

DISSEMINATION KIT

2021 ENCATC DIGITAL CONGRESS

Updated 20 September 2021

PLEASE HELP SPREAD THE WORD!	
	Please share this information through your institution's available communication channels as it helps advance the opportunities and knowledge shared for the benefit of the cultural sector!
	If you have a wide personal following on social media and/or have colleagues who are interested , please feel free to take a personal approach and reach out to others with this opportunity!
	With your help, ENCATC is testing a new way to better track our multiplier effect . We would be grateful if you could please fill in this table linked below with how and where you post about this call: https://docs.google.com/spreadsheets/d/1cfsWE1pO84u6E91CcUtX99GdLCKWGaO24b3Ak2Obdhs/edit?usp=sharing
WHAT POSTS CAN YOU SHARE FROM ENCATC'S SOCIAL MEDIA?	
Face- book Post	Congress website launch: https://www.facebook.com/ENCATC/photos/a.405099596957/10158437221696958/?type=3 Teaser video: https://www.facebook.com/ENCATC/posts/10158445105591958 Theme: https://www.facebook.com/ENCATC/videos/156879176591296/
ENCATC Tweet	Congress website launch: https://twitter.com/ENCATC/status/1436296169093804035 Teaser video: https://twitter.com/ENCATC/status/1438133166888439813 Theme: https://twitter.com/ENCATC/status/1434912215493140488
LinkedIn Post	Congress website launch: https://www.linkedin.com/feed/update/urn:li:share:6842061977104216064/ Teaser video: https://www.linkedin.com/feed/update/urn:li:share:6843898981454491649/ Theme: https://www.linkedin.com/feed/update/urn:li:ugcPost:6840677897036943360/
Insta- gram Post	Congress website & teaser video: https://www.instagram.com/p/CTo9xIFg7Sw/
MAKE YOUR OWN SOCIAL MEDIA POST	
Visuals for down- load	  <p>Rectangle: https://www.encatc.org/media/6073-2021encatc_digital_congress_rectangle.png Square: https://www.encatc.org/media/6072-2021encatc_digital_congress_square.png</p>
Link	ENCATC Congress Website: https://encatccongress.org/
Tag us	ENCATC on Facebook, Twitter, LinkedIn: @ENCATC ENCATC on Instagram: @ENCATC_Official

<p>Pro-posed tweets</p>	<p>🔗📄 Registration is OPEN! From 19-22 October the #ENCATCcongress2021 theme is on "Artists in the spotlight! In search of new agendas for education and research in the cultural management and policy field". https://encatccongress.org/</p> <p>OPPORTUNITY! Join @ENCATC to connect with educators 🎓, researchers 🔍, cultural professionals 🎨, policy makers 📄 & artists 🎭 from around the globe 🌐 at the #ENCATCcongress2021 Artists in the Spotlight next 19-22 October online 📺! https://encatccongress.org/</p> <p>#ENCATCcongress2021 "Artists in the Spotlight", 19-22 Oct 📺 Join @ENCATC to address pressing issues in #CulturalManagement & #CulturalPolicy, explore ground-breaking innovations, bridge the knowledge gap, promote research & the evolution of education! https://encatccongress.org/</p>
<p>INCLUDE IN YOUR E-NEWSLETTER</p>	
<p>Pro-posed text for email newsletters</p>	<p>2021 ENCATC Digital Congress "Artists in the Spotlight!"</p> <p>ENCATC, the leading European network on cultural management and policy, will have its 2021 Digital Congress from 19-22 October on the topic of #Artists in the spotlight! In search of new agendas for education and research in the cultural management and policy field". The only global event dedicated to the advancement of theory, education, research and practice on cultural management and policy, it gathers educators, researchers, cultural professionals, policy makers, artists and students. Organised online due to the pandemic context, the event will start on the 19th of October with the Keynote speech and debate followed by the 2nd edition of the ENCATC Fellowship Award and a musical performance. The next days will also include the Global Conversations, the Bauhaus Debate, an interdisciplinary EU Round Table, and the Annual Education and Research Session. It will end on the 22nd of October with the ENCATC Research Award Ceremony.</p>
<p>PUBLISH ON YOUR WEBSITE</p>	
<p>Pro-posed texts for website and email invites</p>	<p>2021 ENCATC Digital Congress "Artists in the Spotlight!"</p> <p>ENCATC, the leading European network on cultural management and policy, will have its 2021 Digital Congress from 19-22 October on the topic of #Artists in the spotlight! In search of new agendas for education and research in the cultural management and policy field".</p> <p>The ENCATC Digital Congress is the only global event dedicated to the advancement of theory, education, research and practice on cultural management and policy. Each year, it gathers academics, trainers and researchers from the cultural management and policy educational fields with cross-disciplinary interests, cultural professionals, policy makers, artists, and students.</p> <p>There is no question the COVID-19 crisis has severely impacted the CCS throughout the different waves Europe and the world have experienced to date. The whole crisis has brought (back) to the fore serious challenges for the CCS, some of which are new, but most of which have been only emphasized by the current crisis. Among the latter, the debates about the role and status of the artist are all but new and demand a renewed look in front of the current scenario(s).</p> <p>The 2021 ENCATC Digital Congress aims to:</p> <ul style="list-style-type: none"> • Provide a space for reflection on the implications for cultural management and policy, as well as for education and research in these fields, of the situation of artists; • Foster a wider reflection on the sustainability of the cultural and creative sectors taking into consideration the current, multi-dimensional crisis, and before the scenario(s) ahead, considering not only the health crisis, but also other dimensions of the current context, such as climate change, societal changes, etc.; • Lead a comprehensive view on the issue which considers not only the status of the artist in terms of professionalization, standards, etc., but also encourages an examination of the roles assigned to artists in society and the territory in the forthcoming scenarios. <p>Organised online due to the pandemic context, the event will start on the 19th of October with the Keynote speech by Luciana Lazzeretti, Full Professor of "Economics and Management", Department of Economics and Management, University of Florence (Italy) and debate with renowned experts followed by the 2nd edition of the ENCATC Fellowship Award Ceremony and a musical performance. The next days will also include the Global Conversations, the Bauhaus Debate, an interdisciplinary EU Round Table, and the Annual Education and Research Session. It will end on the 22nd of October with the ENCATC Research Award Ceremony.</p> <p>FOR MORE & TO REGISTER: https://encatccongress.org/</p>