultural sector that does not have enough money!

**Do I have to understand and/or be good at business to participate?**

You already do and are – you just may not realise it! An MBA is not required but an understanding of basic finances might help.

**If I get bored can I sleep?**

Absolutely!

## **W1: Find your genius and passion and let it be your path to success**

By Susanne Danig

The workshop will focus on the importance of understanding and finding flow in your life. How can you become a happy artist/producer? How can you find a better life-work balance – and why is that important? Find an easier path and let success come to you by getting clear and learn self-management.

We start by looking into our personal genius. What are the energies that comes natural to you and how do you put these into best use? By understanding what you are good at and what others do best you can find your super team.

In the second part of the workshop we will do the passion test process – which will give you clarity on what road to follow to unfold your true potential.

The workshop will end by focusing on some personal tools for you to use in your daily work and some ideas on how to create a strong vision and action plan as well as mapping your network.

## **W3: Top tips to successful European Projects**

By Chrissie Faniadis

This workshop starts with a dense introduction to European collaborations and funding. You will be guided through programmes, calls and criteria. You will be presented with best practices and top tips collected by experienced practitioners. The second part is all about applying this knowledge to your specific situation. This

workshop is created for those seeking to internationalize, to expand their horizons and connect with like-minded peers all over Europe. Bring your idea, your project plan or your strategy and together we will work towards bringing closer to realization.

## **W4: A workshop about Festivals**

*By Trevor Davies*

- Arts festival in historic perspective
- What is a festival and why so many
- SWOT of festivals
- Planning, deadlines, decisions, risk
- Creating a narrative or dramaturgy with the festival
- Closed and open structures and formats for festivals
- Festivals and the arts/ social/urban context . how to stimulate a dynamic relationships
- Festivals which reflect the status of the arts contra festivals which are changes agents
- The economics of festivals
- Audiences and publics
- The organisational aspect of festivals
- Discussion along the way