

## Agenda

### FGF Working Group

# „Cultural & Creative Entrepreneurship“

## Virtual Autumn Meeting 2021

in cooperation with the IECER-SIG Cultural and Creative Entrepreneurship

planning status 6th September 2021



## Chair of the working group

- **Prof. Dr. Elmar D. Konrad**, Professor for Interdisciplinary Start-up Management and Creative Entrepreneurship, Director iuh – Institut für unternehmerisches Handeln (Institute for Entrepreneurship) University of Applied Sciences Mainz

## Topic

The whole world is still been under the influence of the Covid pandemic. The cultural and creative sectors have been particularly hard hit. This time, the focus will be on the discussion using the latest scientific findings regarding the handling and effects of the covid pandemic on the cultural and creative industries. The changes in digital teaching in artistic and creative degree programmes (especially Cultural and Creative Entrepreneurship Education) will also be considered. The working group meeting will take place in cooperation with the Cultural and Creative Entrepreneurship SIG of the IECER 2021 (<https://www.iecer-conference.org>).

### Creative Gin Tonic Evening Session (IECER)

Monday, 11th October, 20:00 – 22:00 Uhr  
(8:00 pm – 10:00 pm – in English)

Presented Papers by

- Loots, E. et al.
- Strom, H.A.
- De Molli, F. et al.

### Creative Coffee Party Afternoon Session (IECER)

Tuesday, 11th October, 16:00 – 18:00 Uhr  
(4:00 pm – 6:00 pm – in English)

Presented Papers by

- Gustafsson, E. et al.
- Koch, F. et al.
- Strandwad, S.M.

## Freitag, 15. Oktober, 14:00 – 16:30 Uhr (2:00 pm – 4:30 pm)

### Cultural Entrepreneurship Education: *Selbstverständnis, Bedarf, Methoden* (deutsch/englisch)

- |                              |  |
|------------------------------|--|
| 1: (14:00 – 14:15 Uhr)       | Welcome and Introduction of the Participants   |
| 2: 14(2:15 – max. 14:45 Uhr) | <ul style="list-style-type: none"> <li>• Impulse 1: <b>Prof. Dr. Boukje Crossen</b>, Leuphana Universität Lüneburg<br/>"Teaching Cultural Entrepreneurship: an Inside Perspective"</li> </ul>  |
| (14:45 – max. 15:15 Uhr)     | <ul style="list-style-type: none"> <li>• Impulse 2: <b>Florian Koch &amp; Prof. Dr. Elmar D. Konrad</b>, Hochschule Mainz<br/>"Creative Startup Navigator: Ergebnisse zu Gründungssensibilisierung in den kreativen Studiengängen"</li> </ul>  |
| (15:15 – max. 15:30 Uhr)     | <ul style="list-style-type: none"> <li>• Diskussion</li> </ul>   |
| 3: (15:30 – ca. 16:15 Uhr)   | Moderierter Podium Talk und Diskussion mit <ul style="list-style-type: none"> <li>• <b>Thomas Herwald</b>, Herwald Artists' Management</li> <li>• <b>Prof. Dr. Immanuel</b>, Hochschule für Musik Mainz (<a href="#">angefragt</a>)</li> </ul> |
| 4: (16:15 – ca. 16:30 Uhr)   | Ausblick und Ankündigung/Outlook and Announcement (FGF working group meeting Spring 2022)  |
| 5: (16:30 Uhr)               | Verschiedenes und Verabschiedung/Miscellaneous and Farewell  |

## Registration

Anmeldung/Registration via [elmar.konrad@hs-mainz.de](mailto:elmar.konrad@hs-mainz.de).  
Antwort ab 28. September/Response after 28 September

(The access data for ZOOM will then be communicated to the participants in good time.)

Internet iuh: [www.iuh.hs-mainz.de](http://www.iuh.hs-mainz.de) & Internet FGF: [www.fgf-ev.de/ak-cultural-creative-entrepreneurship](http://www.fgf-ev.de/ak-cultural-creative-entrepreneurship)