



Project 27/11/2018

Conference "Cultural Projects & Innovations. Best International Practices"

The conference is a part of "Contents for Cross-Cultural Events – C3E" project within the South-East Finland – Russia CBC 2014-2020 program

10 December, 2018, St. Petersburg, Russia
5-7, Rimsky-Korsakov Av., Hotel Ambassador, Orion Hall, 9 floor

10.00	Registration of participants. Coffee, tea
10.30	Opening of the conference/Welcoming words
	Greetings from St. Petersburg Committee for Culture
	"tbc" <ul style="list-style-type: none">• Heini Haapaniemi, Project Manager, "Contents for Cross-Cultural Events" CBC 2014-2020 South-East Finland – Russia (Helsinki, Finland)
	Block 1 (tbc)
	Moderator (tbc)
	"25 years of certain navigation in cultural space" <ul style="list-style-type: none">• Elena Smirnova, Director, Institute for Cultural Programs (St. Petersburg)
	"IT & Culture" <ul style="list-style-type: none">• Sergey Smirnov, Head of Development Sector, St. Petersburg Information and Analytical Centre
	"Total Dictation or how to get 10,000 adults back to school" <ul style="list-style-type: none">• Elena Kalinina, Chief Coordinator in St. Petersburg, "Total Dictation" Worldwide Russian Literacy Test
	"tbc" <ul style="list-style-type: none">• Olga Buzina, PR & Communications Director, Lakhta Center (St. Petersburg)
	"Aesthetics of authorship as the basis for effective communication" <ul style="list-style-type: none">• Elena Kaverina, PhD in Philosophy, Associate Professor of Advertising Department, School of Journalism & Mass Communications, St. Petersburg State University
	"tbc" <ul style="list-style-type: none">• Svyatoslav Dozmorov, Head of PR Department, Hotel Ambassador (St. Petersburg)
	Discussion
	Lunch

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	Block 2 (tbc)
	Moderator (tbc)
	<p>"Green Mobility"</p> <ul style="list-style-type: none"> • Elena Belova, Academic Secretary, International Centre for Social and Economic Research "Leontief Center" (St.Petersburg) • Denis Kugai, journalist, musician, actor, simultaneous interpreter (Pskov)
	<p>"How to promote socio-cultural project in rural area"</p> <ul style="list-style-type: none"> • Olga Gracheva, Director, NGO "Kaykino Creative Projects "; Creative Industries Development Consultant, Art Projects Coordinator (Kaikino)
	<p>"Creative Industries & Entrepreneurship"</p> <ul style="list-style-type: none"> • Elena Khoroshkina, Expert in Creative Industries and Sustainable Development of Territories, "Artecon" Company (Arkhangelsk)
	<p>"From the stage of equal opportunities to society of equal opportunities"</p> <ul style="list-style-type: none"> • Eugenia Granat, Project Coordinator, ShareMusic & Performing Arts (Sweden) • Olga Aksyonova, Project Coordinator, Swedish-Russian Project "Keys to Creativity" (Arkhangelsk)
	Discussion
	Coffee, tea
	Block 3 (tbc)
	Moderator (tbc)
	<p>"tbc"</p> <ul style="list-style-type: none"> • Anastasia Kuryokhina, Director, Kuryokhin Center of Contemporary Art (St. Petersburg)
	<p>"tbc"</p> <ul style="list-style-type: none"> • Vitaliy Khitrov, CEO, KudaGo (Moscow)
	<p>"Bomba-Piter Music Company"</p> <ul style="list-style-type: none"> • Oleg Grabko, General Director, Bomba-Piter Inc. (St. Petersburg)
	<p>"tbc"</p> <ul style="list-style-type: none"> • Helen Sildna, Head of Tallinn Music Week (Estonia)
	<p>"tbc"</p> <ul style="list-style-type: none"> • Ivan Sergejev, Chief City Architect of the Town of Narva (Estonia)
	Discussion
	Closing of conference
15.30-17.00	Reception