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- *All daily food and beverages at [Amsterdam Restaurant /Konstantin Stoilov 10](#)
- *Accommodation [Famous House Hotel / St. Beethoven 4 Plovdiv \(Centre\), 4000:](#)
- *The currency in Bulgaria is [Bulgarian Lev](#)
- *The weather in Plovdiv in July is between [33-41 °C](#)
- ***112 (emergency telephone number)**

Contact person: [Violeta Dincheva +359 883 319 441](#)

Day 0 (11.07.2023): Arrival & Accommodation

07:00 Welcome drink at ([Amsterdam Restaurant Facebook](#))

DAY 1 (12.07.2023): MARATHON

Day 1 of the Cultural Management Academy. This is the inspiration and motivation day. It consists of intense training sessions using non-formal methods such as discussions, and mini-conference, comprising numerous lectures by keynote speakers on selected topics, based on the curriculum. Participants meet an array of field local and international practitioners and fully immerse in Cultural Management. An appropriate time is also allocated to Q&A, discussions, and dialogue—a long colourful day, rich in information and inspiration.

AM 08:00 - 08:40 Breakfast [Amsterdam Restaurant](#)

AM 09:00 - 12:30

Location: [Bishop's Basilica of Philippopolis](#)

Content: Introduction; Warm up; 2 modules + 2 key speakers: 1. The Case Study Institution; 2. Brand Identity & Design

09:00 - 09:15 Team Introduction – [Victor Yankov](#) Cutlart Leader

09:15 - 09:30 The host intro + the Basilica history – [Elena Kantareva](#), Director

09:30 - 10:30 Energisers: *Know your name & background game* with a Mediator: Maria Slavcheva

10:30 - 11:15 Keynote speaker 1 – [State Opera Plovdiv & the Opera Open Festival \(Luciano di Martino\)](#), Artistic director Opera Plovdiv + Nikola Shopov, Marketing and PR of Opera Open Festival)

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and **The Opera Open Festival Case Study: Opera Open: Challenges and Opportunities for the international opera tourism**

11:15 - 11:30 QA

11:30 - 12:15 [Chris Baldwin, performance director, curator and writer](#)

12:15 - 12:30 QA

12:30 - 01:45 Lunch – Amsterdam Restaurant

PM: 02:00 - 05:00

Location: [Bishop's Basilica of Philippopolis](#)

Content: 2 Modules + 2 Key speakers / Fundraising & Business model; Media, Brand Lift and Communication

02:00 - 02:45 Keynote speaker 3 – [Studio PUNKT](#) (Nadezhda Karidova, Designer)

02:45 - 03:00 QA

03:00 - 03:45 Keynote speaker 4 – [Limacon](#) agency (Valentina Kutseva, Founder)

03:45 - 04:30 Training session on business plan canvas, project development, digital marketing and fundraising behaviour (Valentina Kutseva, Limacon)

04:30 - 05:30 Energizer *5 Groups Game with a Mediator*: Maria Slavcheva

07:00 - 10:30 Dinner & Drinks (Amsterdam restaurant + [Kapana Creative District](#))

DAY 2 (13.07.2023): FRIENDLY MATCH (CASE STUDY – STATE OPERA PLOVDIV)

On Day 2, participants meet the team of the [Case Study Partner \(Open Opera Festival\)](#) and conduct interviews and curious conversations with representatives thereof.

The task of the day is: to identify and understand in-depth the specific problem or challenge of the local case study partner. The exciting encounter is followed by resuming the city walk, visiting venues to reflect on the insightful information, and choosing to conceive the case study.

AM 08:00 - 09:00 Breakfast [Amsterdam Restaurant](#)

AM 09:30 - 12:00

Location: [Boris Hristov Cultural House \(the Plovdiv Opera Home\)](#);

09:30 - 12:00

- Meet Tsvetomira Tsoneva, artistic assistant – *How to manage Opera Plovdiv.*
- **Behind the Scenes:** The Addams Family rehearsal

12:30 - 02:30 Lunch – Amsterdam Restaurant

PM: 02:45 - 06:30

Location: [Boris Hristov Cultural House \(the Plovdiv Opera Home\)](#)

02:45 - 03:30 **Location:** [Boris Hristov Cultural House](#)

- Meet Petya Dimova, Ballet Tutor – *How to manage an international troupe and work with guest choreographers from Europe and the world.*
- **Behind the Scenes:** [Anna Karenina](#) Ballet rehearsal

3:30 - 4:30 Meet Plamen Panov, Deputy Mayor 'Culture, archaeology and Tourism'

07:00 - 10:30 Dinner – Amsterdam restaurant

DAY 3 (14.07.2023): ORIENTEERING

The day is dedicated to discovering the city and its cultural landscape. This includes mapping the local arts and culture scene, and exploring the city physically and virtually, guided by challenges and tasks. By the end of the day, participants will have produced a **Cultural Landscape Map**, focusing on the **case study partner's position** within the city, their target groups, competitors, and community.

AM 08:00 - 09:00 Breakfast [Amsterdam Restaurant](#)

AM 09:30 - 01:00

09:30 - 10:00 **Cultural Landscape Mapping Task** – with a mentor: [Gina Kafedzhian](#)

10:30 - 12:30 1st location: [Rowing Channel](#) – meet the [SOLAR FESTIVAL](#)

12:30 - 01:30 2nd location: [Youth Hill](#) – [Shake that Hill Festival](#) and [the Plovdiv Stage Park](#) (meet the founder Stefan Goranov; location requirements, advantages and needs, business plan, partnership, sponsorship, audiences, programme development, etc.)

01:30 - 02:30 Lunch [Amsterdam Restaurant](#)

PM: 03:00 - 06:00

Location: [The Academy of Music and Dance](#)

03:00 - 05:00 Landscape Mapping & Reflection – the 5 groups + mentor: [Gina Kafedzhian](#)

05:30 - 6:00 3rd location [Ancient Theatre](#) Meet [Vera Nemirova](#), Director of the production The Mercy of Titus – *The Challenges of the Ancient Theater*

06:30 - 08:00 Dinner Amsterdam & Drinks

9:00 Event Attendance Jazz concert Location: [Bunardzhika Hill](#)

DAY 4 (15.07.2023): BASE CAMP

On Day 4, participants focus on elaborating a case study for the local partner institution. The resulting product will contain a state-of-the-art analysis of the situation and feature innovative suggestions for problem solutions and potential alternative scenarios. Work occurs in a structured self-organized and/or guided, moderated way. The group also prepares for the presentations.

AM 08:00 - 09:00 Breakfast [Amsterdam Restaurant](#)

AM 09:30 - 12:00

Location: [Boris Hristov Cultural House](#)

Content: The groups continue their work on preparing their Case Study project and presentations

09:30 – 12:00 Working on the Case Study project structure, content, and presentations + (video testimonials)

12:00 - 01:00 Lunch

PM: 01:30 - 05:30

01:30 - 05:30 Working on the Case Study project presentation

06:00 – 07:30 Dinner & Drinks

**21:00 Event Attendance: OPERA OPEN 2023: [THE MERCY OF TITUS - MOZART](#)
[ANCIENT THEATER](#)
[PREMIERE](#)**

DAY 5 (16.07.2023) HOME RUN

Day 5 is the day of the presentations of the case studies. Presentations + audience (mentors, cultural operators, team)

AM: 08:00 - 09:30 Breakfast

AM: 10:00 - 12:30 Presentations

Location: [Kapana Gallery](#)

10:00 - 10:10 **1st group**

10:10 - 10:20 **2nd group**

10:20 - 10:30 **3rd group**

10:30 - 10:45 **4th group**

10:45 - 11:00 **5th group**

11:00 - 11:45 **Questions & Discussion**

11:45 - 12:30 **Ceremony**

PM: 12:30 – 09:00

12:30 - 07:00 The Vienna group departure / *Free time (as we called it in Plovdiv - Ayliak time, promenade, coffee, shopping, breathing & talking, communicating with each other and the city, goodbyes) /*

07:00 – 09:00 Dinner

Day 6 (17.07.2023): Departure