

“MUSICOMMUNICATION”

**2ND SEMINAR FOR BOARD / MANAGEMENT ASSOCIATIONS
MILAN, ITALY 30 SEPTEMBER – 3 OCTOBER 2009**

PROGRAMME

WEDNESDAY 30 SEPTEMBER

- 14.00 - 18.00 Arrival participants in Hotel Corallo, Via Cesena 20
- 18.15 Departure to Accademia Internazionale della Musica, via Stilicone, 36
(5 minutes walking distance from the hotel)
- 18.30 Opening and welcome Introduction by Anna Fellegara, deputy general
director of Scuole Civiche di Milano, Fulvio Clementi, director of Accademia
Internazionale della Musica and dr. Gerd Eicker, president EMU
- 19.15 Welcome drink (concert of jazz quartet)
- 20.30 Dinner in Ristorante Al Borgo, General Govone 18

THURSDAY 1 OCTOBER

- 09.00 - 09.30 Registration
- 09.30 - 12.45 PHASE I (open session)
- 09.30 - 09.45 Kick off by dr. Gerd Eicker, president EMU
- 09.45 - 10.30 Keynote 1: Communication as basis for organizations
by prof. Christian Gerloff
- 10.30 – 10.45 Refreshments
- 10.45 – 11.15 Keynote 2: Communication inside the European Music Council
(EMC) by Timo Klemettinen, president EMC
- 11.15 – 11.45 Plenary discussion
- 11.45 – 12.45 Presentation of the topics of the meeting
- . General Introduction by Paolo Ponzecchi, vice-president EMU
and president AIdSM
 - . Introduction by participants to the themes of the working groups:
(strong and weak points):
- 1) Communication between an association and their members and
among members
 - 2) Communication in the political field / parents
organisations
 - 3) Communication with the media
 - 4) Financial aspects: the additional value of an association to
the members and the political fields (funding organisations)
 - 5) Dialogue between a national organisation and conservatorie

13.00 - 14.30	Buffet Lunch
14.30 - 17.00	PHASE II Theme 1: Communication between an association and their members and among members Theme 2: Communication in the political field Refreshments in the working group rooms
17.15 - 18.15	Plenary presentations of results and discussion
20.30	Dinner
22.00	Concert of Baroque Music Ensemble

FRIDAY 2 OCTOBER

09.00 - 11.15	PHASE III Theme 3: Communication with the media Theme 4: Financial aspects the additional value of an association to the members and the political fields (funding organisations) Theme 5: Dialogue between a national association and conservatories Refreshments in the working group rooms
11.30 - 12.30	Plenary presentations of results and discussion
13.00 - 14.30	Buffet Lunch
14.30 - 15.45	PHASE IV - Plenary Special duties and tasks of associations formulated by the participants (collected during the last two days)
15.45 - 16.15	Refreshments
16.15 - 17.45	PHASE V . Results in plenary session . Conclusion by prof. Christian Gerloff . Consequences on National and European level leaded by dr. Gerd Eicker
20.00	Farewell concert
21.00	Dinner

SATURDAY 3 OCTOBER

09.00 - 12.00	Departures
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The Seminar will be organized in collaboration with the AldSM - Associazione Italiana delle Scuole di Musica and the Accademia Internazionale della Musica in Milan