



ToR for Workshop in Audience Engagement

About Activity

As part of the CC4WBs programme, Culture and Creativity Learning Labs are to be developed. They will later act as multipliers of best practice in given topics in the WB region.

One independent expert should **lead a capacity-building training in form of three-day workshop**, as part of the Learning Lab project “**Western Balkans Cultural Heritage Innovation Lab**”, implemented by Don Branko Sbutega Foundation and SHARE Foundation, and for beneficiary across the WB region.

Objective

The objective of the capacity-building training will be to transfer high-quality, relevant, current, professional knowledge, share experience and give advice to the project specific target group: cultural heritage, creative industries, and cultural tourism industry professionals from Western Balkan countries. The **main theme of the Workshop is: “Audience engagement”**.

The primary objective of the Workshop is to provide participants with a comprehensive understanding of the audience engagement concept. The Workshop aims to equip cultural heritage, creative industries, and cultural tourism industry professionals with the skills and knowledge necessary to effectively work in the cultural heritage field.

Key elements to be considered during the Workshop:

- **Introduction to Audience Engagement: Historic and theoretical perspectives**
- **Participatory Approach within the framework of Audience Engagement: Good Practices**
- **Digital Outreach: Data collection, analyses and the audience engagement**
- **New trends and strategies in Audience Engagements**
- **Audience engagement’ challenges and opportunities: sustainability values and digital transitions**

SCOPE OF WORK

The expert will be responsible for delivery of Workshop, as part of the project “**Western Balkans Cultural Heritage Innovation Lab**” activities.

The work will be to a high quality, to the project budget limits and compliant with relevant British Council standards.

Main Tasks and Responsibilities

Expert should be responsible for the following activities:



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- a. **Design of three-day Workshop as part of the capacity building training with the main theme: “Audience engagement” (including training materials)** (up to 1.5 days preparation)
- b. **Workshop delivery** (up to 3 days)
- c. **Producing a short final report after completion of the Workshop** (up to 0.5 day)

Deliverables

- Training materials
- Training delivery – Workshop
- Final report (1 page max).

REQUIREMENTS

Experience and Education

The scope of the Expert’s mandate define the ideal profile for the position as including an established competence of potential candidates in the following areas, preferably at the WB or international level:

- Relevant degree (Master level or PhD), e.g. in Arts management and related fields, or an equivalent level of experience (min 10 years) in working on audience engagement in an art organization;
- Minimum 10 year’s working experience in creative industries.
- Deep understanding of the audience engagement concept.

Desirable

- Considerable experience in working in art organizations;
- Relevant experience and understanding of the cultural heritage field in the WB region;
- Demonstrable experience in designing and providing training programmes in hybrid model.

Language and skills

- Excellent Knowledge of English language and communication skills. The Workshop will be held in English language.
- Any knowledge of the local WB languages would be an advantage.

Duration of assignment

The assignment will start in the beginning of March 2024 and end on 30 April. Maximum working days is five (5). Exact dates to be agreed with the relevant project representative.

LOCATION

Workshop will take place in Belgrade, Serbia or/ and online.



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