



TAMPERE UNIVERSITY OF TECHNOLOGY  
Pori, Edupoint



TAMPERE UNIVERSITY OF TECHNOLOGY  
Pori, Edupoint



**CONTACT INFORMATION**

Continuing Education Centre Edupoint  
Tampere University of Technology, Pori Unit  
P.O. Box 300, FI-28101 Pori, Finland

Coordinator Tiina Ikala  
Mobile: +358 40 826 2873  
Email: tiina.ikala@tut.fi  
Web: www.tut.fi/edupoint

# Cultural Management Training

**PRICE**

The participation fee is 3,950 € / participant (+VAT) for the whole programme. The participation fee includes tuition, training materials, accommodation, one meal during the training days and tickets to all big concerts (at Kirjurinluoto Arena) of Pori Jazz 2010 festival (travel and visa costs are not included).

**ENROLMENT**

The final date to enrol is the 15th of May 2010. Please fill in the enrolment form in our website: [www.tut.fi/edupoint/cmt](http://www.tut.fi/edupoint/cmt)

If the participation is cancelled later than the 15th of May 2010 or the participant will not participate in the programme, we will charge 50 % of the participation fee. The participation can be delivered to a colleague, if needed. In case of any changes please contact Coordinator Tiina Ikala (+358 40 826 2873, tiina.ikala@tut.fi).



Turun kauppakorkeakoulu  
Turku School of Economics  
TURUN YLIOPISTO • UNIVERSITY OF TURKU



Turun yliopisto  
University of Turku



Aalto University



Leverage from  
the EU  
2007-2013



European Union  
European Regional Development Fund



45TH INTERNATIONAL PORI JAZZ FESTIVAL 17-25TH JULY 2010

**5 - 25 July 2010**



# 5 - 25 July 2010

## Cultural Management Training

Academic, International, Multidisciplinary and Practice-based Education for Professionals

**Cultural Management Training offers an academic, international and practice-based study environment at University Consortium of Pori during the annual Pori Jazz week. All together the course is spread over a three-week period (5. - 25.7.2010). The CMT-training gathers together event producers and professionals of cultural production and creative business from around the world to network, share experiences and learn.**

Cultural Management Training Programme is planned for event producers and professionals of cultural production and creative business. The problems of leading and organising cultural production will be approached from international and multidisciplinary point of view.

The training is designed to achieve following objectives:

- Development of management skills and techniques
- Ability to detect business opportunities within a cultural environment
- Development of creative capacity and ability to manage cultural companies and platforms
- Knowledge of the main legal aspects and the financial management of cultural projects
- Knowledge of how a successful cultural event is been organised
- Knowledge of marketing, information and PR work
- Exploring and sharing experiences
- Networking with participants that represent cultural organisation from all over the world
- Understanding different cultures and communication

The training programme has a strong practical focus. Teaching combines theoretical content with analysis and discussion of practical cases. The Cultural Management Training consists of the know-how of different disciplines. The studies are organised by university units of University Consortium of Pori:

- Tampere University of Technology Pori Unit, Continuing Education Centre Edupoint
- University of Turku, Turku School of Economics, Pori Unit
- Department of Art and Media in Pori of the Aalto University School of Art and Design
- University of Turku, Degree Program in Cultural Production and Landscape Studies

The practical learning part is based on the know-how we have in Pori: the traditional and international rhythm music festival Pori Jazz which will be presented as a case study in the training programme. Pori Jazz is one of the oldest and biggest jazz festival in Europe.

A special emphasis is laid on networking between participants as well as making use of the participants' varying backgrounds and experiences in cultural field.

The programme will consist of 18 face-to-face training days (5. - 22.7.2010), module-specific assignments between modules and e-learning parts (closing ceremony 23.7. and opportunity to participate in the main concerts of Pori Jazz 2010 festival during the days 24. - 25.7.2010).

A good command of English is an absolute prerequisite because, the programme will be executed in English.

The programme will be organised in Pori, Finland.

### KICK-OFF (5.7.2010)

#### Orientation to the training programme

Case-presentations of Finnish cultural projects and events (for example Pori Jazz).

*Tampere University of Technology, Continuing Education Centre Edupoint*

### MODULE 1 / ORGANISING CULTURAL PRODUCTION (6. - 9.7.2010)

- Introduction to Cultural Management
- Management in Creative Projects

This four-day module provides an introduction to the cultural and creative business sector. The module considers the growth and diversity of this sector and the issues that concern cultural management professionals. It gives also tools to manage creative projects and processes. The module gives the basis for the rest of the training programme.

*University of Turku, Degree Program in Cultural Production and Landscape Studies*

### INTERDISCIPLINARY WORKSHOPS (10. - 11.7.2010)

The aim of these two workshop days is to give participants a possibility to share experiences and learn from each other. The participants will compose small groups in which they are able to develop their own organisations and projects and their activities and strategies, from the basis of module 1. Teachers from different disciplines will guide their work.

### MODULE 2 / MANAGEMENT IN CREATIVE BUSINESS (12. - 13.7.2010)

This two-day module develops skills of creative producer using tools of knowledge management and understanding skills required in cultural organisations in their social media productions, events and other creative processes.

*Department of Art and Media in Pori of the Aalto University School of Art and Design*

### MODULE 3 / SOCIAL MEDIA (14. - 15.7.2010)

This two-day module gives for the participants ideas how to benefit social media services in cultural production.

*Tampere University of Technology, Continuing Education Centre Edupoint*

### INTERDISCIPLINARY WORKSHOP (16.7.2010)

The participants will compose small groups in which they will work around the theme social media and they will innovate ways to benefit social media in cultural organisations, productions and events. Teachers from different disciplines will guide their work.

### MODULE 4 / CASE PORI JAZZ (17. - 19.7.2010)

This three-day module provides an opportunity to get to know with festival production (Pori Jazz 2010) in practice. During these three days Pori Jazz staff and management will give presentations about the organisation and their work in practice. The students will also participate Pori Jazz festival programme. More information about Pori Jazz in website: [www.porijazz.fi](http://www.porijazz.fi)

*Tampere University of Technology, Continuing Education Centre Edupoint together with Pori Jazz Festival*

### MODULE 5 / PORI JAZZ FOR PROFESSIONALS SEMINAR (20. - 22.7.2010)

The CMT-students will participate three-day Pori Jazz for professionals seminar, which is aimed at professionals in the cultural production field. The seminar will focus on issues in the Creative Economy, Experience Management and Cultural Production. The Seminar programme will consist of keynote speakers, workshops and case studies, its core idea being the collaborative building of knowledge and networking.

More about the seminar in website:

<http://www.creativeleadership.fi>

*University of Turku, Turku School of Economics, Pori Unit together with Department of Art and Media in Pori of the Aalto University School of Art and Design*