

**“Building Perceptions and Developing Capacities
in the Egyptian Cultural Fields”**

The 1st Workshop

15 - 17 November 2014

Horus Hotel, Minya

Practical Information:

- The workshop is the first event to be held within a series of interactive workshops, implemented under the theme of “Building Perceptions and Developing Capacities in the Egyptian Cultural Fields”.
- The workshops aim to train workers in the cultural field on a set of sophisticated techniques, to raise their skills and prepare them to carry out their responsibilities to further enhance the cultural development of Egypt. Each workshop extends over three days and adopts an interactive training methodology, which is implemented through lectures, workshops, debates and practical training. The following topics are discussed throughout the workshops:
 - The definition of culture and the true meaning of the concept, as well as its importance to society in general.
 - The reciprocal relationship between society and culture, the key players in the Egyptian cultural field, and whether they are partners or rivals.
 - The creation of initiatives, projects and advanced cultural institutions; in terms of structure, goals and vision.
 - The nature of cultural policies and the influencing factors in the field of cultural work, such as; the media, education, and the public and private sectors.
 - The process of creating cultural policies in compliance with the Universal Declaration of Human Rights (articles 19 and 27), the UNESCO Convention

on the Protection and Promotion of the Diversity of Cultural Expressions, and the articles of the Egyptian Constitution.

- The importance of long and short-term planning for cultural institutions.
- Utilizing cultural strategies as means to achieve goals, and the strategic choices that suit each institution separately.
- Management techniques and practices for cultural institutions including: joint work; team building; negotiation; delegation of tasks and authorities; and managing meetings, workshops, and technological integration.
- Marketing of cultural products, and the difference between commercial and cultural marketing. The concept of marketing mix and how to develop effective marketing plans are also addressed.
- Dealing with various media mechanisms in order to promote cultural media, and the new social networking platforms. The importance of documentation and imaging are also emphasized.

The workshop concludes with formulating recommendations and unconventional ideas to finance cultural projects.

Criteria for Participation:

- Participation in the workshop is possible after filling the registration form and succeeding in the application process.
- Participants should demonstrate an interest and previous experience in the cultural field.
- Successful candidates are contacted individually by the organizers and informed of all other necessary information.
- Selected participants are provided accommodation during the event.
- In order to apply, participants must fill the registration form and email it to cultural.creativity@bibalex.org, together with a copy of their CV.
- **The application deadline for the 1st workshop was on the 8th of November, 2014.**