

ADESTE+ SUMMER SCHOOL
"Change within Change. Re-examining the role of the cultural organisation and its relationship with the public"
Tentative programme
1st episode
September 21st and 23rd
Why do we need to change? What do audiences have to do with that?

In the past decade we are more and more confronted with the demands to include audience more actively in the work of our cultural organisations and institutions. Thus ADESTE+ partners have worked on developing strategies that would go beyond usual approaches to the audience and engage whole organisation in this work since it is a kind of work that demands more perceptive attention of all the segments of our organisations. In order to transfer our experiences, the session Why do we need change? participants will be presented with the ADESTE+ approach to audience development and change.

September 21st

14:00 - 15:20	European Conference - 4th episode Panel session
15:30 - 16:30	European Conference - 4th episode WorkLab session
16:40 - 17:00	European Conference - 4th episode Wrap-up & Conclusions

September 23rd

10:00 - 10:15	Summer School welcome session
10:15 - 11:00	Masterclass session
11:10 - 13:00	Tools session

2nd episode
September 28th and 30th
Are we ready for change? What pressures (external and internal) are we under? (Unfreeze)

Only few weeks ago all the changes seemed to take a lot of time and building paths that will bring to it. But, the sudden crisis has showed that change is not only possible, but also necessary. Though unwanted with severe consequences, we can look at it as a possibility to be embraced. What are the new and pressing challenges brought about by the new scenarios? Can we just afford to go back to what we did before this crisis? And what are the main internal obstacles for organisational change? Through the session we will reflect on change barriers and how to deal with them.

September 28th

14:00 - 15:20	European Conference - 5th episode Panel session
15:30 - 16:30	European Conference - 5th episode WorkLab session
16:40 - 17:00	European Conference - 5th episode Wrap-up & Conclusions

September 30th

10:00 - 10:45	Masterclass session
10:55 - 12:15	Tools session
12:25 - 13:00	Case studies

3rd episode
October 7th
Where can we find allies for change? For whom should we need to change? (Listen)

Allies for change could be everywhere: in our colleagues, sometimes in our bosses or stakeholders, certainly in our audiences. But we have to learn to listen, to develop empathy, to understand other points of views. Putting ourselves in other people shoes could guide us towards the direction of (which) change we need; a deeper understanding of others needs and perspective is essential to develop alliances. Because change cannot happen if we're alone.

10:00 - 10:45	Masterclass session
10:55 - 12:15	Tools session
12:25 - 13:00	Case studies

4th episode
October 14th
How to go beyond our usual safe path? How to develop creativity into change? (Create)

Change means going out of our comfort zone, exploring new paths, experience new solutions. But it's not easy: we need to develop our divergent thinking and explore our (and others) creativity to come up with innovative solutions, both for our audiences and our organisations. How to be more playful in the ideation process? How to give shape to our creative thinking?

10:00 - 10:45	Masterclass session
10:55 - 12:15	Tools session
12:25 - 13:00	Case studies

5th episode
October 21st
How to bring change step by step? And learning from them every time? (Experiment)

Change is needed to solve a problem or to tackle our challenges. But challenges are evolving fast and we need to develop flexible and adaptable solutions for our organisations. Furthermore, there are a lot of forces driving against change. How to bring change step by step, validate our assumption and test small scale experiences, in order to be more effective and "gentle/smooth" at the same time? This week we'll learn how to create a prototype for change, how to learn from it and how to re-frame our solutions accordingly.

10:00 - 10:45	Masterclass session
10:55 - 12:15	Tools session
12:25 - 13:00	Case studies

6th episode
October 28th
How can we make our change successful in the long run? How to sustainably embed change in our organisations? (Embedding)

Prototypes can help us testing small changes, but our goal is to embed them successfully into our organisations. How to create a narrative supporting our change? How to expand our beacons of change into larger sustainable innovations? How to celebrate our successes along the way?

10:00 - 10:45	Masterclass session
10:55 - 12:15	Tools session
12:25 - 13:00	Case studies