



AFCA FOR ARTS AND CULTURE

افكا للفنون والثقافة

The Cairo Arts Management Training in the Performing Arts

Initiated and supported by the American Embassy in Cairo

Organized by AFCA for Arts and Culture

6 - 9 February 2017

Supreme Council of culture - Cairo Opera House

Schedule

Date	Time	Activity	Speaker	Topic
DAY 1: Monday, 6 FEB	3:00 - 3:15PM	Introduction	Luke Meinzen (US Embassy)	- Performing Art in Egypt
			Mohamed El Ghawy (AFCA)	- Overview on different types of arts managers.
	3:15 - 4:00PM	Talk	By the secretary general of the Supreme Council for Culture	- On their vision and achievements for state-run cultural programs.
			Dr. Khaled Galal (Head of cultural production sector at the Ministry of Culture)	
	4:00 - 4:15PM	Break		
	4:15 - 6:45PM	Session 1 (break 5:15 - 5:45)	Yvette Campbell	Strategic Planning
	6:45 - 7:00	Break		
	7:00 to 8:00	Talk	Heba El Cheikh (Mahatat for contemporary arts)	Practical experience from the independent sector
Omar Almotaz B'Allah (Osiris studio)				
DAY 2 Tuesday,	2:00- 3:00PM	Talk	Mohamed Elghawy (Hakawy Festival)	-Artistic planning - Marketing and outreach programs



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7 FEB			Maestro Hisham Gabr (Head of the Arts center in the Bibliotheca Alexandrina)	Maestro Hisham will talk about his visions and achievements in the cultural field in Egypt
	3:00PM - 3:15PM	Break		
	3:15PM - 5:45PM	Session 2 (break 5:15 - 5:45)	Yvette Campbell (Bill Bragin, the first executive artistic director of the New York University Abu Dhabi Arts Center)	Arts Programing Video conference with Bill Bragin
	5:45PM - 6:00PM	Break		
	6:00PM - 8:00 PM	Session 3	Yvette Campbell Mohannad Bakri (Director, External Relations and Partnerships) Clive Alan Primrose Director, Marketing and Audience Engagement at the Performing Arts Center NYU Abu Dhabi	Marketing for the performing arts (including Audience development, outreach programs, etc) Video conference with Mohannad Bakri and Clive Alan Primrose
DAY 3 Wednesday, 8 FEB	10:00AM - 11:00AM	Talk	Luke Meinzein (US Embassy) Cathy Costain (British Council)	- Cultural entrepreneurship. - Supporting local artists as partners
	11:00 AM - 11:15AM	Break		
	11:15AM - 2:00PM	Session 4 (break 12:30PM - 1:00PM)	Yvette Campbell	Fundraising (budgeting, crowdfunding, applying for grants, etc)
	2:00PM - 3:00 PM	Lunch		



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	From 3:00PM to 3:30PM	Talk	Dr. Salma Mobarak (The cultural development diploma – Cairo University)	Dr.Salma will talk about her visions and achievements in the cultural field in Egypt
	3:30PM - 4:00PM	Quick Break		
	4:00 - 7:00PM	Session 5 (break 5:15 -5:30PM)	Yvette Campbell	Monitoring & Evaluation
Day4 Thursday 9 FEB	4:00 to 5:00	Talk	Abir Aly (Independent theater director)	They will talk about their experience in the cultural fields.
			Mohamed Fawzy (Kayan marionette for Independent theater)	
	5:00 to 8:00	Session 6 (Open session)	Yvette Campbell	The importance of the arts management between theory and practice.