

Project of National Programme



The Impact of Culture: Vilnius Reflection

19-20 March, 2009
Vilnius, Lithuania

Venue: Artis Hotel

Address: Liejyklos St 11/23, Vilnius

Programme

Wednesday, 18 March

20:00

Welcome drink

Venue: Restaurant LA BOHEME

Address: Šv. Ignoto st. 4/3

Thursday, 19 March

Moderated by Andrew Erskine, Consultant, Tom Fleming Creative Consultancy

09:30 – 10:00 Welcome / Coffee & tea

10:00 – 11:00 Introductions

- **Creative Cities** presented by Nigel Bellingham, Creative Cities project director, British Council

11:00 – 12:30 **Session One: Evaluating a ECOC**

Key note speaker: Beatriz Garcia, director, Liverpool Impacts 08

- Vilnius ECOC presents (by Rolandas Kvietkauskas, director, Vilnius ECOC)
- Early findings from Liverpool 08
- Challenges in evaluating ECOCs
- Methodology and frameworks for evaluation
- Q&A and group discussion

12:30 – 13:30 Lunch

13:30 – 15:00 **Session Two: Culture, innovation and the wider economy**

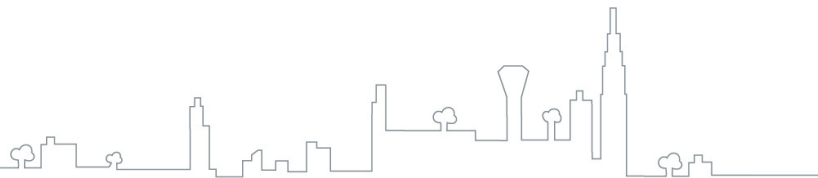
Key note speaker: Carlos Martins, manager, Guimarães ECOC

- Integrating culture into the wider economy
- Measuring impact of culture on medium/small cities
- ECOC from the perspective of a smaller city
- Q&A and group discussion

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15:00 – 15:30 Coffee / tea
15:30 – 16:30 Open discussion

18:45 **Visit to the exhibition “Longing for nature. European landscapes”
and reception by Vilnius – European Capital of Culture 2009**
Venue: Museum of Applied Art
Address: Arsenalo st. 3A

Friday, 20 March

Moderated by Andrew Erskine, Consultant, Tom Fleming Creative Consultancy

09:00 – 10:30 **Session Three: Measuring the impact of culture at a national level**
Key note speaker: Catherine Bunting, Head of Research, Arts Council England

- Measuring impact of culture at a national level
- Culture and public value
- Developing policy and strategy from research
- Q&A and group discussion

10:30 – 11:00 Coffee / tea

11:00 – 12:30 **Session Four: The changing face of culture and business**
Key note speaker: Natalie Melton, Director Arts and Business

- Changing nature of the relationship between culture and business – new roles and types of relationship
- Alternative frameworks for measuring success
- Q&A and group discussion

12:30 – 13:30 Lunch

13:30 – 15:00 **Session Five: Measuring the impact of culture in a world city**
Key note speaker: Justine Simons, Cultural Advisor to the Mayor of London

- Challenges on integrating culture into wider city ambitions/strategies
- Emerging lessons from London Olympics 2012 – connecting culture and event strategies
- Q&A and group discussion

15:00 – 15:30 Coffee / tea

15:30 – 16:30 **Panel Session** & round up

- Culture and other events – 2012
- Creative Cities project by the British Council

19:00

Informal buffet dinner
Venue: Salad bar “Mano guru”
Address: Vilniaus st. 22

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