



European Capital of Culture 2016 Info Day and workshop

Agenda

Monday, January 26, 2009, Info Day

- 15.15-16.00 press conference with the Minister of Culture and National Heritage
- 15.30-16.00 registration / coffee
- 16.00-16.15 welcome by Prof. Jacek Purchla, ICC director

Presentations:

- 16.15-16.45 *European Capitals of Culture – past, present and the future* - Jacqueline Pacaud, European Commission
- 16.45-17.15 *European Capital of Culture and culture industries* - Dr Monika Smoleń, Undersecretary of State in the Ministry of Culture and National Heritage
- 17.15-17.30 *ECoC – initial and future perspectives* - Simone Beck, Luxembourg 1995
- 17.30-18.00 *Krakow 2000 experience* - Bogusław Sonik, MEP, Krakow 2000 Bureau Director
- 18.00 Dinner
- 19.00 presentation of films on Kraków 2000 and European Cultural Month in Kraków in 1992

Tuesday, January 27 – workshop

- 9.00-9.15 welcome by Dr Monika Smoleń, Undersecretary of State in the Ministry of Culture and National Heritage
- 9.15-9.45 *European Capital of Culture - application procedure* – Anna Niewiadomska, Ministry of Culture and National Heritage / Jacqueline Pacaud, European Commission
- 9:45-10.00 New ECoC informal network – Susane Skipiol, Essen – Ruhr 2010
- 10.00-10.15 coffee break

- 10.15-11.45 *European Capitals of Culture selection process: how to get through it?*
discussion with the selection panel experts and ECoC experts: Jordi Pascual i Ruiz, Bert van Meggelen, Veronika Ratzenboeck, Sir Bob Scott, Geoffrey Brown
moderator: Joanna Sanetra-Szeliga
- 11.45-12.15 plenary discussion
- 12.15-12.30 Monitoring a European Capital of Culture – models of monitoring and evaluation (Impacts 08, Stavanger, Luxembourg, etc) – Joanna Sanetra-Szeliga
- 12.30- 13.30 lunch break
- 13.30-15.30 *To be a European Capital of Culture – experience of the former, present and the future ECoCs*
discussion with the representatives of the cities and ECoCs experts: Liverpool 08 (Neil Peterson), Linz 2009 (Martin Heller), Essen – Ruhr 2010 (Susanne Skipiol), Pecs 2010 (Peter Inkei), Košice 2013 (Zora Jaurova), Luxembourg 1995, 2007 (Simone Beck), Vilnius 2009 (Elona Bajoriniene)
moderator: prof. Jacek Purchla
- 15.30-16.00 plenary discussion
- 16.00-16.30 coffee break
- 16.30-17.30 *Promoting a European Capital of Culture – talking to press and the public*
Presentations: *Media content analysis – how to convey proper information to the press?* - Urszula Podraza, *Liverpool PR strategy 2008* - Neil Petersom, *Pecs 2010 – crisis analysis* - Nóra Somlyódi
- 17.30-18.00 ECOC – budget creating, financial analysis 1985-2008 – Dr Bożena Gierat-Biedroń, Jagiellonian University, Kraków