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Draft of Framework

Curriculum of ECHO Academies' Capacity Building Activities, 16-20 October 2023

Tartalom

Overview of the Capacity Building Activities

Course Title: **International and National Project Management in the Cultural Sector**
Course Subtitle: *Professional Skills Accelerator: Navigating Projects, Communication, and Career Growth*

The course offered artists and the culture and creative sector (CCS) professionals new tools and skills that would improve their employability and increase their competitiveness in the market. The five-day Capacity Building Activities (CBA) training were in production management, career development, and deeper understanding of the local and international context artists work in.

Five themes were covered over five days: project-based work/project management, communication, career development, partnerships and intellectual property rights. There were morning and afternoon sessions, where the morning sessions were international and online, focusing on the international contexts related to the above themes, and the afternoon sessions were national on-site workshop sessions, specialising in the national contexts related to the above themes and the interests and needs of the applicants.

Each day's sessions a designed to offer a blend of theoretical knowledge and practical skills, with a focus on interactive participation and applying what is learned to real-world contexts.

Online sessions
Date and Time:
16 – 20 October 2023, Monday to Friday.
10:00 – 11:00 CET.
Location: Zoom (links inserted in the title of each session)
Target groups: University students, CCS professionals through the network of the ECHO Academies' Consortium
Language: English

On-site sessions
Date and Time:
16 – 20 October 2023, Monday to Friday.
13:00 – 15:20 CET, with a 20-minute break.
Location: Moholy-Nagy University of Art and Design, Budapest, Hungary
Target Groups: University students
Language: English

Detailed Syllabus

Day 1: Building and Managing Effective Partnerships
- Presentation: Partnerships
- Trainers: Kovács Brigitta, Talló Gergely
- Technical Needs: Post-it notes, pens, flip chart
- Organization: Műhely Alapítvány
- Description: During their presentation, Brigitta and Gergely shared their diverse experience in partnership based working – including methods and formats they are implementing through their local and international activities. They discussed the difference between collaboration and partnership, along with the aspects to consider when forming a partnership. During the workshop they also shared tools to identify potential partners, to assess expectations from the partnerships and to mitigate risks of conflicts arising throughout the implementation.

Day 2: Cultural Communication Strategies
- Presentation: Communication
- Trainer: Hamza Gergely
- Organization: House of Arts Veszprém
- Description: Gergely emphasized authenticity in cultural and artistic projects, discussing the challenges of engaging audiences in an era of limited free time and the importance of precise project planning. „The key is Authenticity. There are so many cultural and artistic projects, but fewer and fewer newspapers are writing about them. Our audiences have less and less free time and it's becoming more and more challenging to get people to come in person. Yet we can be successful if we can plan our projects precisely."

Day 3: Project-Based Work/Project Management
- Presentation: Project Management
- Trainer: Kőműves Judit
- Organization: ProProgressione
- Description: Judit offered an overview of how creative ideas become reality, including the project lifecycle phases, setting clear goals, and managing resources effectively. Behind the scenes: how the creative meets the structured, and ideas become reality? Overviewing the project lifecycle phases, the audience received a roadmap for planning and executing shorter and larger-scale cultural projects. The course delved dive into crafting clear, measurable goals and objectives crucial to project success. In the workshop, a project plan was created and discussed how to manage resources effectively and how to assess and mitigate risks.

Day 4: Enhancing Artistic and Professional Identity
- Presentation: Career Development
- Trainer: Kovács Ágnes
- Organization: CRANE
- Description: Ágnes focused on the differences and specialties of artistic branding versus product marketing, offering methods and practical advice for connecting, building networks, and achieving personal vision through the story(telling).

Day 5: Introduction to Intellectual Property
- Presentation: Intellectual Property Rights
- Trainer: Dr. Gubicz Flóra
- Organization: MOME

Description: The workshop provided basic knowledge in the field of intellectual property. During the workshop, participants learned about the basics of intellectual property and the role of intellectual property in the cultural sector. They have learnt about general copyright rules to be aware of in their

daily work. They discussed in which situations you need a licence and how to get one, and they learned what to look for in a licence. It also covered online use and the new European rules on digital copyright.