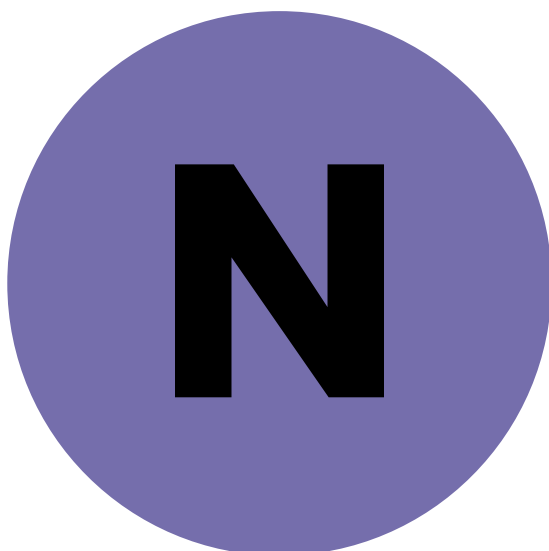
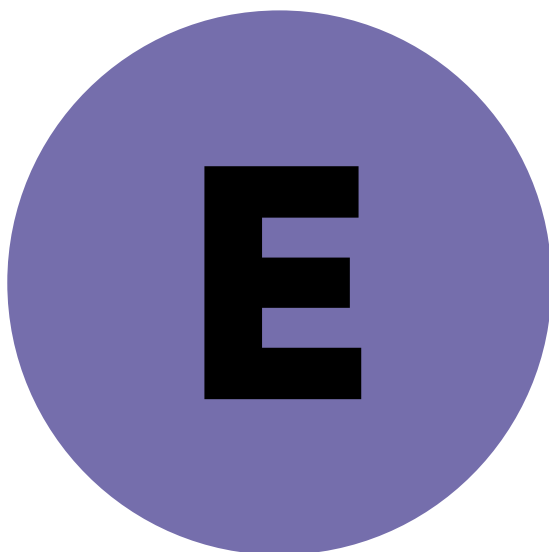


RE: AUDIENCES 2016



PROGRAMME

international conference
on audience development
November 3–4, 2016
Archa Theatre, Prague

Audience development should be a priority for cultural organisations. It is far from just being about marketing; audience development influences the planning of new activities, affects the operation, creation of the programme, and education. In addition to increasing the audience interest or revenue from ticket sales, audience development can be a strategic public administration tool and can play an important role as an intermediary in a fragmented society.

ZONDER
COEN
Had
Hooft van Paen

Respect voor zijn
en verbodendheid
Sprekendes was hij
van de mens.

maatschappij
Sociaal
Dit is
Dit is
Dit is

aan
aan
aan
aan
aan

geschied
geschied
geschied

In de huidige tijd
In de huidige tijd
In de huidige tijd

21' adams
En de nog meer
bepaald

De naam met wat de
oplossing buiten groepen
is geweten De man zelf
ging met de schenst VJ kaart

1200
adams

1200 meting voor Coen
Nationale held

1200 meting voor Coen
Glorie later samen
Hij was bij hoorn
31. meer het wint
3000000

Hij vo
stand
hoorn
Het
wint
to be
dat d
swat

1200 meting voor Coen
Ad. Adam - de
na natioan
in de Hoorn na
in de Hoorn na
na 1200, natioan
na 1200, natioan
na 1200, natioan
na 1200, natioan
na 1200, natioan

1200 meting voor Coen
Een moet het
doen...
Dat is onze Coen
laet het beeld
Schiffren

1200 meting voor Coen
Honder Coen
geen fatsoen
of
(Toen)

1200 meting voor Coen
Jaar 12
Hij was bij met omst
by het uil naarsen
reunere dat kan geven riet

1200 meting voor Coen
Londer was!
Mant vreden nog
see schabber
Weg ERNOC
Heter Storing...
Heter Storing...
Heter Storing...

Niet

1200 meting voor Coen
Hij was bij met omst
by het uil naarsen
reunere dat kan geven riet

1200 meting voor Coen
Coen is een
Netherlander!

1200 meting voor Coen
We weten de ding
wat - de tijd van
natioanale riet gelijke
laby riet
Eindvancy
mens-misschen
reunere dat kan geven riet

1200 meting voor Coen
Hij is Riet
na
na
na





**THURSDAY,
NOVEMBER 3**

LECTURES

Venue:

Archa Theatre

Na Poříčí 26, 110 00 Prague 1

8.30–9.30 a.m.

Registration and coffee

9.30–9.50 a.m.

Welcome speeches

- **Karel Barták**, Head of Unit, European Commission – Directorate-General for Education and Culture, Creative Europe programme – Culture unit
- **Petra Smolíková**, Deputy Minister for Legislative Section and Foreign Relations, Ministry of Culture of the Czech Republic

9.50–10.10 a.m.

Keynote speech

by Petra Hůlová

Extermination

10.10–12.00 a.m.

SESSION 1

Audience development – opportunities and risks

Is it possible for cultural organizations to effectively establish a relationship with the potential audience, with target groups whom they do not know and often do not understand? What does a democratic approach to culture mean? What is the difference between what is offered to people and what they want? Are public cultural services for the entire society or just for the elite? And how will audience development evolve?

Introductory lecture: Steven Hadley

Queen's University Belfast, UK

Accessible or Available?

Some thoughts on Audience Development and a democratic approach to culture

Roman Giebisch

National Library, Czech Republic

Book-free libraries

Ondřej Chrobák

Moravian Gallery in Brno, Czech Republic

“Visitor turnover” in practice

Anna Lísalová

Aerofilms, Scope100, Czech Republic

Scope100: Audience as a film buyer

Kathleen McInnis

See-Through Films, USA

Intelligent Audience Design

Panel Discussion

moderated by Steven Hadley

12.00–1.00 p.m.

Lunch

1.00–3.00 p.m.

SESSION 2

Why do we need data

In recent years audience development resonates as a major theme within the European cultural policies and is one of the criteria for granting public subsidies. The second session of the conference will be dedicated to how to work with the theme within the cultural policy, the importance of data collection, their evaluation, and especially how to use them.

Introductory lecture: Anne Torreggiani

The Audience Agency, UK

Audience data for policy and practice

Marek Hovorka

Jihlava International Documentary Film Festival, Czech Republic

IDFF Ji.hlava

Jiří Suchánek

European Capital of Culture Pilsen 2015, Czech Republic

Pilsen – European capital of culture 2015

Joanna Szwajcowska

Warsaw City Hall, Poland

Cultural policy of the City of Warsaw

Pepe Zapata

TekneCultura, Spain

Dancing with data

Panel Discussion

moderated by Anne Torreggiani

3.00–3.30 p.m.

Coffee break

3.30–5.00 p.m.

SESSION 3

Social responsibility of artists and cultural organizations

We live in a time of social upheavals and geopolitical changes. The social atmosphere has been struck by the fear of the unknown, the air is full of questions, for which there are no clear answers. How are artists and cultural organizations supposed to respond to the current social crisis? How to face censorship, escalation of opinions, extremism or the migration crisis? How to moderate, cultivate and refine public opinion through art and cultural events?

Introductory lecture: Ad Geerdink

Westfries Museum, Netherlands

Let's engage.

A plea for the participative cultural institution.

Lenka Kukurová

independent curator, Slovak Republic

Exhibition: Fear of the Unknown

Marcela Steinbachová

Kruh, Czech Republic

Architecture in common

David Jařab

Studio Hrdinů, Czech Republic

Engaged theatre

Ondřej Hrab

Divadlo Archa, Theatron, Czech Republic

A theatre must have a reason

Panel Discussion

moderated by Ad Geerdink

5.00–6.00 p.m.

Glass of wine

**FRIDAY,
NOVEMBER 4**

WORKSHOPS

Venue: Archa Theatre

9.00–9.30 a.m. Registration

9.30 a.m.–1.00 p.m. Workshop

Audience Design – Tailor made strategies and methods of work of one selected project

Kathleen McInnis

See-Through Films, USA

9.00 a.m.–1.00 p.m. | Capacity: 15 persons

Tracking only to your demographic is an old model of audience outreach that misses the potential scope of audience capture, engagement, rewards and retention. Building your audience to serve as sponsored advocates for your organization and events can elevate word of mouth marketing to inspire, empower and grow an audience that promotes community as well as dedicated interest; employing your audience as your social media vanguards can attract the people you want to reach within your existing network while expanding it at the same time. Using individual projects as our case study, we will workshop various scenarios to grow audience and event. In particular, we will look at the value of images, text, personal connections and trust, while at the same time mapping strategies for finding, engaging, capturing, maximizing, retaining and rewarding audiences.

Nuggets of data gold... using data to inform audience development strategies

Anne Torreggiani

Audience Agency, UK

9.00 a.m.–1.00 p.m. | Capacity: 20 persons

This workshop is a practical session which will be framed around how data can help your organisation. Participants are encouraged to bring their own issues, practices and examples for discussion in a workshop which aims to explore the meaningful ways in which we can use data for audience development.

Using established frameworks such as the ANSOFF matrix as well as The Audience Agency's own models and templates, Anne will facilitate a session in which participants can develop their own strategies for public engagement. At the heart of this process will be the requirement for planning which is based on evidence, using what is available and what can be undertaken relatively simply, in order to produce insight driven practice.

Everything You Ever Wanted To Know About Audience Development But Were Too Afraid To Ask

Steven Hadley

Queen's University Belfast, UK

9.00 a.m.–1.00 p.m. | Capacity: 20 persons

A facilitated discussion on what Audience Development means, how it works and how it could work for you. The discussion will be an opportunity to ask any questions you might have about Audience Development and to discuss with Steven and other arts managers how to embed Audience Development practice within organisations.



FIELD TRIPS

Art District

Urban Artzone Concept

**We will gather in front of the Archa Theatre at 2 p.m., estimated end at 5 p.m. | Capacity: 30 persons
Prague 7**

During your trip to ArtDistrict – Prague 7 you will visit several major cultural and creative institutions and venues of Prague 7, which form part of the Urban Artzone. Your visit will be launched by ArtWall curator Lenka Kukurová. Subsequently, you will be able to meet people from various art institutions, such as Jatka 78, DOX, Alfréd ve Dvoře, Studio Hrdinů and Paralelní Polis. The visit will focus on the institutions' projects with emphasis on audience development.

Barrandov with a KineDok projection

The past and present of film, tradition and alternative

**We will gather in front of the Archa Theatre at 1.45 p.m., end at 6.15 p.m. | Capacity: 20 persons
Barrandov**

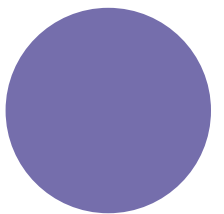
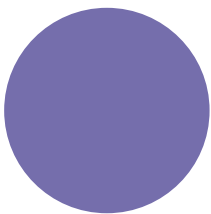
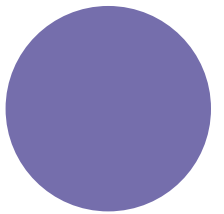
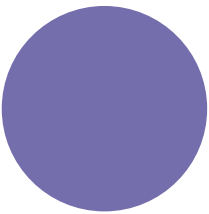
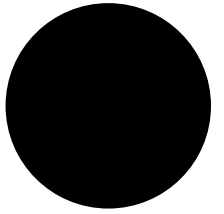
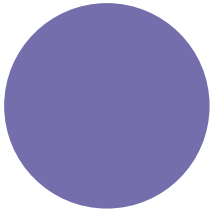
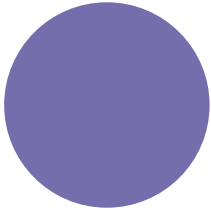
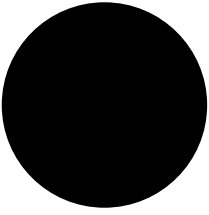
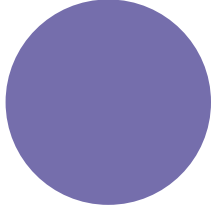
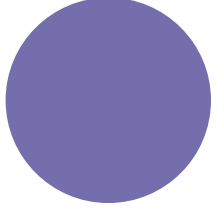
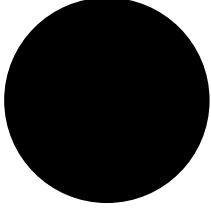
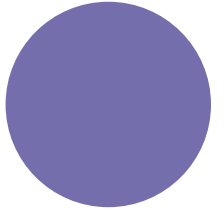
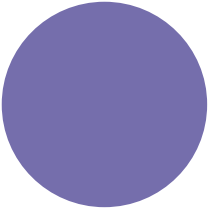
During your trip to Barrandov Studios, you will visit the studios and the Costume and Wardrobe Department. Then you'll be able to watch Jan Foukal's documentary called "Amerika" exploring Czech tramping, offered by alternative distributor KineDok. Your trip will be ended with an on-topic reception in a club. In front of the club, we will be roasting sausages on an open fire.

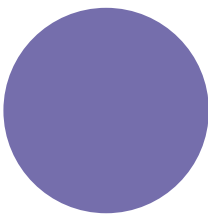
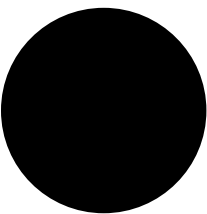
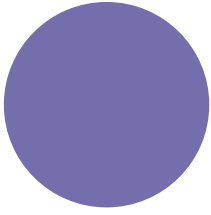
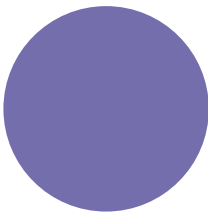
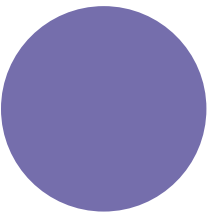
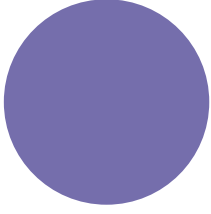
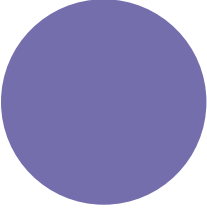
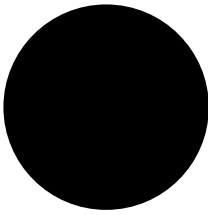
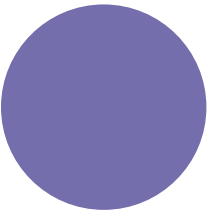
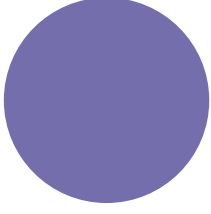
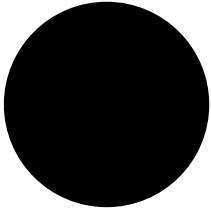
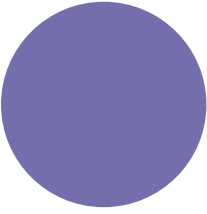
Mlejn Circus and Bubec Studio (Stodůlky and Řeporyje)

Public engagement in local culture

**We will gather in front of the Archa Theatre at 2.00 p.m., end at 6:15 p.m. | Capacity: 30 persons
Bubec**

During your trip you'll be able to meet people from new circus company "Cirkus Mlejn" and take a tour of the Mlejn cultural centre. The vision and way of operation in the environment of a large housing estate on urban periphery will be outlined to the participants. Then you will visit Bubec, a community and art centre in the Prague district of Řeporyje. They will talk about the activity of their art studio and the garden, audience, successful crowdfunding, future prospects. During the trip, you will also hear from Jakub Deml about participative cultural planning in the town of Jihlava.







Karel Barták
Czech Republic

Karel Barták (Czech Republic) is currently the Head the Creative Europe Coordination Unit within the Directorate General for Education and Culture at the European Commission, which includes the responsibility for the music sector. He started his career with the Czech News Agency and worked in various media, also acting as a permanent press correspondent in Moscow and Paris. He then became chief correspondent of the Czech News Agency in Brussels, where he was also a reporter for various other media. He joined the European Commission in 2006 as Head of Unit for Youth Policy within the Directorate General for Education and Culture; between 2007–2013 he was in charge of the communication department.



Ad Geerdink
Netherlands

Drs Ad Geerdink (1957) studied History at the University of Groningen. Since 1990 he has been working in several Dutch museums. In 2007 he became director of the Westfries Museum in Hoorn. Since 2013 he is chairman of the Historical Section of the Dutch Museum Association. His passion is to find new and creative means to make cultural heritage relevant to a contemporary public.



Roman Giebisch
Czech Republic

Having graduated from the Faculty of Teaching and Education at the Palacky University, Olomouc, in 1995, he started his career with the Scientific Library in Olomouc, where he worked in the Department of Asset Administration and Protection. Between 1996 and 2003, he worked as the head of that department. From 2004 to 2008 he was in charge of the Department of Regional Services in the Olomouc Region. Since 2009, he has been employed by the Czech National Library, working first as a member of the Department of Analysis and Coordination of the Public Information Services of Libraries and since 2013, as the Education Department Director. He has taken part in many development and training projects, such as Internet to Libraries of the Olomouc Region, Regional Role of Libraries in the Olomouc Region, Public Information Service of Libraries, Library of the 21st Century, and the Standard Occupational Classification System. He actively pursues lecturing and publishing activities, focusing on various aspects of librarianship; he has contributed to many professional journals. Since 2001, he has been an active member of the Association of Library and Information Professionals of the Czech Republic (SKIP ČR), first as the secretary of the regional committee of SKIP ČR in Moravia-Silesia and the Olomouc Region, then, between 2009 and 2013, as the secretary of the SKIP ČR executive committee. In 2013, he assumed the role of the chairman of this professional organisation.



Steven Hadley

Great Britain

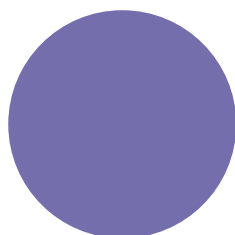
Steven Hadley is a leading international authority on Audience Development with over 20 years practitioner experience in arts management and cultural leadership, most recently as Chief Executive of Audiences NI, the audience development agency for Northern Ireland. In this role, which he held for seven years, Steven worked with over 150 arts and cultural organisations to develop strategy, advocacy and innovative audience development projects to increase engagement in the arts. He has experience of working with a wide range of arts organisations, funders, local authorities and government departments and his professional experience includes working with orchestras, arts centres and most recently as a consultant to Northern Ireland Opera, the country's national opera company. Steven holds an MA and MBA, is a Fellow of the Chartered Management Institute and is a PhD researcher at Queen's University Belfast investigating Audience Development and the ideological function of democracy in English cultural policy. He has published widely in journals and periodicals such as Arts Professional, The Conversation and the Journal of Arts Marketing, and teaches on the MA in Arts Management and Cultural Policy. He recently sat on the Department of Culture, Arts and Leisure's Ministerial Arts Advisory Forum which developed a ten year strategy for arts and culture in Northern Ireland.



Marek Hovorka

Czech Republic

Marek graduated from the Grammar School in Jihlava and then, in 2005, from the Department of Documentary Filmmaking of the Film and TV School of Academy of Performing Arts in Prague (FAMU). In 1997, he founded the Ji.hlava International Documentary Film Festival and has been its director ever since. The Ji.hlava IDFF is the largest film festival of its kind in Central and Eastern Europe, a member of the association of seven European documentary film festivals called Doc.Alliance. He was a member of the editorial board of the newsletter for documentary films "do", published between 2003 and 2008 by the JSAF civic association, the organiser of the Ji.hlava IDFF. Since 2004, he has been a member of the editorial board of "Dok.revue", a bi-monthly on documentary films. Between 2007 and 2009, he was a member of the organisation committee which enabled transformation of the AFO festival (Academia Film Olomouc, a festival focusing on popular science documentaries, the oldest festival of its kind in Central Europe). In 2012, he founded the Jihlava Industry project, part of the Ji.hlava IDFF, including a series of activities empowering European directors (Inspiration Forum), producers (Emerging Producers) and film festival organisers (Identity Festival).



Ondřej Hrab

Czech Republic



Ondřej Hrab is the director of Archa o.p.s. theatre. Since the early 1970s, he has been involved in nonconformist cultural activities. Among other projects, he organised unofficial performances of international performers, such as The Living Theatre, The Bread and Puppet Theatre or Japanese dancer Min Tanaka. In 1991, he became the director of the E. F. Burian Theatre in Prague with a project of changing this repertory theatre into a production house without a resident company. The theatre changed its name to Archa Theatre and was designed as a multimedia space enabling out-of-genre presentation of art projects. He is a co-author of a document issued by the European Commission: Towards a New Cultural Framework Programme of the European Union (2003). Between 2000 and 2015, he taught on alternative theatre at the Theatre Faculty of the Academy of Performing Arts in Prague (DAMU). Between 2014 and 2015, he was a Member of the Board of the project Pilsen – European Capital of Culture 2015. He is the Chairman of the Supervisory Board of the Centre for Contemporary Arts Prague (Centrum současné umění – Praha, o.p.s.), and a member of the artistic board of HELLERAU – European Centre for the Arts Dresden. Since 2012, he has been a member of the Government Council for Non-Governmental Non-Profit Organisations.

Petra Hůlová

Czech Republic



The author of eight novels, including, among others, Paměť mojí babičce (In Memory of My Grandmother) (2002), Umělohmotný třípokoj (Plastic Three-bedroom Apartment) (2006), Stanice Tajga (Taiga Station) (2008), Strážci občanského dobra (Guardians of Civil Good) and Macocha (2014). Her books have been translated into twelve languages. She is a creative writing lecturer under the US SIT programme in Prague, a co-owner of Zenit Café, one of the founders of the Association of Writers and an occasional contributor to various periodicals. In December 2016, Studio Hrdinů will stage her dramatic debut Buňka číslo (Cell number), directed by Jan Horák and Michal Pěchouček.

David Jařab

Czech Republic



Foto: Robert Tappert

Czech stage and film director, screenwriter and stage designer. Having graduated from the Janáček Academy of Music and Performing Arts in Brno (JAMU), he had worked in Brno-based HaDivadlo until 1997 and then held the position of the Artistic Director of the Comedy Theatre in Prague between 2002 and 2012. David Jařab has been working as a freelance director on Czech and Slovak scenes since 2012. In 2004, he premiered with his first full-length feature film (Vaterland – lovecký deník (Vaterland – Hunting Journal)), followed by the film titled Hlava-ruce-srdce (Head-hands-heart) in 2010. He cooperates with the Czech TV as a director and script editor (documentary series titled Czech Photo). He has directed more than 40 performances for which he had mostly adapted or written the texts and had prepared the scenes. The most famous ones include Utrpení knížete Sternenhoch (The Suffering of Prince Sternenhoch), Legenda o svatém pijanovi (The Legend of the Holy Drinker), Weisenstein and Srdce temnoty (The Heart of Darkness) (Comedy Theatre), Kvartýr (Hang-out) (National Theatre, Prague), Rechnitz – E. Jelinek (National Theatre, Bratislava), Oběť (Sacrifice) (Arena Theatre, Bratislava). He also teaches at the Film and TV School of Academy of Performing Arts in Prague (FAMU) in the Department of Directing, and FAMU International.

Lenka Kukurová

Slovak Republic



Mgr. Lenka Kukurová, Ph.D. is an art curator, art critic and activist. She is engaged in exploration of political arts and artistic activism, which was also the topic of her dissertation (Charles University, 2012). She has collaborated with non-profit organisations focusing on human rights and ecology. She has organised several large-scale group exhibitions aimed at the current societal themes: e.g. refugee theme (Kunsthalle, Bratislava), criticism of the practice of removing children from Roma families (Ministry of Culture, Prague), the topic of national representation (Slovak Honorary Consulate, Leipzig) and bicycle traffic (NTK Gallery, Prague). She completed an annual internship in the Gallery of Contemporary Art in Leipzig (2013/2014). Since 2013, she has been a co-curator of the Artwall Gallery in Prague, which is located in a public space and is specialised in current political topics. She has published in Czech and Slovak artistic as well as non-artistic journals.

Anna Lísalová

Czech Republic



She graduated from the Department of Production at the Film and TV School of Academy of Performing Arts in Prague (FAMU). During her studies she produced student films that were selected for the world's major festivals such as the Cannes Film Festival. She was the Executive Producer at the Ostrava Kamera Oko international festival for three years. In addition, she spent several years working in the Prague Bio Oko where her love of cinema fully developed. From there she moved to the Aerofilms distribution company where she now holds the position of the Chief Programmer and Local Coordinator of Scope100, an international project dealing with audience development.

Kathleen McInnis

USA



Kathleen McInnis is uniquely qualified as a business-development strategist for emerging world cinema filmmakers, helping filmmakers develop new market strategies for the promotion of both their films and their careers. With over 25 years of experience in film festival programming, film production, publicity and promotion as well as film journalism, Kathleen brings a dynamic and unique perspective to her work. Kathleen was longtime Director of Publicity & Promotion, as well as Lead Programmer and Director of Industry Programming at Seattle International Film Festival (SIFF): SIFF is one of the largest film festivals in the United States, running 25 days each spring with an audience base of over 160,000. She is currently a programmer for Toronto International Film Festival, as well as Director of Programming for Aspen ShortsFest. Kathleen conducts strategies workshops for first-time feature filmmakers (most recently at Koszalin Film Festival, Poland); serves as mentor at Rotterdam International Film Festivals' Cinemart, and is a participating industry guest at Berlinale Talents.



Petra Smolíková

Czech Republic

Since taking up her appointment at the Ministry of Culture in 1998 she has engaged in legislation development, working as the director of the Legal Department and then as a Deputy Minister. Recently, she has been working as the Deputy Minister for Legislative Section and Foreign Relations in charge of Legislative and Legal Department, Copyright Law Department, International Relations Department, Research and Development Department, and Section for EU Affairs. She is a member of the Committee for the European Union and of the Working Committee “Digital Agenda” (working body of the Ministry of Industry and Trade). She is also a member of the Board of Directors of “Pilsen 2015, European Capital of Culture, p.b.o.”. During the Czech Presidency of the EU Council she was responsible for the agenda of the Ministry of Culture in the respective field and also chaired the working group on copyright of the EU Council. As the Vice-President of the National Coordination Group for Digital Broadcasting, the working body of the Government of the Czech Republic, she was involved in coordinating the transition from analogue to digital terrestrial television broadcasting in the country.



Foto: Andrea Thiel Lhotáková

Marcela Steinbachová

Czech Republic

Marcela Steinbachová is an architect. She completed the Bachelor study programme of liberal education at the Faculty of Arts of Charles University in Prague (1993–1997), attended A1 Atelier of Martin Rajniš and Jiří Střítecký at the Academy of Arts, Architecture and Design in Prague (VŠUP) (1996–2000) and graduated from the School of Architecture of Emil Příklad at the Academy of Fine Arts in Prague (AVU) (1998–2003). At present, she is completing her doctoral studies at this School. Marcela Steinbachová participated in one-term internship at the Cooper Union in New York, at the University of Applied Arts in Vienna and the Summer School of Architecture in Salzburg. She launched a project about architecture titled Kruh (Circle) (nowadays the Circle civic association) in 2001 and founded the thriving national festival called the Day of Architecture in 2011. Since 2003, she has been a freelance architect; in 2007, she established the Skupina (Group) architectural association. Marcela Steinbachová cooperates with the editors of the ERA21 magazine and is a member of the editorial board. She was a senior assistant at the School of Architecture of AVU in Prague and a member of the Czech Chamber of Architects (ČKA) working group. She is keen on architecture, literature, films and travelling. She was awarded the Architect of the Year prize in 2016.



Jiří Suchánek

Czech Republic

Jiří Suchánek graduated from the University of Economics in Prague and his professional career is based in the international marketing and culture. The beginning of his career was linked with culture and support of development of minor and extreme sports. Jiří Suchánek was the director of the SOBOfest – Sports and Music Festival between 2007 and 2011. He acted as the Head of Production of the Pavilion of the Czech Republic at EXPO 2010 in Shanghai from 2008 to December 2010. From 2011 to 2013, he directed one of the biggest Czech foundations – OKD Foundation focusing on the development of non-profit public activities mostly in the areas affected by black coal mining. Since the end of

2013, he has held the position of the project director in Pilsen – European Capital of Culture 2015 (www.pilsen2015.cz). He is presently engaged in sustainable activities of this project, especially the development of the DEPO2015 Creative Zone (www.depo2015.cz). He is also a member of the European Commission's panel for European capitals of culture 2016–2019.



Joanna Szwajcowska

Poland

Joanna Szwajcowska, vice director of Culture Department of the City of Warsaw since 2014, responsible for the supervision over the city cultural institutions and for the development of the cultural projects. Previously she has been vice director of the Contemporary Art Centre Zamek Ujazdowski, director of the Strategy and Analysis Department of the Ministry of Culture, vice director of the Polish Institute in Rome. She has experience as a theatre producer, a researcher and a teacher. She holds a PhD in contemporary history from the European University Institute, has a background in American literature and in psychology.



Anne Torreggiani

Great Britain

Anne Torreggiani has 25 years' experience in the arts, as director of marketing and audiences with numerous progressive UK arts companies (including Stratford East, West Yorkshire Playhouse, and LIFT), and then as a consultant, facilitator, and adviser (including for agencies such as Arts Council England, the European Commission, and a wide range of cultural organisations as diverse as Tate, Manchester International Festival and National Theatre). She is a specialist in audience strategy, trends, and patterns of public engagement. She works across all art forms and museums, and has special interests in non-traditional audiences, contemporary work, and organisational change. Anne is an experienced company director and trustee, and a regular commentator and speaker delivering keynotes and workshops all over the world. She is an accredited Action Learning facilitator.



Pepe Zapata

Spain

Pepe Zapata, partner and consultant in TekneCultura, a consulting firm in Barcelona focussed on the analysis of data to get information on arts audiences. Formerly, he was Director of Marketing in Communication in Mercat de les Flors, the only Spanish venue dedicated to contemporary dance, Coordinator of Alícia Foundation, a Research Center in Food and Gastronomy with the leadership of chef Ferran Adrià, and Head of Culture and Leisure Activities in Pompeu Fabra University. Pepe is Master in Business Administration and Master in Arts Management. He is a frequent teacher in university programs on arts and culture management, and also a speaker in arts management conferences.



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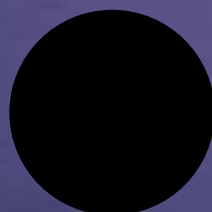
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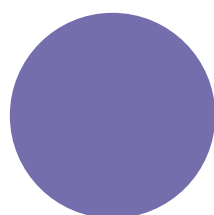
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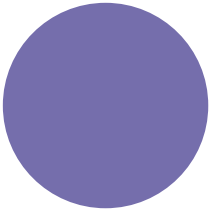
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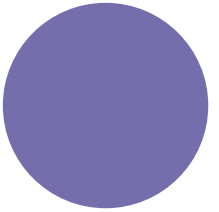
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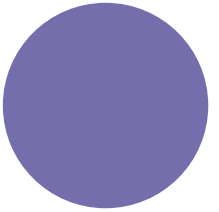
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**The conference is held under the auspices of Mr. Daniel Herman,
Minister of Culture of the Czech Republic.**

