

Crowdfunding

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Culture Conference

More than funding

time	programme
09.00 – 09.40	Welcome coffee and accreditation
09.40 – 10.00	Welcoming speech
10.00 – 10.15	Does crowdfunding work for culture? Presentation of the study results from crowdfunding4culture
10.15 – 11.15	Can crowdfunding help renew the relationship between culture and society? Plenary panel discussion I
11.15 – 12.15	Investing in culture: opportunities and challenges Plenary panel discussion II
12.15 – 13.30	Lunch break
13.30 – 15.00	Masterclass on Crowdfunding Platforms How can crowdfunding platforms best assist creatives and cultural organisations? Workshop I <i>Moderator: Roy Cremers, Voordekunst</i> Crowdfunding in the arts is not about funding. It's about engagement! This should be clear to creatives as much as to crowdfunding platforms supporting them. In this workshop Voordekunst, the Dutch platform specialised in the creative industries since 2010, will provide a masterclass for other platforms on how to best assist creatives and cultural organisations.
	Tips and Tricks on using Crowdfunding 4 creatives and cultural organisation Workshop II <i>Moderators: Isabelle De Voldere and Kleitia Zeqo, IDEA Consult</i> With more than 600 European platforms and an increasing number of funds raised, crowdfunding has today become a popular method of fundraising. But how attractive is crowdfunding for cultural organisations? What type of finance can be raised through it and where does crowdfunding fit in the financial mix of museum's activities? The workshop will focus on tips to choose the right platform and the do's and don'ts of setting up a crowdfunding campaign.
	Harnessing the power of the crowd to leverage public and private funding 4 culture Workshop III <i>Moderators: Sylvia Amann, Info Relais, Joost Heinsius, Values of Culture & Creativity</i> The workshop addressed the added value and the limits of matchfunding practices between public/private funds and crowdfunding platforms. By highlighting examples from Europe and Worldwide, this workshop will provide an overview of lessons learnt and dos and don'ts. Discussions will inter alia cover the cultural policy dimension of matchfunding.
15.00 – 16.30	Coffee break & Interactive session Inspiration' gallery Around 10 organisation will present interesting initiatives and examples related to crowdfunding for the cultural and creative sectors. Participants can attend multiple speed presentations.
16.30 – 16.50	What's next? An interview with the European Commission on the proposed Action Plan and next steps to bring crowdfunding4culture forward
16.50 – 17.00	Concluding impressions and Wrap up