

Making it Happen

Session 2 | Durres/Shkodra, Albania, May 17 - 22 2023

Programme

Purpose: Using creative approaches and drawing on the diversity of the group, the workshop will enhance and strengthen skills in the key areas of audience development, digital marketing and fundraising.

Approach: The focus will be on participation and working in small groups.

Participants will be grouped based on broad shared challenges in strategic development of their organisations

18th May (Thursday)

By 17 h	Arrivals, airport transfers and welcoming coffee at the hotel
17:00-17:30	Welcome by Diana Waters and summary of the replies on challenges
17:30-19:00 h	Introductions
19:00-19:30 h	Welcoming by Arian Leka and Miriam Neziri of <i>Poeteka</i> and by Next Page Foundation; Groups formed by Tutors + Q & A
20 h	Dinner

19th May (Friday)

Audience Development Day

9.45 – 11:00 h	Audience Development with Agata Etmanowicz
11:00 – 11:30 h	Coffee break
11:30 – 12:45 h	Audience Development with Agata Etmanowicz
14:15 – 15:00 h	Audience Development with Agata Etmanowicz
15:00 – 15:30 h	Coffee break
15:30 – 16:00 h	<i>Light Bulbs Moments</i> with Diana Waters and Agata Etmanowicz

16:00 – 16:30 h	Inspirational practitioners: Josha Hekele (LITPROM, Germany)
Free time	
18:30 h	Open Mic with a drink
19:30 pm	Dinner. Space for “cultural programme” if good ideas arise or walk around Durres

20th May (Saturday)
Shkodra Day

9:00 h	Leave on bus to Shkodra
11:30 – 14:00 h	Joint sessions with Shkodra cultural organisations and artists at Arka Youth Center Light lunch at the Arka bar
14:00 – 17:00 h	Free time to visits Gjergj Fishta Library , National Photography Museum Marubi , Art House and/or free time in the town
17 h - 18 h	Venetian Masks Factory - collective visit
18:30 – 20:00 h	Dinner by the lake (possibly w performing poetry by participants)
20:00 h	Return to Durres

21st (Sunday)
Digital Marketing Day

9.45 – 10.30 h	Inspirational practitioners: Galin Popov (TAM, Bulgaria)
10:30 – 11:45 h	Digital Marketing with Vassilena Valchanova
11:45 – 12:15 h	Coffee break
12:15 – 13:15 h	Digital Marketing with Vassilena Valchanova
13:15 – 14:30 h	Lunch
14:30 – 16:00 h	Digital Marketing with Vassilena Valchanova
16:00 – 16:30	Coffee break and <i>Light Bulbs Moments</i>
Free time	
18:00 h	Open Mic with a drink
after 19:00 pm	Dinner. Space for “cultural programme” if good ideas arise or walk around Durres

22nd May (Monday)
Money Day & Wrap-up

9:45 – 10:45 h	Writing successful project applications with Yana Genova
10:45 – 11:15 h	Coffee break
11:15 – 13:00 h	Writing successful project applications with Yana Genova
13:00 – 14:30 h	Lunch
14.30 – 15.30 h	Monetization of your creativity: finances in the Balkan context with Aneida Bajraktari Bicja
15:30 – 16:00 h	Coffee break
16:00 – 17:00	Action Planning Final Sharing & Overall Evaluation
After 19 h	Farewell dinner out of the hotel

23rd May (Tuesday)

Departures