



EUROPEAN BIENNIAL NETWORK

Biennial Exchange and Residency Programme

Working Group Meeting & Workshop – “Communication & Marketing in International Biennials”

Friday 21st & Saturday 22nd February 2009

PROGRAMME

FEBRUARY 20 – Presentation & Discussion, Grand Lyon

- 10.00 Welcome Speech | **Nadine Gélas**, Vice-Présidente du Grand Lyon in charge of cultural events
Welcome Speech | **Thierry Raspail** Artistic Director, Lyon Biennial
Welcome Speech | **Sylvie Burgat**, General Manager, Lyon Biennial
- 10.20 Presentation | **Kee Hong Low**, General Manager, Singapore Biennial
- 10.25 Presentation | **Tehmi Suhkla**, Marketing and Sponsorship Manager, Sydney Biennial
- 10.30 Presentation | **Francesco de Cesare**, Marketing and Sponsorship Manager, Venice Biennial
- 10.35 Presentation | **Poka-Yio**, Co-Director, Athens Biennial
- 10.40 Presentation | **Denhart von Harling**, Press and Communication Manager, Berlin Biennial
- 10.45 Presentation | **Bigge Orer**, Director, Istanbul Biennial
- 10.50 Presentation | **Antony Pickthall**, Head of Marketing and Communication, Liverpool Biennial
- 11.55 Presentation | **Genevieve Paire, Marketing and Communication Manager**, Lyon Biennial
- 11.00 Intervention: “Urban Communications and visibility in the city” | **Tehmi Suhkla**, Marketing and Sponsorship Manager, Sydney Biennial
- 11.45 Q & A
- 13.00 Intermission
- 14.30 Intervention: “The internet and web communications development” | **Kee Hong Low**, General Manager, Singapore Biennial
- 15.15 Q & A
- 16.00 Intermission
- 16.30 Intervention: “Partnership related communications” | **Francesco de Cesare**, Marketing and Sponsorship Manager, Venice Biennial
- 17.15 Q & A
- 18.00 Closing



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FEBRUARY 21 – Workshops & Databases, Salon Rouge de l’Hôtel de Ville de Lyon

- 09.30 Welcome Speech | **Georges Képénékian**, Deputy Mayor for Culture, Ville de Lyon
- 09.40 Workshops and Round tables on:
Marketing
Communication
- 13.00 Intermission
- 14.30 Workshops and Round tables on:
Sponsorship
New Sponsors
Donors
- 17.30 Closing

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With the support of the Culture Programme of the European Union

