



The Alteration: Festival to Festival Online Program

ukrainian
institute



INTERNATIONAL
FESTIVAL



**BOOK
ARSENAL**

May 5th

11:00 – 11:15 **Opening.** Welcome speech from the Program organisers. *Main Stage*



Oksana Khmeliovskaya,
Curator of the Professional Development
Programs of the Book Arsenal Festival



Iryna Prokofieva,
Programme Director
at the Ukrainian Institute



Tetiana Shulha,
Coordinator of Sector
for Regional Development,
EU Delegation to Ukraine

11:15 – 12:00 **Getting to know all participants.** *Session*

[12:00 – 12:15 Break](#)

12:15 – 13:30 **Festival presentations. Ukrainian participants.** *Session*

13:30 – 13:45 **Speed Matching.** *Networking Area*

[13:45 – 14:30 Break](#)

14:30 – 15:30 **Festival presentations. International participants.** *Session*

15:30 – 15:45 **Speed Matching.** *Networking Area*

15:45 – 16:45 Discussion **“Where is the festival movement heading nowadays?”.** *Main Stage*

Participants:



Yulia Kozlovets,
Coordinator of the Book
Arsenal Festival (Ukraine)



Inge Ceustermans,
General Director of The Festival
Academy, an initiative of the European
Festivals Association (Belgium)



Pauline Fan,
Festival Director of George Town
Literary Festival (Malaysia)



Moderator: Iryna Prokofieva,
Programme Director
at the Ukrainian Institute

16:45 – 17:00 **Feedback & Debrief.** *Main Stage*

May 6th

11:00 – 12:15 Brief presentations “**How can literary festivals and fairs of different countries cooperate and interact? Success stories**” and group discussion. *Main Stage + Session*

Speakers:



Siphindile Hlongwa,
Curator of the Time of the Writer
Festival and Poetry Africa Festival
(South Africa)



Oksana Shchur,
Curator of Literature Program of the
Book Arsenal Festival (Ukraine)



Ana Filomena Amaral,
Curator of the Literary Festival
“Words of Fire” (Portugal)

12:15 – 12:30 **Break**

12:30 – 14:30 Aquarium “**How can social impact be achieved, and how to build relationships with audiences and communities in a pandemic?**”. *Session*

Speakers:



Niki Théron,
Manager International Projects
at Frankfurt Book Fair (Germany)



Liliya Ilyushyna,
a Member of the Team
of the Belarusian Festival
of Intellectual Books “Pradmova”
(Belarus)



Barbara Anna Bernsmeier,
Coordinator of International Relations
of the International Picturebook
Festival (Germany-Poland)

14:30 – 15:00 **Break**

15:00 – 16:00 **Matchmaking. Festival to Festival. Private Sessions**

16:00 – 17:00 **Fundraising consultations. Expo Zone**

Consultants:



Tetiana Yershova,
Communication Manager,
Creative Europe Desk Ukraine



Oleksandra Yakubenko,
Head of International
Department, Ukrainian
Cultural Foundation



Dzvinika Pinchuk
Program Manager
of Translation Grants,
House of Europe



Kateryna Alymova,
Program Manager
for Culture Professionals
and Educators,
International Residencies



Olena Odynoka,
International Cooperation
Specialist, Ukrainian
Book Institute

May 7th

10:00 – 12:00 Brief presentations “**Online tools and instruments. Success stories**” and group discussion. *Main Stage + Session*

Speakers:



Isabella Del Monte,
Product Specialist of Bologna
Children’s Book Fair (Italy)



Sofia Cheliak,
Program Director of Lviv International
BookForum (Ukraine)



Nathalie Donikian,
Manager of Montreuil
Children’s Book Fair (France)

12:00 – 13:30 Aquarium “**What are the new financial models of online festivals or online book fairs?**” *Session*

Speakers:



Neal Hoskins,
WingedChariot, an events
and marketing consultancy
(Great Britain)



Annie Rutherford,
Programme Co-ordinator of StAnza,
Scotland’s International Poetry Festival
(Scotland)



Radovan Auer,
Director of International Book
Fair and Literary Festival
BookWorld Prague
(Czech Republic)

13:30 – 14:30 **Break**

14:30 – 16:00 Brief presentations “**Hybrid event formats in the context of social distancing: how to organize**” and group discussion. *Main Stage + Session*

Speakers:



Lindsey Fineran,
Literature Festival Programme
and Commissions Manager
of Cheltenham Festival
(Great Britain)



Swati Roy,
Festival Director of Bookaroo,
India’s First Children’s
Literature Festival (India)



František Malík,
Director of BRAK Festival
(Slovakia)

16:00 – 16:30 **Quiet conversations with wine or tea. Farewell.** *Session*