



TENSO

The European network for professional chamber choirs

Tenso Professionals Meeting • Paris • 10-11 May 2012 • Programme

10 MAY 2012

Venue: Centre de Documentation de la Musique Contemporaine, Cité de la Musique, Paris

[09h30]

Welcome Coffee (Tenso members only)

[10h00-11h30]

Tenso members meeting

[11h40-13h]

Presentation: what's what in social media

Sébastien Magro, Digital Project Manager, Musée du Quai Branly

Presentation: Survey of Tenso members' presence on social media

Elise Rouyer

[14h00-16h] Topic 1:

Examples of social media strategy and viral marketing campaigns

Defining a social media strategy raises questions and implementing it often entails an organisational culture shift. Speakers will examine the steps to follow in the implementation of this strategy, see how and on which social media channels cultural organisations can listen to their audiences, and the need for a social media policy within these organisations. Other topics such as how to turn an audience into a community, defining the ladder of engagement of an audience or viral marketing campaigns will be reviewed.

Speakers:

Jo Johnson, Digital Marketing Manager, London Symphony Orchestra

Lukas Hellermann, Project Manager, musikFabrik

Moderator:

Elina Karaseva, Public Relations Manager, Latvijas Radio Koris,

[16h30-18h] Topic 2:

Engaging Audiences via the Mobile Web

With the development of mobile phones and tablets, the number of users accessing the Web through mobile devices has almost doubled every year since 2009. New phenomena such as geo-location or the permanent connection to the Internet appeared. Speakers will present innovative uses of mobile

technologies in the cultural sector, give an overview of mobile interfaces (web sites and applications) and contents.

Speakers:

Jo Johnson, Digital Marketing Manager, London Symphony Orchestra

Cecile Martin, Marketing Director, Greencopper

David Dombrosky, Chief Marketing Officer, InstantEncore (by Skype)

Moderator:

Nicolas Droin, General Manager, Erda Accentus

FRIDAY 11 MAI 2012

Venue: Palais Brongniart, during Musicora trade fair, Paris

[10h-11h30] Topic 3:

Reaching out to the contemporary music audience on the Internet

Some influencers in the field of contemporary music—bloggers, composers, critics—have gathered a significant audience on the Internet. The Web 2.0 enables them to share their interest in modern composition or experimental music far from the editorial censorship marketing considerations might impose on other media.

New music ensembles' digital communication will be another element of this panel discussion. Panellists will have the opportunity to examine the relevance of on-going content development and its benefits.

Speakers:

Lukas Hellermann, Project Manager, musikFabrik

Tim Rutherford-Johnson, freelance writer on music

Luc Hossepied, Communication Manager, Ensemble Intercontemporain

Moderator:

Bernhard Hess, Managing Director, RIAS Kammerchor

[14h-15h30] Topic 4:

Digital Innovation in Cultural Institutions

Virtual Collaboration, Talent Crowdsourcing, Culture Hack days, Technology Residents in the Arts

Speakers active in the classical music and museum industries will present examples of digital innovation in the cultural sector: virtual collaboration, talent crowdsourcing, Culture Hack days, technology residents in the Arts. Digital technologies will be considered both as a means of interaction with an audience and as an element of the creative process.

Speakers:

Rachel Coldicutt, founder of Caper & former Head of Digital Media, Royal Opera House

Roei Amit, Deputy Director in charge of Digital and Multimedia, RMN-Grand Palais.

Samuel Berthod, clarinetist, composer

Richard Slaney, Head of Digital

Philharmonia Orchestra (by Skype)

Moderator:

Anna Becker, Managing Director, Cappella Amsterdam

[17h30-19h00] Topic 5:

Blogging, 2 Sides of a Coin - Institutional Blogs and Cultural Institutions' Interaction with Individual Bloggers

Cultural organisations starting a blog address a strategic objective whether it be revealing a specific cultural trait of their institution, opening up their contents and offerings to community input, promoting a special event, or giving insight into their backstage operations through staff personal commentaries. Individual bloggers, on the other hand, can be amateur critics or simply influencers among target audiences for these organisations. Connecting with them, having them write about the organisation or enabling them to share their experience through live tweets can all be envisaged as audience development efforts. A panel of speakers will share their views on blogs.

Speakers:

Lindsey Porter, Press & PR Manager, Opera North

Paul Kilbey, Reviews Editor and Marketing Executive, Bachtrack

Thomas Deneuve, Composer, Blogger (I care if you listen) & Web Editor at Hunter College, NYC (by Skype)

Lukas Hellermann, Project Manager, Ensemble musikFabrik

Moderator:

Tarek Kaï, journalist, RFI – Monte Carlo Doualiya & France 24