

**FUNDING
ALTERNATIVES
17.11.2016
CABLE FACTORY**



**CREATIVE
LENSES
FORUM
HELSINKI**

Programme

Creative Lenses Forum Helsinki – Funding Alternatives

Thursday 17 November 2016, 10am-4.30pm at Valssaamo, Cable Factory

The traditional funding models of art and cultural organisations are faltering. Funding Alternatives Forum will open new and alternative insights into sustainable business models for the cultural field.

You will hear talks about artists becoming entrepreneurs, survival stories, participate in clinics that will train your organisation and join in discussions with experts concerning the changing operational environment of artistic and cultural organisations.

Welcome!

Time	Activity	People
9.00	Registration and morning coffee	
10.00	Welcome Opening words	Member of the European Parliament, Liisa Jaakonsaari
10.15	Keynote: The Artist is Dead. Long Live the Creative Entrepreneur.	CEO & Co-Founder, Bart Van Der Roost, neoScores, TEDx Ghent 2015
10.45	Presentation of Creative Lenses Project	Project Manager, Consultant, Fund-raiser, Tutor and Trainer Paul Bogen, Olivearte Cultural Agency
11.00	Dance Performance	Dance Company Gruppen Fyra
11.30	Lunch	

	Talk Track	
13.00	Gruppen Fyra Alternative Business Model	Artistic Director Pia Liski , Dance Company Gruppen Fyra
13.30	Catalyst Presentation	Managing Director Kai Huotari , Kaapeli
14.00	New Modus Operandi in the Finnish Institute in Paris	Director, Meena Kaunisto , The Finnish Institute in Paris, France
14.30	Telliskivi Creative City	Founder, CEO, Jaanus Juss , OÜ Telliskivi Maja
13.00	Clinic Track Train your organisation with the help of experts. 30 min / groups 1-4 starting at 13.00.	
	Audience Development – What are your audience development strategies? (x4)	Paul Bogen , Olivearte Cultural Agency & Katja Kirsi , Outreach and Education, Zodiak - Center for New Dance
	Using Social Media – How you can use social media more effectively? (x4)	Saskia Salomaa , Hakusanamainonnan ABC
	Funding Alternatives – Pitch your idea to a European Union expert and learn if EU funding is for you. (x4)	Programme Manager Hanna Hietaluoma-Hanin, CIMO & Producer Raisa Niemi , Lasipalatsin Mediakeskus Oy
	Art on Canvas – Paint your organisation on the business model canvas and learn where your strengths and weaknesses are. (x4)	Communications Director José Luis Rodríguez , Trans Europe Halles & Marketing and Sales Manager Raine Heikkinen , Kaapeli
15.00	Coffee break	
15.30	Panel Discussion	Panelists: Bart Van Der Roost, Paul Bogen, Pia Liski, Meena Kaunisto & Jaanus Juss
		Moderator: Kai Huotari
16.30	Closing words	

(The event organiser reserves the right to programme changes)

Contact information: Marketing and Sales Manager Raine Heikkinen, raine.heikkinen@kaapelitehdas.fi

www.kaapelitehdas.fi

www.creativelenses.eu

Registration: https://www.lyyti.in/creative_lenses_forum_2016

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