

## **Focus on Audience Development Theory and Practice Perspectives at European Level**

**20 November 2015, Impact HUB Bucharest**

(5 Halelor Street, 2<sup>nd</sup> floor, San Francisco room)

### **Draft agenda**

**9.30 Registration of participants**

**10.00 Opening speeches**

**10.30 Audience development, key priority of Creative Europe 2014-2020 Programme**

Monica Urian, Programme Manager, European Commission / DG Education and Culture  
Bianca Floarea, Coordinator Creative Europe Desk Romania – Culture Office  
Valentina Miu, Coordinator Creative Europe Desk Romania – MEDIA Office

**11.30 Coffee break**

**11.50 Research and theory perspectives on audience development in the cultural sector**

Raluca Iacob, cultural policy specialist, CubicMetre – Resources for Culture Association  
Marian Popescu, performing arts and cultural policy expert  
Raluca Bem Neamu, cultural management and museology expert

**12.50 Lunch break**

**13.50 Case studies, models and practices of audience development in Europe**

Katie Haines, Marketing and Communications Lead, Creative Europe Desk UK  
Dimitrije Tadić, Coordinator Creative Europe Desk Serbia  
Vesela Kondakova, Coordinator Creative Europe Desk Bulgaria

**14.50 Case studies, models and practices of audience development in Romania**

Liliana Passima, Coordinator Education Department, & Georgiana Vlahbei, curator, National Museum of the Romanian Peasant  
Jean Lorin Sterian, artist, founder of Iorjean theatre & HomeFest  
Cristina Roiu, Coordinator of „Europeana 1914-1918 România” & „Europeana 1989 România” projects, Romanian Academy Library

**15.50 Coffee break**

**16.10 Working with audiences in other fields: European citizenship, education, youth and professional training**

Gabriela Nicolau, expert, Europe for Citizens Point Romania  
Andrei Popescu, Coordinator Communication Department, Erasmus+ Programme

**16.40 Conclusions**

Rapporteur: Raluca Iacob, CubicMetre – Resources for Culture Association

**17.00 End of event**