

Workshop “Going International”



Day 1

14 June 2022 | 15.00 – 19.30 CET

CINARS Seminar “Issues and Strategies for International Promotion, Distribution & Touring”

by / with Gilles Doré | executive director [CINARS](#) and Charles Vallerand | UNESCO expert, trainer, and facilitator

Day 2

15 June 2022 | 10.00 – 15.00 CET

Workshop “How to ... international network?”

by / with Godlive Lawani | director and founder of [Stane Performing Arts Management](#) and Kreativ-Transfer

Exchange & Networking Meeting

“Let’s share ... networking skills” & AMA Kreativ-Transfer

Date: 14 & 15 June 2022

Place: online

Language: mostly English, questions and comments in German are welcome

Target Group: This workshop addresses producers, managers, artistic directors, and artists who are established in Germany’s performing arts scene and want to take first, second or third steps towards promoting and showing (their) work on the international market.

Day 1 is recommended for professionals who have already made their first experiences on the international market.

Day 2 is recommended to all professionals – no matter what level of experience they have.

When registering we kindly ask you to indicate your level of experience concerning international cooperation and touring.

Registration: Until **24 May 2022** and only via the [online form](#). As always, participation is free of charge, but the number of participants is limited. Places will be allocated on a first come, first served basis.

Tip: Subscribe to our [Kreativ-Transfer mailing list](#) to get updates on this and other events as well as info about our open calls.

Day 1

14 June 2022 | 15.00 – 19.30 CET



CINARS Seminar „Issues and Strategies for International Promotion, Distribution & Touring“

by / with Gilles Doré | executive director [CINARS](#) and Charles Vallerand | UNESCO expert, trainer, and facilitator

With trainers Gilles Doré and Charles Vallerand, the seminar will cover important aspects of international promotion, distribution, and touring.

What is my (current) artistic identity – or that of the artist / company I am working with? How does my / the work relate to the ecosystem of the performing arts? How does “the” international performing arts market work? What are important events to visit when wanting to go international? How do I expand my international network? And what is to consider when putting up a timeline strategy of bringing a show on the international stage?

The seminar offers a mix of theory and practice – all participants are invited to share their questions and individual cases and should leave the seminar with various tools, strategies, ideas, and motivation to tour.

We recommend all participants to reflect in advance on what their expectations and visions are regarding the internationalisation of their practice.

You’ll have the opportunity to ask your specific question(s) about [Issues and Strategies for International Promotion, Distribution & Touring](#) directly in the online form when you register.

For Day 2 see next page.

Day 2

15 June 2022 | 10.00 – 13.30 CET subject to slight changes of timing

Workshop „How to ... international network?"

by / with Godlive Lawani | director and founder of [Stane Performing Arts Management](#) and Kreativ-Transfer

While on the first day we will deal with a whole bunch of topics around "Going International", on the second day we will fully focus on the art of networking – together with producer, manager, and distributor Godlive Lawani.

No matter if you would like to explore a performing arts field or scene which is still foreign to you, if you look for international cooperation partners for your upcoming project or if you want to get in touch with programmers in a specific region or country: networking is key.

We will have a look at how networking works at international fairs and festivals and tackle questions such as: How do I make the "right" contacts? How do I approach potential partners, co-producers, and programmers on the international market? What are the do's and don'ts of international networking? How do I deal with my doubts? How do I measure "successes"? And when can I expect any results of my networking activities?

Certainly, there is not the one right way. But there are approaches that have proven successful as well as some helpful tips and tricks to be shared during the workshop.

The workshop will be very interactive – with short inputs, exchanges in small groups and joint discussions in plenary.

You'll have the opportunity to ask your specific question(s) about [How to ... international network?](#) directly in the online form when you register.

15 June 2022 | 13.30 – 15.00 CET subject to slight changes of timing

Exchange & Networking Meeting

“Let's share ... networking skills” & AMA Kreativ-Transfer

To this informal meeting we want to invite Kreativ-Transfer grant holders and other professionals to share their networking activities and experiences in visiting international fairs and festivals.

In addition, the meeting offers the opportunity to get information about the funding programme, to ask questions about the open calls, funding criteria and Kreativ-Transfer events and / or share your feedback and requests for the programme.

This Exchange & Networking Meeting will be held in [German](#), questions and comments in English are welcome.

A qualification format of the Dachverband Tanz Deutschland within the framework of the funding programme [Kreativ-Transfer](#). Your free participation is made possible by the Federal Government Commissioner for Culture and the Media (BKM).

The responsible body for the Kreativ-Transfer programme is the Dachverband Tanz Deutschland e.V. (DTD). In implementing the programme, the DTD cooperates with Bundesverband Freie Darstellende Künste e.V. (BFDK), Bundesverband Zeitgenössischer Zirkus e.V. (BUZZ), Bundesverband Deutscher Galerien und Kunsthändler e.V. (BVDG), Internationale Gesellschaft der Bildenden Künste e.V. (IGBK), game – Verband der deutschen Games-Branche e.V. and transmissions GmbH.

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