

Workshop 1

“Taking matters into your own hands”

Tallinn November 26 - 27- 28

for performing arts producers, managers, “self-organizing” choreographers and students from the Baltic countries.

Teacher: Ása Richardsdottir (Iceland)

From an idea to a project.

A very hands on seminar. The participants will start to create their project right away and keep adding on to it with the info that is provided on planning, project management, financing, PR, etc.

Day 1

Mapping the arena – locally..

Info and relevant data collected before workshop start is used to draw up the current status of Baltic dance and the conditions the participants are facing. SWOT analysis and other methods are demonstrated.

Points that are touched upon:

- national and local network building
- lobbying and policy making
- making alliances

Mapping the arena – internationally

A comprehensive look at the contemporary dance field internationally drawing the status of arts/ culture generally into it and linking it to present development in creative industry, ideology and strategy.

Using studies done by IETM, the European festival research project as well as British research about cultural development. Placing the field in the European financial structure.

Intro/kick off to planning the project

- What is its essence, what makes it unique
- Who are the partners, what links can be made, allies and obstacles.
- What are the sales points
- What does it take in terms of staff, working group participants etc.
- Financing, sponsoring etc. – walking the walk, talking the talk.

Day 2

Various issues reg. project management.

- Frame,
- Ideology/theme/subject
- Time planning
- Geography/infrastructure
- Mapping and creating connections

Fundraising, sponsoring.

Best practises, examples, how to talk to sponsors and build a financial framework

The workshop is realized by keđja in collaboration with
Union of Estonian Dance Artists, STÜ- Independent Association of Dance (Estonia), New Theatre Institute of Latvia



c/o Dance Info Denmark, Dansens Hus/Dansehallerne, Pasteursvej 14, DK 1778 Copenhagen V, Denmark +45 35 86 86 01
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Day 3

The project in larger societal context

- Media relations
- Creating partnerships at many levels
- PR, marketing, direct marketing

Seminar results

- Presentation of projects, critique, evaluation, mapping of the continuing process of projects

The workshop form is PP presentations for each subject and then discussion, group work and presentations. A high degree of participation is expected from the participants.

Follow up: e-mail supervision

The content of the workshop can be subject to minor changes

Ása Richardsdottir has worked in culture, politics and media for 25 years, producing, leading and creating various events and projects. She has since 2001 taught cultural management courses at the University of Iceland, the Iceland Academy of the Arts and at Bifröst University. She has been a consultant for various projects and companies, both artistic and commercial, in particular in relation to international collaboration. Ása was the executive director of the Iceland Dance Company 2003-2010 and is one of the founders of the keđja network. She has a BA – honours degree in international relations and politics from the University of Kent at Canterbury, a diploma in European Cultural management / Fondation Marcel Hicter programme and an MBA degree from Reykjavik University. She is currently the president of the Association of the Performing Arts in Iceland and works independently on academic research

Time: Nov. 26- 27- 28 10:00-18:00

Place: Tallinn, Estonia. Address to be announced later

Participation in the workshop is free (lunch included).

NOTE: keđja can offer to pay travel and accommodation for participants travelling to the workshop.

From Riga/Latvia: bus fare (or up to equivalent of that) + 3 nights in hotel (arranged by The Union of Estonian Dance Artists.)

From Vilnius/Lithuania: economy airfare (or up to equivalent of that) + 2 nights in hotel (arranged by The Union of Estonian Dance Artists.)

TO SIGN UP FOR THE WORKSHOP please send the following registration info:

Name:

Occupation, employer etc.:

Address:

Phone:

E-mail:

Short biography, CV can be attached.

Travelling from Latvia or Vilnius?:

Registration info should be sent to:

Maria Goltsman, Union of Estonian Dance Artists mariagoltsman@gmail.com

For people travelling to Tallinn FROM LITHUANIA contact Maria no later than October 12!

For others as SOON AS POSSIBLE and NO LATER THAN OCT 29!

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Workshop 2

“Making Dance Infrastructure”

Riga November 29 - 30

for performing arts producers, managers, “self-organizing” choreographers and students from the Baltic countries.

Teacher: Ása Richardsdottir (Iceland)

Point 1

Development of dance infrastructure in the Nordic countries.

- Historical background
- Overview of financial structure (Nordic funding structures that Baltic residents have access to, other structures in relevant countries)
- Developing a structure (case story presented by relevant guest lecturer tbc)

Point 2

Working as an independent artist/producer

- Building a company/production structure
- Maintaining a company/production structure
- Collaboration – local and international. Mobility

The content of the workshop can be subject to minor changes

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Time: Nov. 29 11:30-17:00 Nov. 30. 9:00-17:00

Place: Ģertrūdes ielas teātris (Gertrude Street theatre), Gertrudes str.101a, Latvia.

Participation in the workshop is free (lunch included).

TO SIGN UP FOR THE WORKSHOP please send the following registration info:

Name:

Occupation, employer etc.:

Address:

Phone:

E-mail:

Short biography, CV can be attached.

**Registration info should be sent to: Laura Stasane, New Latvian Theatre Institute laura@theatre.lv
NO LATER THAN OCT 29**

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