

Courants du Monde Programme - Spring 2018

Conference for English speakers Building public engagement

Dates Monday 4 to Thursday 14 June (inclusive)

Background The Ministry of Culture (General Secretariat, Department of Legal and International Affairs) is organising this conference as part of its training offer.
The conference will be presented in English only.

Audience The conference is aimed at **experienced English-speaking professionals** (administrators of cultural institutions, public engagement managers, cultural project managers, local authority culture managers, professionals responsible for developing and steering cultural policy) **located anywhere in the world**, who are involved in cultural projects in their home country that play a significant role in terms of public engagement.

Aims Artistic and cultural practices have changed and the digital revolution has upset the established order, but the aim of getting everyone involved in cultural life remains as relevant as ever. Cultural democratisation is now one of the key priorities of the Ministry of Culture. We approach public engagement – particularly when it comes to artistic and cultural education – in partnership with the Ministry of National Education, as well as the other government ministries and local authorities, which are developing a whole range of actions aimed at young people. Cultural institutions, museums, libraries and arts venues are also developing methodologies and projects to ensure their offer reflects changes in usage patterns and to enable them to reach those audiences that are the furthest removed from cultural life.

Through round tables, tours and workshops, the conference will explore the factors that are key to public engagement and consider how public engagement is achieved in practice.

Taking place in Paris and across France, it will bring together around twenty experienced cultural professionals working in government departments or cultural institutions (heritage and non-heritage). The conference aims to encourage participants to share their experiences and will facilitate the development of professional networks between France and the participants' countries.

Themes The conference will address the following topics, among others:

- Audience typology
- Key public engagement stakeholders and partners
- Artistic and cultural education policy
- The development and implementation of public cultural development strategies, particularly in deprived areas
- The role of digital tools in cultural interpretation
- Communication
- Evaluation

At the end of the conference, the participants will be able to:

- Identify the key players involved in managing and developing artistic and cultural education
- Work in synergy with all those involved in public engagement
- Develop cultural interpretation strategies and tools, particularly directed at audiences with social or physical barriers to accessing culture
- Communicate with these audiences and public bodies

The conference will draw on the experience of top cultural professionals from the Ministry of Culture (and related bodies), local authorities, teaching establishments, libraries, museums, heritage sites, arts venues and other cultural institutions.

Expenses The Ministry of Culture will cover:

- All teaching costs
- Living costs (accommodation and daily allowance)
- Travel within France for the purposes of the programme
- Insurance

NB: International transport costs are not covered and must be covered by the applicant, the applicant's employer, the French Embassy or Institut Français in the applicant's country of residence, or another institution.

**Application
procedure**

Applications can be downloaded from the Ministry of Culture website (www.culturecommunication.gouv.fr/politiques-ministerielles/Europe-et-international/accueil-et-formation).

The completed application must be sent to the French Embassy (Department of Cooperation and Cultural Action) or the Institut Français in the applicant's country of residence, which must stamp it and forward it to the following address, **no later than 5 March 2018:** courantsdumonde.sdaei@culture.gouv.fr. One copy must also be sent to cecile@alambret.com

Applicants for the conference will undergo a strict selection process by a panel of experts chosen by the Ministry of Culture. Applicants will be selected based on the following criteria:

- The quality and professionalism of the application
- The impact the conference will have on the applicant's institution
- The opportunities for developing collaborations between institutions in the applicant's country and in France, as well in the other countries represented at the conference.

FURTHER INFORMATION

Ministry of Culture

Thibault Gerbail

Tel.: +33 (0)1 40 15 37 08 thibault.gerbail@culture.gouv.fr

APPLICATION ENQUIRIES AND CONFERENCE ORGANISATION

Alambret Communication

Cecile Corne

cecile@alambret.com

63 Rue Rambuteau 75004 Paris

www.alambret.com