
Creative Management of Music Festivals

A Training Program for Music Festivals Organizers
in Northwest Russia

Festivals in Northwest Russia

- Northwest Russia has an active, versatile and internationally potential music festival field
- Music festivals are an essential part of the creative industries
- Festivals have a key role in the promotion of the local culture

Needs and Challenges

The most important challenge of the music festivals for the future is how to obtain sustainable growth

This growth depends on the development of the festivals' brands as well as strengthening of the festivals' financing

Our mission

To assist the building of an efficient network between festivals of Northwest Russia and Finland

Concept

- Informational component
 - Northwest Russia Calendar of Events
www.spbculture.ru
- Educational component
 - Program “Creative Management of Music Festivals”

Northwest Russia

Calendar of Events

Navigator of informational
resources on festival life in
Northwest Russia

Northwest Russia Calendar of Events

www.spbculture.ru



Northwest Russia

Calendar of Events

- Bilingual (Russian/English)
- Located on the web site of St. Petersburg Committee for Culture *www.spbculture.ru*
- Providers of content: cultural authorities of Northwest Russia
- Coordinator: Institute for Cultural Programs
- Project's support on "Northwest" Association website *www.n-west.ru*

Key Points

Festivals need

- informational provision for their marketing promotion
- educated managers to enhance their efficiency and sustainability

Creative Management of Music Festivals

The immediate objective is to
improve leadership and
management skills
of the local festival managers

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Long-Term Objectives

- Promotion the sustainable growth and internationalization of the Northwest Russian festivals
- Creation a network for Northwest Russian music festivals
- Exchanging of the best practices between Russian and Finnish music festivals

Creative Management of Music Festivals

Support

- Ministry of Foreign Affairs, Finland
- Ministry of Education, Finland
- Finland Festivals Association
- St. Petersburg Committee for Culture
- Cultural authorities in Northwest Russia

Organizers

Sibelius Academy
Continuing
Education
(Helsinki)



Institute for Cultural
Programs
(Saint Petersburg)



Sibelius Academy Continuing Education

- Aims at professional development and enhanced interaction for specialists in the fields of music education, music, arts and culture
- Participates in extensive development initiatives by networking at regional, national and international levels

Institute for Cultural Programs

- 16 years experience of Institute for Cultural Programs in continuing education courses for cultural professionals
- Partner of the Sibelius Academy Continuing Education since 1997

Background

International Training Programs

- “Arts Management Towards Year 2003”
(1999-2000)
- “Music Festivals Management”
(2005-2006)

Creative Management of Music Festivals

Project Plan

- Road Show (Marketing & PR)
- Application process
- Educational process

Road Show

- Petrozavodsk: 15-16 September 2008
- Vologda: 18-19 September 2008

Application Process

Three Steps to Join the Program

- Step One: fill out the application form from the web site *www.spbculture.ru*
- Step Two: receive the recommendation letter from the authority providing cultural policy
- Step Tree: send the completed form and the recommendation letter to the Institute for Cultural Programs

Participants

The training program invited managers and organizers of music festivals from *Northwest Russia*

Program United Managers of Music Festivals From:

- Arkhangelsk
- Vologda
- Syktyvkar
- Petrozavodsk
- Town of Tikhvin
- St. Petersburg

The participation in the training program “Creative Management of Music Festivals” was *free of charge*

Structure of the Program

- Four international modules
- Study trips to Finnish music festivals
- Business meetings and special events with participation of music festival managers, art agents and other experts from Finland
- Personal projects under the tutoring of international experts

Project Realization

November 2008	Module One
February 2009	Module Two
April 2009	Module Three
	Study Trip to Finland
September 2009	Module Four

Educational Process

- Course language: English
- Venue in St. Petersburg : Institute for Cultural Programs

On 29 September, 2009,
23 managers of music festivals
were graduated from
the training program
“Creative Management of Music
Festivals”

What is Next?

**Northern Dimension Management
of Music Festivals –
a training program aimed at promoting of
entrepreneurship and international
networking between the festivals and other
branches of creative industries of Northwest
Russia and Northern countries**

Goals

- To share knowledge on central issues related to music festival management
- To advance networking, international co-operation and joint-projects between Russian festivals and festivals of Northern countries

Questions

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Thank you!