



Culture

TOT DRAFT AGENDA

Meals time	Monday to Friday	Weekend
Breakfast	07.15 - 09.15	09.30 - 10.30
Lunch	13.00 - 16.00	13.30 - 14.45
Dinner	20.30 - 21.45	20.30 - 21.45

15-22 JULY 2023

DAY 1 INTRODUCTION

Safety Measures & rules
 Participants' & Project Presentations
 Youthpass
 Getting started with the topic
 Evaluation of the day (E)

Evening activity: Getting to know our city

DAY 2 CE COMPETENCIES

Cognitive competencies
 Social skills
 Action oriented attitude
 6 skills every cultural entrepreneur needs to know
 Essential creative, innovative, digital skills for a cultural entrepreneur
 Evaluation of the day (E)

MULTICULTURAL NIGHT

DAY 3 CHOOSE THE PLATFORM

Choosing the right platform
 Niche vs. All-In-One solutions
 Think about your audience/target
 MARKET ASSESSMENT

Daily evaluation (E)

MULTICULTURAL NIGHT

DAY 4 CREATING A CULTURAL PRODUCT

Choosing the right cultural product
 Lean analysis
 The best 10 steps to build an effective strategy
 Testing and Assessment session of the CEE Handbook
 Testing and Assessment session of the CEE Curriculum
 Daily evaluation (E)

MULTICULTURAL NIGHT

DAY 5 BRANDING & NEW MEDIA

What is a brand?
 Creating Your Own Brand
 Reflection groups on What Makes You Unique as a Cultural Entrepreneur
 Developing a CE project
 Promoting and developing you CE using new media platforms

Daily evaluation (E)

MULTICULTURAL NIGHT

DAY 6 ONLINE ORDERS, PAYMENTS & FINANCING

Criteria for choosing ordering & Payment Gateway
 Some of the best Payment Gateways for cultural enterprises
 KEEPING TRACK OF THE MULTIPLE-CHANNEL MONEY FLOW
 Financial planning
 BUSINESS PLAN
 Practical exercises
 Daily evaluation (E)

MULTICULTURAL NIGHT

DAY 7 MARKETING & RISKS

Marketing strategies
 Customer relationship management
 RISK ASSESSMENT AND RISK MANAGEMENT
 Developing a CE
 P5: Round table with local NGOs
 Daily evaluation (E)

MULTICULTURAL NIGHT

DAY 8 MY CE PROJECT

Developing a CE project
 My CE project– presentations
 Funding opportunities: Erasmus+ & EU programs for entrepreneurs
 Future projects & initiatives brainstorming
 Initiatives Presentation
 Final evaluation

GOOD BYE NIGHT



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