

**Dear Ladies and Gentlemen,**

on behalf of the Policy Area Culture of the European Union Strategy for the Baltic Sea Region and Intercult we would like to invite you to the synergetic

**4th Strategic Project Development Workshop  
- Audience Development -  
Stockholm, November 9th, 2016**

It's our great pleasure to organize the 4<sup>th</sup> Strategic Project Development Workshop together with **Intercult/ Europe Direct Intercult**, who with their recent project *Baltic Audience Links* would like to take a close look at local audiences.

The workshop will be hosted by the Goethe-Institute in Stockholm. During the workshop we would like to focus on Audience Development, trying to figure out who possible audiences of international cultural and creative projects are. This process will take place in a group consisting of the PA Culture Flagships and external projects invited both by PA Culture and Intercult.

**PROGRAMME**

**Venue: Goethe Institute, Bryggargatan 12A, 11121 Stockholm**

<b>12.00 – 12.40</b>	<b>Registration &amp; Lunch</b>
<b>12.40 – 13.30</b>	<b>1. Opening of the Workshop</b>
	<p><i>Introducing PA Culture</i> (Stefan Musiolik, Head of Unit Baltic Sea Affairs, Ministry of Justice, Culture &amp; European Affairs, Schleswig Holstein)</p> <p><i>River // Cities &amp; Baltic Audience Links, invitation to a new project cooperation in the BSR region</i> (Iwona Preis, Senior Associate and Executive Director Intercult/ Europa Direkt Intercult)</p> <p>Tools and Rules for Audience Engagement <i>Results from a study involving 20 countries including Nordic and Baltic states, commissioned by the EU. Changing the organization through new encounters.</i> (Chris Torch, Senior Associate and Program Director Intercult)</p>
<b>13.30 – 14.30</b>	<b>2. Presentations and Discussion</b>
	<ul style="list-style-type: none"> <li>• Introduction to the PA Culture flagships and external projects</li> </ul> <p>Afterwards participants can group themselves around the flagship and project representatives that they'd like to talk to in order to network, exchange views and opinions.</p>
<b>14.30 – 14.50</b>	<b>Coffee</b>

15.00 – 17.00	<b>3. Workshop on Audience Development (Agata Etmanowicz, Impact Foundation Warsaw, tbc.)</b>  <i>“We’re going to demystify the audience development concept in order to understand it and use it in the best possible way. We will take a look at existing tools, give them new meaning and purpose at the same time searching for new creative solutions. We will ask questions on the place and role of audience development in the context of international co-operation projects.”</i>  Meet Agata Etmanowicz, Impact Foundation: #audiencedevelopment #processornotatrainer #culturalworker #dreamer #socialusefulness #people #timeproduction #thereisnostrategywithoutdreams #thinkingbig #keepingitreal #importantandmoreimportantthings #fun!:)
17.00 – 18.30	Walk to Intercult / Free time available
18.30 – 22.00	Reception at Intercult

In the upcoming weeks we will be able to provide more details on the presentation format that is asked for in point 2. Moreover, we will of course keep you updated about changes and confirmation.

If you're interested in participating, please register here <https://intercult.wufoo.com/forms/qq0zr5a1rt6wol/> or <http://www.intercult.se/intercult-inbjuder-till-seminarium-om-audience-development-intercult-welcomes-you-to-participate-in-a-seminar-about-audience-development/>

no later than **October 12<sup>th</sup>**.

**Note:** Workshop will be conducted in English

#### Further information:

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[www.intercult.se](http://www.intercult.se)

