

AUSSEN WIRTSCHAFT INVITATION

EUROPEAN MUSIC, ARTS & BUSINESS FORUM WHAT MAKES CLASSICAL MUSIC TIMELY?

Friday, 29 November 2024

Austrian Federal Economic Chamber | Rudolf Sallinger Hall | Wiedner Hauptstraße 63 | 1045 Vienna



EUROPEAN MUSIC, ARTS & BUSINESS FORUM

Usually seen as a means for entertainment, classical music is more than that. It is a way of communication, an education and career path, but also a useful tool for cultural diplomacy and international relations. How is classical music timely today, and in what ways is it relevant in today's societies? How can it help us to address everyday challenges and how can it influence our lives?

Renowned experts and professionals will join us and provide insights on the different roles and effects of culture and classical music in today's societies.

PROGRAM

09.30 – 10.00 **REGISTRATION & COFFEE**

10.00 – 10.15 **OPENING REMARKS**

10.15 – 10.30 **INTRODUCTION**

Olga KOLOKYTHA | University for Continuing Education Krems, Program Director of the Master's Program "Music Business & Culture"

10.30 – 11.00

KEYNOTE

WHAT MAKES CLASSICAL MUSIC TIMELY?

Marshall MARCUS | European Union Youth Orchestra. Executive & Artistic Director

11.00 – 11.20

COFFEE BREAK

11.20 – 12.30

INTERACTIVE SESSION

HOW TO COMMUNICATE CLASSICAL MUSIC TODAY?

Birgit HINTERHOLZER | Jeunesse Musicale

Azis SADIKOVIC | International Conductor, ClassiXX@NOW

Esther SCHOLLUM | Esther Schollum Artists' Management Wien

Christopher WIDAUER | Digital Development Expert & Tech Start-Up Entrepreneur

Sven-Kristian WOLF | International Photographer, Orchestrapunk

Moderation: Eva-Maria BAUER

12.30 – 13.00	PROJECT PRESENTATION SOCIAL MEDIA CAMPAIGN OF THE EUYO - PRESENT, PAST & FUTURE Helen LEITNER EUYO - European Union Youth Orchestra, Head of Communications
13.00 – 14.00	NETWORKING LUNCH
14.00 – 14.30	MUSICAL INTERLUDE EUYO CHAMBER QUARTET
14.30 – 15.30	PANEL DISCUSSION CULTURAL DIPLOMACY AND CLASSICAL MUSIC Yana BARINOVA ERSTE Foundation Klara KOŠTAL Austrian Commission for UNESCO Reanne LEUNING AUSSENWIRTSCHAFT AUSTRIA – Creative Industries Marshall MARCUS EUYO - European Union Youth Orchestra Markus WOLFSTEINER Federal Ministry of European and International Affairs Moderation: Olga KOLOKYTHA
15.30 – 16.00	CLOSING DISCUSSION
16.00 – 18.00	NETWORKING RECEPTION

Language of the event: English

Participation: free

Registration: register online until 22 November at

www.wko.info/musicbusinessforum

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<https://www.wko.at/aussenwirtschaft>

<https://www.donau-uni.ac.at/music>

<https://euyo.eu>