

Engage with young audiences

workshop



8th June 2018

[Wyspiański
Pavilion](#)

Krakow

International Workshop by PEN Català in collaboration with the Krakow Unesco City of Literature and the support of the European Union

Morning session

Time: 9:00 to 11:00h

Creativity in Communications by Milena Beric.

A 2-hour session on how to get creative when it comes to your communication strategy and approaching your target groups, specially young people. The first part of the session will be educational and informative. In the second part, Milena will talk with participants and advise them on their specific case and experiences.



Milena Beric has 12 years of experience working for OECD, at the 2004 Olympics in Greece, Greek national television ERT, the Embassy of India in Belgrade, and global agency TBWA World Wide. In 2010 she became the first director of the social enterprise Divac HOD; since then Milena has been working as an independent consultant specialising in strategic communications, external affairs and mediation. Milena won the 30 Under 30 Young Serbian Leaders award in 2011 and was Serbian representative at the Sixth Pan-European Conference of International Relations in Turin in 2007. Her work with KROKODIL won the European Communication Award 2016 for the Festival Krokodil 2015 communications strategy.



Association KROKODIL is dedicated to the production of literary, cultural and sociopolitical programmes and projects with the aim of developing literary audiences. They won the City of Belgrade award "Zvezde Beograda" (Stars of Belgrade) in 2012 as well as being the jubilee winner of the important "European Communications Award" in the "NGO/Associations" category in 2016 established by the European Association of the Communications Directors.



Coffee break

Time: 11:00 to 11:30h



Co-funded by the Creative Europe Programme of the European Union

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Morning session II

Time: 11:30 to 13:00h

How participatory is your literature event? by SILO.

During this session we will, in a highly creative way, critically review each other's practices in audience engagement. First, each participant will visualise one of its own literature events or practices using a diversity of materials (lego, dolls, building blocks, paper and pencils, etc.). These visualisations will be the start of a critical discussion whereby we try to sensualise, adjust, reverse, etc. each other's event. The ultimate aim is to augment participation of people from different backgrounds and contexts.



Helena Bijnens is working as a French teacher for the Teacher Training Department of UCLL and as a project manager on projects dealing with: "education of the future" and "art of teaching".

Helena also works as a freelance photographer (event photography and portraits).



Staf Pelckmans has been director of Cultuurhuis de Warande since 2009, where he is responsible for the artistic and general management. Cultuurhuis de Warande is home to art and cultural experiences with a focus on societal tendencies.

Staf Pelckmans is also the co-founder of 8 Arts institutions in diverse fields (theatre, film, cartoon and architecture).

SILO

**Socially
Inclusive
Literature
Operations**

This activity fits into the **SILO-project**, supported by the Creative Europe programme of the European Commission. The aim of SILO is to bridge the distance between elite and everyday culture. SILO works on making foreign European literature accessible for everyone, specially for groups that do not normally come into contact with literature.



Lunch at the venue

Time: 13:00 to 14:00h

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Afternoon session

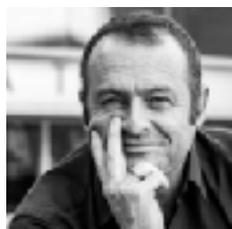
Time: 14:00 to 16:00h

Learn from the best: good working practices on the development of young audiences.

In this session, Gemma Rodríguez from PEN Català and expert consultant Pepe Zapata will present a selection of good working practices that will form part of the Engage European digital platform focusing on the development of young audiences and addressed to literary organisations directly. They will stress the key points that make the difference when it comes to young audiences.



Gemma Rodríguez, from PEN Català, is the project manager of the European *Engage! Young Producers* project, that seeks to promote access and participation of young people, specially teenagers, in cultural and literary activities. PEN Català is a platform which projects writers and literature from the Catalan-speaking territories onto the international stage. This has been done through its active participation in the objectives of PEN International, namely in defense of freedom of expression and the struggle to free all persecuted writers. Currently, PEN Català is leading the *Engage!* project.



Pepe Zapata. As an expert in audience development, Pepe Zapata has been commissioned by the *Engage!* project to develop a study on good working practices focused on the development of young audiences and addressed directly to literary organisations. Pepe is Head of Communications, Marketing and Audiences in Grup Focus, one of the most significant firms in performing arts, cultural contents, audiovisual and events sectors in Spain. He holds a Masters in Business Administration and a Master sin Arts Management and is a frequent teacher on university programmes on arts and culture management, and also a speaker at arts management conferences.

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Emma Gould is Head of Youth Policy and Engagement at Roundhouse. Emma leads on youth strategy, policy, safeguarding, youth engagement and youth governance and oversees the Roundhouse Youth Programme working with 4,500 young people (aged 11-25) per year. Prior to working at the Roundhouse, Emma has come from a local government background working in Education, managing and developing Inclusion and Alternative Education Services for the London Borough of Brent.



Roundhouse is a hub of inspiration where artists and emerging talent create extraordinary work and where young people can grow creatively as individuals. They believe in the power of creativity to change lives. By giving young people the chance to engage with the arts through their music, media and performance projects, they inspire them to reach further, dream bigger, and achieve more. They do this because they believe creativity gives us freedom, hope and has the power to transform.



Jesús Sanz is a Spanish Language and Literature teacher in Institut del Teatre, a Catalan public dance school where children train as professional dancers while they study secondary school. He co-organised the second edition of the First Literary Dates, a project by Rosalía Delgado (from INS Manuel Vázquez Montalbán) that brings literature to teenagers and encourages young people to read.



First Literary Dates copies the model of the TV show First Dates: students take part in a blind date, but instead of looking for their better half (it is not the main goal, but anything can happen), the aim is to share their own reading experience with another student that read the same book. During the event students from different schools and backgrounds meet together to talk about the only thing they had in common before knowing each other: literature.

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Tommaso Salaroli is 19 years old and is one of the project Scomodo founders. He grew up in Rome and has been part of several student movements and also of the Cinema America project. When he was 17 years old, together with his peers Edoardo Bucci and Adriano Cava, he founded the project Scomodo. During the year in which he was the Scomodo's general manager, the project involved about 35,000 people and more than 75,000 copies of the newspaper were printed, making it (up to this date) one of the most important independent editorial projects in Italy.



Scomodo is a newspaper of critical and independent information that came about from the wishes of 400 high school and university students to propose an alternative approach to content. They are youngsters belonging to the different political and social realities of the city of Rome, convinced of the extraordinary importance that information and culture hold in the development of society itself.



Engage!

Engage! is a European cultural project that seeks to promote the participation of young people in literary and cultural life as a way to empower them, foster critical thinking, and encourage a better understanding of multicultural realities. [Join us!](#)