



EUROPEAN
CHORAL
ASSOCIATION

European Choral Association – Europa Cantat Weberstr. 59A – DE 53113 Bonn

To our
members and friends

Weberstr. 59A
53113 BONN – Germany
www.EuropeanChoralAssociation.org
+49 228 9125663
info@EuropeanChoralAssociation.org

Invitation to our Membership Day and General Assembly 2019 and Capacity Building Workshop on “How to tell your stories” Friday 15 to Sunday 17 November 2019 – Ljubljana/Slovenia.

Dear members and friends of the European Choral Association - Europa Cantat,

It is our pleasure to invite you to the ECA-EC annual Membership Day and General Assembly in 2019 as well as to the Capacity Building Workshop on “How to tell your stories”, hosted by JSKD, our Slovenian member, in the beautiful town of Ljubljana which will host the EUROPA CANTAT Festival in 2021.



For three days, you will have a unique chance to interact, learn, sing and meet with fellow choral enthusiasts to discover the 2021 EUROPA CANTAT City, and to contribute to the development of the European Choral Association - Europa Cantat.

Activities

Membership Day / Friday, 15th November 2019

Members of ECA-EC and others are invited to attend the 5th edition of our “Membership Day” - an exciting opportunity for our members to talk about the future of our association, bring in new ideas and develop new models with their peers, and to have a chance to present their own projects.

In the morning session our members will have the **opportunity to present their projects**. We are calling on members to present **activities organized under the label of ECA-EC**, as well as **unusual choir or singing formats / other inspirational topics / projects** relating to the benefits of singing (see page 2) or to present **best practice examples of how to tell your stories** (see workshop topic). Project presentations have to be submitted by September 30th 2019, a separate call for presentations will be sent out before.

In the afternoon session there will be 6 parallel **discussion groups in 2 slots**. The Board invites members to discuss (two groups are also open for non-members): low budget choral events, how to increase the visibility and numbers of participants in events, should ECA-EC deal with environmental issues in future and how, changes in society – a challenge for choral festivals and competitions, ideas for the campaign on the benefits of singing planned for 2021, and reflections on the future strategy of our association.

General Assembly / Saturday, 16th November, morning

As usual, we will look back on the last year, report on the second year of our project **Upgrade – Connect – Reach Out**, co-funded by the European Union Creative Europe Programme and other activities during the past 12 months. We will also decide about a change of statutes to reflect the new system with an Artistic Strategy Group and several music commissions and committees. We will welcome new members and look ahead spotlighting certain activities in 2020. (See Agenda on page 5).



STADT.
CITY.
VILLE.
BONN.

European Choral Association – Europa Cantat is supported by the Creative Europe programme of the European Union, the German Ministry of Youth and the city of Bonn.
We are a member of the International Federation for Choral Music (IFCM), the European/International Music Council (EMC-IMC), Culture Action Europe, Musica International and the Choral Festival Network.

Capacity Building Workshop on “How to tell your stories” / Saturday, 16th November, afternoon (also open to non-members)

The European Choral Association – Europa Cantat will offer a “hands-on” workshop for representatives of choral organisations (board and staff members), organisers of choral events or choir managers.

During the first part you will explore why and for whom you want to tell stories, what you want to tell, how you want to tell it, who can tell it and which tools can help. You will also reflect on some tricky issues, e.g. how to adapt your stories to different targets, and how to make an impact. The session will be moderated by an external expert and Sonja Greiner (ECA-EC, Germany).



During the second part you will discover some sample stories told with different techniques. Gerhard Sammer (Music University in Würzburg, Germany) will tell you how surveys can help evaluate the impact of your work and how you can interpret survey results and turn them into stories. (For details including possible grants see workshop description attached on page 6)

Music, networking and discovering Ljubljana

In the evenings you will be able to listen to Slovenian top-level choirs and ensembles and network with your peers during meals. You will also get the opportunity to discover the centre of Ljubljana.

The activities for the members of ECA-EC are part of the project **Upgrade – Connect – Reach out: Raising Awareness for Collective Singing in Europe**, co-funded by the European Union Creative Europe Programme.

Co-funded by the
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of the European Union



How to register? Deadline 30 September 2019

To attend the event, please fill in the online application form under

<http://bit.ly/2019GAreistration>

before 30/9/2019.



The detailed programme, practical information for your stay and necessary documents for the General Assembly will be sent out to registered delegates beginning of October 2019.

Please note that English will be the main working language of the General Assembly, Membership Day and Workshop, but individual or group translation into French and German may be provided when possible.

We are looking forward to welcoming you to the beautiful city of Ljubljana!

With best wishes

Carlo Pavese
President of the European Choral Association - Europa Cantat

Attachments:

Practical information and schedule of the event (p. 3)

Participation fees (p. 4), Agenda of General Assembly (p. 5)

Detailed description of the Capacity Building Workshop (p.6)

Important practical information

Location:

The accommodation and main activities will be held at Hotel LEV in the centre of Ljubljana – thank you very much to Hotel Lev for supporting the event.



How to reach Ljubljana:

Nearest airports are Ljubljana airport (direct connections from/to Munich, Frankfurt, Vienna and some other major European cities), Klagenfurt (Austria), Venice (Italy) and Zagreb (Croatia), all well connected with Ljubljana by shuttle.

Please also think about the environment and check if it might be possible for you to travel to Ljubljana by long-distance bus or train.

Schedule of the weekend: Ljubljana, Slovenia – 15 to 17 November 2019

Wednesday, 13/11/2019

Arrival of the Board of ECA-EC

Thursday, 14/11/2019

ECA-EC Board meeting all day / Meeting of the Youth Committee in the afternoon/evening (Hotel LEV)

Arrival of members who wish to participate in the Membership Day

No dinner arranged - enjoy the numerous restaurants in the beautiful old town of Ljubljana

Friday, 15/11/2019 – Membership Day at Hotel LEV

Morning – Project presentations: exchange about your model projects and inspire your peers:

-) Activities under the label of ECA-EC in 2020
-) Examples of unusual choirs / unusual singing formats for inspiration
-) Inspirational projects or topics relating to the benefits of collective singing for the individual and society
-) Good examples of storytelling and measuring the impact of your work (see workshop topic below)

Afternoon – Interactive sessions: elaborate the future of the choral sector and of your network

Low-budget choral events *	Bring your members to events, increase your visibility (for choral organisations)	ECA-EC and the environment – what can/should we do in future?
The future of choral festivals *	Ideas for the campaign on the benefits of singing planned for 2021	Reflection on future strategy (suggested by ECA-EC Board)

* = open to non-members

Arrival of those not attending the “Membership Day” / Registration in the hotel

Evening – Dinner and musical welcome – Official Opening at Ljubljana Castle

Saturday, 16/11/2019 – at Hotel LEV

Morning – General Assembly (only for members of ECA-EC or invited observers/guests)

-) Including a presentation by Gerhard Sammer, former president of EAS-European Association for Music Teachers in Schools and Kaie Tanner, president of CFN-Choral Festival Network

Afternoon – Capacity Building Workshop on How to tell your Stories and how to evaluate the impact of your Work (For details see workshop description page 6) and parallel programme on Slovenian Music

Capacity Building Workshop on How to tell your Stories	Discovering Slovenian choral music
Storytelling helps you and you can learn how to do it - why, what, to whom, how, with which tools / Discussing chances and challenges of storytelling	Sing with Slovenia
You need to tell success stories - tools and tips Some inspiring examples of storytelling; Measuring the impact of your work with Gerhard Sammer, Music University of Würzburg, Germany	Details will be published in September 2019

Evening – excursion to the famous Postojna cave with a performance in the cave, dinner nearby

Sunday, 17/11/2019

09:30 – 12:30 Board Meeting of ECA-EC

The schedule is subject to changes!

The exact programme of the conference will be published latest in September 2019.

Participation fees

Price per participant for members (non-members pay 20 € in addition)

The fee includes accommodation with breakfast and meals as described below, as well as all coffee breaks, the performance on Friday evening and the concert on Saturday evening, and participation in the different events.

Depending on your possibilities and interests, you can choose between two different packages.

- J **Full package** - 3 hotel nights from Thursday to Sunday, meals from lunch on Friday until breakfast on Sunday, visit of Ljubljana Castle, excursion to the Postojna cave, as well as musical performances
- J **Small package** - 2 hotel nights from Friday to Sunday, meals from dinner on Friday until breakfast on Sunday, visit of Ljubljana Castle, excursion to the Postojna cave, as well as musical performances

You will receive an invoice with payment modalities sometime after your online registration.

Costs for Single Rooms	Country Group 1	Country Group 2	Country Group 3
Full package	350 EUR	300 EUR	250 EUR
Small package	260 EUR	210 EUR	160 EUR
Costs for Double Rooms	Country Group 1	Country Group 2	Country Group 3
Full package	270 EUR	220 EUR	170 EUR
Small package	210 EUR	160 EUR	110 EUR
Countries by country group	AT, AW, BE, CA, CY, CH, DE, DK, ES, FI, FR, HK, IE, IL, IS, IT, JP, LU, NL, NO, SE, SG, UK, US	CG, CN, CZ, EE, GR, MT, PE, PT, SI, SK, TW and some other overseas countries, see below*	AL, AM, BA, BG, BY, GE, HR, HU, KZ, LT, LV, MD, ME, MK, PL, RO, RS, RU, TR, UA
<small>* For countries outside Europe the rule is that countries belong to group 1 according to the HDI index used by IFCM (see http://ifcm.net/membership-fees), countries belonging to HDI groups 2 and 3 are in country group 2. Country group 3 is only reserved for European countries. If you are not sure which country group you belong to, write to info@EuropeanChoralAssociation.org</small>			

Special grants for organizations from Central-Eastern and South-Eastern Europe

In order to increase the involvement of member organizations of ECA-EC in Central-Eastern and South-Eastern Europe in the activities of the association we have the opportunity, within the frame of our network project, to offer grants for up to 5 representatives of 5 different member organizations to cover or contribute to travel expenses and participation fees. If you are interested in such a grant, please contact us before August 31st 2019 at info@EuropeanChoralAssociation.org

Grants for organizations bringing an additional representative to attend the Capacity Building Workshop

Member organizations coming with two or more representatives of whom at least one will attend the Capacity Building Workshop on Saturday afternoon can apply for a grant to cover or contribute to travel expenses and participation fees. If you are interested in such a grant, please contact us before August 31st 2019 at info@EuropeanChoralAssociation.org.

Prolonging your stay

If you need to arrive a day early or stay a day longer, we can reserve the additional hotel nights for you and you will pay them directly at Lev Hotel (63,10 EUR/night in a single room / 37,13 EUR/night costs per person in twin room if you will share the room with somebody you know).

For local conference-participants and others who don't need a hotel, separate fees will be communicated on demand. If you need another arrangement, please contact us directly so we can try and find a solution.

Cancellation rules

Please note that you will have to pay the participation fee as well as additional hotel nights if you cancel your participation short-term!

Parts of the programme are co-funded by the European Union Creative Europe programme through the network project **Upgrade - Connect - Reach Out** of the European Choral Association - Europa Cantat.

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Agenda of the General Assembly 2019

Saturday, 16/11/2019, 9.30 – 13:00 in Hotel LEV, Ljubljana (SI)

0. Opening
1. Approval of the agenda
2. Minutes General Assembly 2018
3. Report of the President
4. **Activities' reports 2019, including report from the Membership Day**
 - 4.1 Artistic Vice-President on behalf of Artistic Strategy Group
 - 4.2 Regional Centers
 - 4.3 Year 2 of the project "Upgrade – Connect – Reach Out" including training offers for members and new communication tools
 - 4.4 Other activities in 2019
5. Report of the Treasurer: Finances 2018 - 2019, Preliminary Budget for 2020
6. Discharge of the Board of Directors
7. Welcome to new members
8. Proposal for change of statutes concerning the new system of committees and commissions for the artistic work of the association, replacing the former Music Commission
9. presentation of the first outlines of a strategy for the years beyond 2021, including a different approach towards the "Friends of Choral Music in Europe"
10. **A look into the future: Activities 2020 – 2022,**
 - 10.1 year 3 of the project "Upgrade – Connect – Reach Out"
 - 10.2 other activities in 2020 including Europa Cantat junior festival
 - 10.3 EC Festival 2021 in Ljubljana
 - 10.4 New event in Utrecht in 2022
11. Presentation by the Youth Committee
12. Invitation to General Assembly 2020 in Ireland
13. **Presenting other European and International networks**
 - 13.1 Choral Festival Network, in which ECA-EC is a member (Kaie Tanner)
 - 13.2 European Association of Music Teachers in school, EAS with which ECA-EC has a strategic partnership about singing in schools (Gerhard Sammer)
14. Miscellaneous

Subject to changes!



We look forward to seeing you in Ljubljana in November 2019!

Workshop on “How to tell your Stories”

Saturday, November 16th 2019, 14.00 - 17:30, Hotel LEV, Ljubljana (SI)

Background

During the last Membership Day several discussion groups mentioned the fact that storytelling was important and that we might not be that good at it thus far:

1. Participants of our SingTank workshop last year drafted a strategy to promote and disseminate the benefits of singing - they underlined the importance to find the right words to talk with the outside world.
2. Members in the discussion group at this year's capacity building workshop about membership management expressed an urgent need to learn more about storytelling.
3. And finally, the importance of existing data and its use has been mentioned in many occasions. But having data is not enough, more vital is its interpretation and how to use this in order to turn them into stories.



Aim Group

Staff or Board members of choral organizations, anybody organizing choral events/managing choirs or interested in this topic on how storytelling can help you describe and sell what you do.

Grants for member organisations bringing a 2nd person

ECA-EC member organizations wishing to attend with two representatives can apply for a grant (no participation fee plus subsidy to travel expenses) by writing to info@EuropeanChoralAssociation.org by August 31st 2019.

Block 1, 14.00 - 15.30

Storytelling helps you - you can learn how to do it!

Setting the framework around the core issues:

-)] **Why and to whom** do you want to tell your stories? (To raise awareness in the general public, to find new members/participants, to fundraise, to convince institutions to support your work, to reach the media and have them report about you ...)
-)] **What** do you want to tell? Which message(s) do you want to convey with your stories?
-)] **How** can you tell your story? - What can you use? (oral stories, videos, surveys, interviews, quotes, social media, campaigns, etc., using narrative techniques)
-)] **Who** can tell your stories? (Participants, volunteers, team members, board members)
-)] **Which tools** can help you?

And reflecting on some tricky questions:

-)] **How can you adapt your stories** to the different targets / audiences?
-)] **What is the impact of your stories:** on your strategy and action plan? On your team and board? (Do you believe your own stories? Should you?) On the targets / the audiences?

With **external expert input** and peer-to-peer brainstorming among participants.

Block 2, 16:00 - 17:30

You need to tell success stories - tools and tips how to do this

Starting with some inspiration: Examples of storytelling:

-)] **Tell a story based on figures / data:** You are not alone, there are 37 million singers in Europe - and in many countries more people sing than actively play football
-)] **Tell a story on how and why your association was founded:**
The European Federation of Young Choirs - Europa Cantat was founded by soldiers who wanted to make sure their singers would not want to go to war again ...
-)] **The story of one singer, conductor, composer, manager who felt transformed by your activity / your work:** Mahmoud Mawass talks about how the Fayha choir changed his life and may be the reason why he is not a terrorist today.
-)] **Telling your story with the help of a video:**
The Story of Dissimilis National Centre of Performing Arts / The Polifonica project in Greece /

Learning how you can measure the impact of your work and activities and turn this into stories:

-)] **Collecting data, facts and figures** - what you need and how you can get this
-)] **Surveys as a tool for telling your stories** - why they can be useful, how you can get the best results, how you can interpret the answers given and extract quotes

With external input by **Gerhard Sammer, Würzburg Music University, Germany.**

You can also share your (success) stories with your peers on Friday, November 15th in the morning during the Project Presentation session at our Membership Day