



**News In Map - New Employability within
Self-leadership in Music Academic Programs
Erasmus+ KA2 Strategic Partnerships
Staff Training on Entrepreneurship and Leadership
Programme**

All indicated times in the programme are **Central European Time** (Brussels and Rome time zone)

Monday 26th October

11:00 - 12:00 CET Session organized by the European University in Cyprus

Music, cultural engagement and entrepreneurship: The experience of El Sistema Cyprus

This session will focus on the role of music in society and the impact that musicians and music educators can have on society. Drawing from the experience of establishing, advancing and promoting El Sistema in Cyprus, Nicoleta will provide invaluable tips on how musicians and professionals can make an impact on society, while advancing their artistic abilities and entrepreneurship.

Please find additional information at the links below:

<https://theworldensemble.org/meet-sistema-cyprus/>

<https://www.sistemacyprus.com/our-team/>

This session is held by **Nicoleta Polydorou**

15:00 - 16:30 CET Session organized by the AEC

Entrepreneurship and Covid-19

The Covid crisis has hit the culture sector very hard. Concert halls, venues, festivals were the first to close and the last to reopen, with a part still not operating at all. Whether we were in strict confinement to temper the pandemic, until now, music didn't stop. Even not live music! At this workshop we will listen to people who used their creativity, imagination...and entrepreneurial mindset to explore new business models, to build new communities, to take their social responsibility, to create new artistic work, and so much more. They needed to adapt to the changed situation and find their way to make their ideas become concrete. This workshop will let them speak of those past months and how they found solutions in very difficult circumstances still existing today.

This session is held by the **working group on Entrepreneurship** of the Creative Europe project [AEC - Strengthen Music in Society](#): Renée Jonker (Royal Conservatoire The Hague), Camilla Overgaard (Royal Academy of Music in Aarhus/Aalborg), Payam Gul Susanni (Yasar University, Izmir), Vourneen Ryan (Royal Academy of Music in Dublin), Anna Maria Ranczakowska (Estonian Academy of Music and Theatre in Tallinn), Anita Debaere (Pearle* live performance. Europe), Paulina Gut (AEC).

Tuesday 27th October

Sessions organized by Yaşar University Izmir

11:00 - 12:30 CET

Typology of Innovation: Innovation Strategy and Innovation Performance

Innovation is one of the most popular concepts for the last decade that is in use by researchers, managers, entrepreneurs, and policymakers. The literature presents many definitions and conceptualizations on the

types of innovation. This seminar simplifies the types of innovation by categorizing the forms of innovations that occur by the innovators and their impact-degrees on markets. The seminar will raise awareness of participants regarding how entrepreneurs create and seize the new market and where they implement their ideas in order to gain a competitive advantage with their innovative ideas.

Please see the slideshow of the session [here](#).

This session is held by [**Cağrı Bulut**](#)

15:00 - 16:00 CET

Cooperative Learning and Technology

The presentation is the result of a feasibility study commissioned by the News in Map Project, to see whether it was possible to institute a cooperative learning environment to equip music students with the skills and knowhow to allow them to create a music start-up company of their own. The study examines both how a cooperative learning model and relevant technological resources are used to create a music start-up based solely on student abilities and aptitudes without them possessing expert knowledge of non-musical subjects required by such a venture, the latter concept also applying to non-specialist educators.

This session is held by [**Paolo Susanni**](#)

Wednesday 28th October

11:00 - 12:00 CET Session organized by the European University in Cyprus

Cultural Intelligence for Music Entrepreneurship

This session will focus on the importance of cultural intelligence for musicians and professionals in the cultural sector. It will provide valuable tips on how they can improve their artistic and pedagogical skills and offerings in the cultural sector and the society at large.

This session is held by [**Andri Hadjiandreou**](#)

15:00 - 16:30 CET Sessions organized by the AEC

15:00 Streaming platforms: the diffusion of classical music through the Internet - New online concert formats and new monetization models for artists

This session is held by [**Till Janczukowicz**](#), founder and CEO of Idagio

Discussion with the audience moderated by Sara Primiterra, AEC

15:45 Social Media: how to develop your audience base on social media

This session is held by [**Rocío Garcialonso**](#), founder of Fortissimo Media

Discussion with the audience by Sara Primiterra, AEC

Thursday 29th October

Sessions organized by Conservatorio Santa Cecilia

11:00 - 12:00 CET

Leadership inside and outside in Higher Music Education Institutions. Designing the change

Relational, planning, managerial, economic, legal, union, political skills, substitute power, in the approach with the different artistic and cultural production realities of the territories, between local and glocal, in a reality with a strong International and media impact.

Session held by **Roberto Giuliani**

12:00 - 13:00 CET

The Power of Storytelling: how archetypes can improve our leadership

According to Carl Gustav Jung, archetypes are defined as universal, primordial symbols that derive from the collective unconscious.

Each one of them is related to a behavioral pattern and to a different style of leadership. Each of these styles has value, if applied in the right situation.

The success of a company depends as much on business model design as it does on the creation of a team that may possess complementary skills.

Therefore, our contribution attempts to develop a deeper awareness of the role of archetypes in the context of business organizations, based on a philosophical approach in the perception of leadership.

15:00 - 16:00 CET

Evolutionary Leadership: how to unlock your full potential at work

Self-Leadership and the ability to tap into an internal source of creative resources is a distinctive sign of success.

All professional, artistic and organizational achievement are related to one single main element: the Level of Energy and Awareness that we are able to channel to continuously promote personal and professional development. The key elements of a powerful Self-Leadership are:

- the identification of a Purpose that provides meaning and commitment
- building a winning Strategy
- the creation of an emotional state of Engagement and Enthusiasm
- the constant pursuit of excellence in Execution.

Each of these elements is connected to specific type of intelligence that the Leader must develop and nurture:

Intuitive Intelligence > Purpose and Vision

Mental Intelligence > Strategy and Problem Solving

Emotional Intelligence > Engagement and Trust

Bioenergetic Intelligence > Action and Physicality.

Friday 30th October

Sessions organized by the Royal Academy of Music in Dublin

11:00 - 12:00 CET

How can we promote a growth mindset within higher music institutions so that we can develop entrepreneurial and innovative thinking among students and staff?

The consideration of growth/fixed mindset in entrepreneurship education has potential implications for both teaching and research. While growth mindset and entrepreneurial mindset are distinct concepts, some interesting pathways could be explored to discover connections between the two. This could further help students develop as creative entrepreneurs.

This workshop will explore the impact of instruction on students' growth versus fixed mindset. The focus of the training will be on messages of inclusion and diversity, and how to reflect on the language you use in your teaching and course materials. There will be an open discussion as part of this training.

This session held by **Yourneen Ryan** (more information at <http://theschoolofperformance.com/about/>)

12:00 - 13:00 CET

Leadership and Listening

*Listen more carefully to what is around you
Right now...
There is an astonishing vastness
Of movement and life...
O listen-
Listen more carefully
To What is inside of you now.*
Hafiz (1320-1389)

We are living through a global crisis where the noise of daily pronouncements on the pandemic are dulling our ability to listen openly. It can seem pragmatic to become inured to our own emotions and sensory information. However we need to do the opposite, we need to open ourselves up to awareness, vulnerability, empathy and compassion, especially in leadership roles. Cultivating compassionate leadership is the way forward out of this challenge. As musicians we have a great capacity to listen, to discern nuance. We can use this skill more effectively if we open our senses to multifaceted listening; noticing words, images, body-language, feelings and energy by drawing on information in the body and through intuition. This experiential workshop seeks to reconnect us to one of our greatest capacities to listen and not simply to hear.

This session is held by **Paul Roe** (more information at <https://paulroemusic.com/>)

15:00 - 16:00 CET

'It's All About People'

The session, 'It's All About People', will focus on the importance of networking, offering tips on how musicians can network and boost their presentation skills in order to pitch themselves effectively, with a specific emphasis on communicating effectively remotely rather than in face-to-face situations. Particularly relevant to musicians at this time.

This session is held by **Frances Mitchell**

*This training is organized within the scope of “New Employability within Self-leadership in Music Academic Programs (NEWS in MAP)” Erasmus+ KA2 Strategic Partnership Project.



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