

## Creating Collaborations and Growing Audiences: Conference in partnership with Creative Europe Desk Ireland

Friday 25 September 2015, 12.30pm – 5pm

Booking details: [Free, booking essential](#)

Address: The MAC, 10 Exchange Street West, Belfast BT1 2NJ

### Programme

- 12:30 Registration, networking and buffet lunch
- 13:10 Chair's welcome
- 13:20 Creative Europe's funding and opportunities from 2014-2020 – Christoph Jankowski and Shauna McNeilly
- 13:50 Keynote speaker:  
Cultural Collaborations – Mark Ball, LIFT: Creating Partnerships and Cross-Border Collaborations
- 14:30 First Q&A session
- 14:45 Coffee break
- 15:00 Effective Strategies for Audience Development – Audiences NI & Arts Audiences
  - Tools to Connect Culture and Audiences
  - Creating, Mapping and Maintaining your Audience
- 15:45 Second Q&A session
- 16:00 Example of best practice – Contemporary Music Centre, Dublin
- 16:30 Third Q&A session
- 16:50 Chairs' summary and closing comments
- 17:00 End of the conference

*Please note that the programme is subject to change*

If you have any enquiries, please contact Shauna McNeilly:  
[smcneilly@artscouncil-ni.org](mailto:smcneilly@artscouncil-ni.org) / +44(0)28 9038 5219

---

Speakers include:

**Mark Ball** was appointed as Artistic Director and Chief Executive of LIFT in April 2009. Prior to his appointment at LIFT, Mark established Fierce Earth Ltd in 1997, which specialises in the production

and presentation of cultural events, festivals and programmes. From 1998 - 2007 he directed Fierce!, an annual international festival of theatre, live art and contemporary dance taking place across the West Midlands which is now widely recognised as one of the UK's most vibrant contemporary arts festivals. In January 2008 he was appointed Head of Events and Exhibitions at the Royal Shakespeare Company, leading a new department responsible for developing the profile of the RSC amongst new audiences by producing and delivering a range of high profile artist-led projects and commissions.

In November 2005, Mark was named the Institute of Director's (IoD) Young Director of the Year and was made a Clore Fellow in 2006/2007 and in 2012 was named by Time Out and The Stage as one of the ten most influential people in British theatre. He also holds posts at a number of arts organisations including trusteeships at Frantic Assembly and the Live Art Development Agency.

**Una Carmody** is Director of Arts Audiences, a partnership initiative of the Arts Council and Temple Bar Cultural Trust: [www.artsaudiences.ie](http://www.artsaudiences.ie). Previously she worked as CEO of the Helix and as Partnership Director for the Royal Shakespeare Company and the Shakespeare Birthplace Trust in Stratford upon Avon. From 1994 to 2001, Una worked in a variety of roles, including that of Cultural Manager in Temple Bar Properties, the development body that oversaw the regeneration of Dublin's Temple Bar district as a flagship Cultural Quarter for the city.

**Margaret Henry** was appointed to the role of CEO of Audiences NI in January 2014 following 13 years at the BBC. Since joining Margaret has led the organisation in the development of a new Corporate Plan including an extensive review of ANI's flagship project, Test Drive the Arts. Margaret has been working to develop partnerships across the cultural sector including work with key umbrella organisations, the new super councils and audience development partners in ROI, GB and Europe.

**Audrey Keane** is Culture Officer at Creative Europe Desk Ireland. She is also Registrar of Aosdána (Acting) providing management and administrative support to this Irish affiliation of artists. Audrey has worked in various briefs in the Arts Council since 1997 including as Young People, Children and Education Officer and most recently as Officer in the areas of Literature and Film. Previous to this she worked in university administration in University College Dublin and in the University of Queensland.

**Katie Lowry** is a Culture Officer at the Creative Europe Desk Ireland. She has over 15 years' experience working in the arts in Ireland. After 6 years in the Irish Film Board she worked as an independent arts consultant before joining the International Department in the Arts Council in 2008.

**Karen Hennessy** is Promotion and Development Manager at The Contemporary Music Centre in Dublin. From August 2014 – date, she has been Commissions Manager of the *New Notes Now! Commissions Series for Music Generation Wicklow*, and she is also a member of the Steering Committee for the EU funded international project, *new music::new audiences*, and the Irish lead partner 2012 – 2014. During her 15 years working in the music sector, Karen has previously held leading roles in Hire Wire Creative Group – post-production company; Dance Ireland – formerly The Association of Professional Dancers in Ireland; and The Tyrone Guthrie Centre whilst also working with visual artists and animators via Broadstone Studios, Brown Bag Films and Anamu Animation Base. She has a BA Honours Degree in International Marketing and Languages from DCU and a Postgraduate Higher Diploma in Arts Administration from UCD as well as a Diploma in the

Feldenkrais Method of Somatic Education. Karen is a Board member of The Galway Music Residency.

**Christoph Jankowski** is Head of Culture of Creative Europe Desk UK – England, and Culture Advisor for the UK, and is based at the British Council in London. Christoph managed the UK Cultural Contact Point for the European Commission’s Culture programme from 2010 to 2013. He has considerable knowledge and experience of European arts and cultural projects and networks, the European Union, and European funding. He has worked with several EU-funded projects, including IN SITU, the European network for performing arts in public spaces, and has worked extensively on cultural policy at national and European level. He speaks several languages (English, French, German, Dutch, Spanish and some Danish) and is also a freelance writer/researcher. Among other topics he has written about cultural development in Marseille and the city’s successful bid for European Capital of Culture in 2013.

**Shauna McNeilly** is European Engagement Officer at Creative Europe Desk UK – Northern Ireland based at the Arts Council of Northern Ireland. She is passionate about developing ideas into projects and skill-sharing through multi-partner working. Having completed her Theatre Studies degree at University of Ulster, Shauna began her arts career in Dublin with roles at The Gate Theatre, The Olympia Theatre and the Royal Irish Academy of Music, taking a year out to be a Mural Restoration Artist in Philadelphia. She went on to work at Derry’s Nerve Centre, Foyle Film Festival, Glasgobury Music Festival, Channel4TalentNI, Strule Arts Centre, Millennium Forum, and in freelance roles, gaining extensive experience in marketing, funding, arts education, project management, curating and event production. She then project managed international work as one of the Cultural Programmers for the inaugural UK City of Culture 2013.