



ENCATC

The European network on cultural management and policy

**PRESS RELEASE**

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## Education and Culture unite for strength and resilience for an uncertain post-digital world

**Brussels, 3 November 2020 – The 2020 ENCATC Digital Congress “Cultural management and policy in a post-digital world- navigating uncertainty” is taking place between 3-11 November. Connecting from all over the world, experts, stakeholders, and participants in the areas of cultural management and policy will confront urgent challenges facing the cultural sector under threat of the coronavirus outbreak and prepare for anticipated new consequences in a post-digital world.**



During 3-11 November, prominent international experts of cultural management and policy will share new knowledge and explore the pressing challenges emerging for the cultural sector in a post-digital context and, in particular, after the coronavirus outbreak. How can cultural management and policy education prepare itself to adapt to a new scenario? What new political strategies and specific policies will be needed in this post-digital, uncertain times? How do audiences evolve in a post-digital environment? What ethical issues arise in this context?

*“The pandemic crisis we are experiencing makes us witnesses of an unexpected acceleration towards digital. Culture is evolving, questioning the physical dimension of the human being and relations and increasingly embedding the technology in the way people relate and enjoy culture, culture operators and creatives produce and distribute arts and cultural contents in the effort to continue activities and retain audiences. The cultural sector and those responsible to educate the next generation of cultural managers HAVE to react, adapt, and innovate swiftly to meet new demands. As the leading European network on cultural management and policy, ENCATC is eager to find solutions that can make the cultural sector resilient in this post-digital world,”* says **Francesca Imperiale**, ENCATC President.

The 2020 Congress' impressive lineup of international speakers includes experts from UNESCO, the European Parliament, European Commission, Ministries of Culture, European and international networks, renowned higher education institutions, prominent cultural institutions, and production industry leaders like Netflix.

One of the most awaited topics of the Congress will be on **“Media convergence and audience development in a post-digital context”**, presented by this year's **keynote speaker Florian Cramer**. On 3 November, the practice-oriented research professor at the Willem de Kooning Academy, Rotterdam University of Applied Sciences in The Netherlands, will share his critical reflection in a world now deeply plunged into and dependent on digital technology: What do we mean by 'post-digital'? What are the consequences for current audiences and how to attract new ones? A lively

debate will follow the keynote with three experts from different fields and backgrounds to debate and challenge new ideas.

During the Congress, delegates participating from over 30 countries will also have the opportunity to attend four panels focused on the different areas all impacted by the digital world: **"Digital Transformation in the Cultural and Creative Industries: Production, Consumption and Entrepreneurship in the Digital and Sharing Economy"** (4 November); **"Global Conversations: Decolonising cultural management education"** (5 November); **"The challenges of the interdisciplinarity in today cultural management: the case of cultural heritage as an example"** (9 November); and finally ENCATC is proud to join **UNESCO's ResiliArt movement** through the panel **"Tangible and Intangible heritage and digitisation: policy and practices in the 'new normal'"** (11 November).

To access new research trends that could anticipate future consequences for the cultural sector and new cultural policy orientations, the annual **Education and Research Session** on 9 and 10 November will gather the international cultural management and policy research and education communities to present the latest cutting edge research, trends, and pedagogical innovations.

The Congress will close on 11 November with the **ENCATC Research Award Ceremony** to announce the 2020 winner selected from the four talented research finalists in the running. The prestigious award and recognition from the scientific community is the only annual celebration of cultural management and policy research that can benefit the cultural sector.

*"The 2020 edition of the ENCATC Annual Congress is once more providing academics, researchers, professionals and policy makers with an ideal global forum for the exchange of ideas and the developments of the cultural policy and management education and practice. I am very proud of the impressive programme that we have managed to put together this year and for the very high profile of all our speakers. I have no doubt that this edition will, be one of the most successful ever,"* says **GiannaLia Cogliandro Beyens**, ENCATC Secretary General and member of the 2020 Congress Steering Committee.

This is the 28th edition of ENCATC Congress and for the first time in its history due to the implications of the pandemic, the event will be using the latest online event technology software for a truly immersive digital experience.

**Note to editors:**

2020 ENCATC Congress: <https://www.encatccongress.org/>

Speakers: <https://encatccongress.org/speakers/>

Programme: <https://encatccongress.org/programme/>

**ENCATC** is the leading European network on cultural management and cultural policy education. It is an independent membership organisation gathering over 100 higher education institutions and cultural organisations in over 40 countries. ENCATC was founded in 1992 to represent, advocate and promote cultural management and cultural policy education, professionalise the cultural sector to make it sustainable, and create a platform for discussion and exchange at the European and international level. ENCATC is co-funded by the Creative Europe programme of the European Union. [www.encatc.org](http://www.encatc.org)

**Congress Partners:** An initiative of ENCATC, the 2020 Congress co-produced by ENCATC member, the Academy of Performing Arts in Prague, in partnership with the Association of Arts Administration Educators, and with the financial support of the Creative Europe programme of the European Union.

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