

MOMENTUM 2018 SEMINAR PROGRAMME [each seminar lasts 1 hour]

Collaborative Working In the current climate more and more people in the cultural sector are exploring the potential for collaborative working. This seminar will discuss notions of collaborative working, with the starting point being the creation of Festivals Edinburgh in 2007. Through this seminar you will be informed of the factors at work in developing and formalising the festivals collaboration, the key areas of work which have been developed collectively, the wider policy context and the stakeholders the Festivals work with to ensure that Edinburgh maintains its position as the world's leading festival city. This seminar will be of particular interest to professionals working in cultural management cultural policy, tourism and city planning.

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| | | | 11AM | | | | | | | 1.30PM | | | 2PM | | | | | 11AM | | | 11AM | |

Festival Business Models A good business model remains essential to every successful organisation. This seminar will explore the concept of business models, starting with an examination of the different business models through which Edinburgh's Festival create, deliver and capture value. Through this seminar you will gain an insight into core aspects of the Festivals businesses, including purpose, offerings, strategies, infrastructure, organisational structures, trading practices, and operational processes and policies. This seminar will be of particular interest to professionals working in cultural management, cultural policy, event tourism and economic development.

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Measuring Impact Demonstrating the value and impact of cultural work is of increasing concern. Drawing on the most comprehensive impact study ever undertaken – including social, cultural, environmental and economic impacts – this seminar will highlight the processes and practices behind the Edinburgh Festivals impact study. Through this seminar you will gain an insight into the results and understand how these have been used to inform the Festivals advocacy programme and support their ongoing development. This seminar will be of particular interest to professionals working in cultural management, cultural policy, event tourism, city planning and economic development.

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