

**Beispiele für Marketing und
Kommunikation
während der Bewerbung
um den Titel
Kulturhauptstadt Europas**

Zielgruppen?

**Magdeburg 2025
Bewerbungsbüro**

**Politik /
Stadtverwaltung**

Bevölkerung

**Presse /
Medien**

Unternehmen

**Freie Szene
/ Kreative**

Kulturinstitutionen

Zielgruppe!

Jury =

10 + 2 Personen

JA

Nein



Entscheidende Elemente

- Bewerbungsschrift
- Jury-Präsentation

zweite Runde zusätzlich:

- Jury-Besuch





*cool
your mind!*

KALAMATA : 21
European Capital of Culture
Candidate City

#kalamata21
/kalamata21eu
www.kalamata21.eu

KALAMATA RISING



**ΠΑΣΟ
ΠΟΛΙΤΙΣΜΟΥ**

36

KALA

Ευρωπαϊκή Πόλη
Υποψήφια Πόλη



KALAMATA
Ευρωπαϊκή Πόλη
Υποψήφια Πόλη









based on the
Artistic Team
on 70 different
and Lithuanian
artists. Before
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nas2022.eu) and
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invitations.

After the end of the
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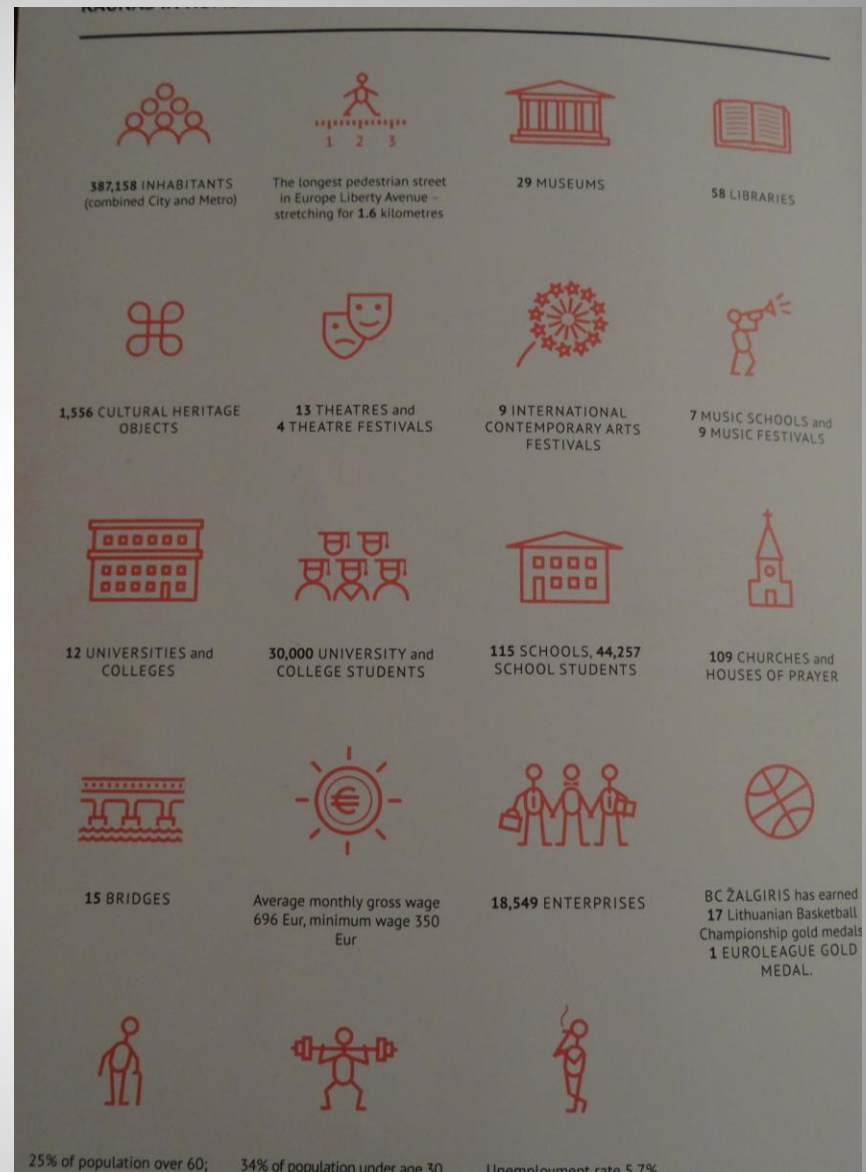
How will the cultural heritage and innovative and experiential

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– Newest technolo-
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traditional – Traditional



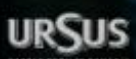


cluj 2021

in #ClujulMerita 2015 partea a II-a



Clujul Merita
C'REDEM IN
DAMENI EXCEPTIONALI
VIP Cluj ❤️



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EAST OF WEST

SERVUS 2021



A KULTÚRAK TALÁLKOZNAK



#cluj2021

GYERTEK, TALÁLKOZZUNK MI IS!



BANCA TRANSILVANIA

CULTURILE SE ÎNTÂLNESC



#cluj2021

HAI SĂ NE ÎNTÂLNIM ȘI NOI!



BANCA TRANSILVANIA

in Timeline Photos



"This is my hometown. I enjoy riding my bike and learning different languages. When walking along Laisvės alėja I am very happy when I can speak to foreign people in their own language. In autumn, winter and spring I usually ride a bike in Kleboniškis forest and in summer I exercise here in Laisvės alėja." – Kęstas





ABOUT US

The title of the European Capital of Culture for the year 2022 will be granted to one of the candidate cities of Lithuania. This is a unique opportunity for the city and its residents to find, strengthen and highlight advantages, to discover and create traditions, to become satisfied with yourself, neighbours and your city, to open up to Europe and to discover Europe in yourself. In light of so many inspiring. This project is intended for each resident of the city and guests from Europe and all over the world. The entire community of the city is involved in its development and implementation, and the title has several times in the long-term perspective, re-enter the city into the list of the European points of interest, and moreover, raise the self-worth of the residents of the city, encouraging the youth to stay, generating emotional and economic benefits.

[More](#)


CONTRIBUTE IDEAS

We invite cultural operators, organizations and persons to contribute their ideas and proposals for development of the European Capital of Culture programme. info@kaunas2022.eu.



SPONSORSHIP

You may become a sponsor of Kaunas as the European Capital of Culture. We invite business enterprises and persons willing to accept commercial offers to us.



BECOME AN AMBASSADOR

This is an appeal to each resident of Kaunas, however, not only you, you can become a city ambassador by representing Kaunas and inviting others to take part in the network of ambassadors.

169

PARTNERS

1054

MEETINGS

PROGRAM PARTICIPANTS AND PARTNERS



KAUNAS STATE MUSICAL
THEATRE



KAUNAS STATE
PHILHARMONIC



KAUNAS STATE PUPPET
THEATRE



KAUNAS STREET ART
FESTIVAL NYKOKA



KAUNAS UNIVERSITY OF
TECHNOLOGY



KAUNAS UNIVERSITY OF
TECHNOLOGY, DESIGN
CENTRE



LITHUANIAN ARTISTS'
ASSOCIATION, KAUNAS
BRANCH



M. K. CIURLIONIS
NATIONAL MUSEUM OF ART



MEMORIAL PLACES



NATIONAL KAUNAS
THEATRE



NEWS

Actual news about the "Don't Temporary Capital" programme

9
May
2021

YOU ARE INVITED TO CREATE CREATIVE
FLUXUS LABS

Activities / Ambassadors / Meetings

29
Mar
2021

"KAUNAS - EUROPEAN CAPITAL OF CULTURE
2022" FINAL BID BOOK

Announcements / Current issues

Interviurile #cluj2021: Ingo Tegge



"Bună ziua", "încântat" ... da, și "la revedere".



-6:06



kaunas
contemporary
capital
2022

as 2022
s2022



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Save

...

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Featured For You



Community Organization

5.0 ★★★★★

Community

Invite your friends to like this Page

4,912 people like this

About

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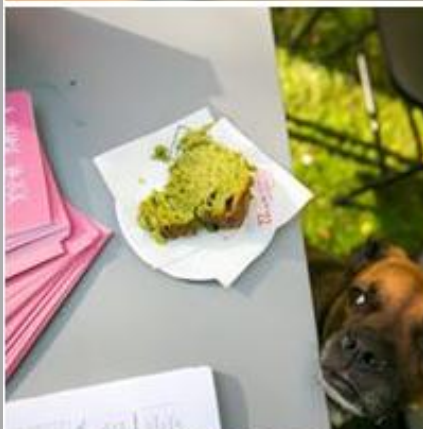
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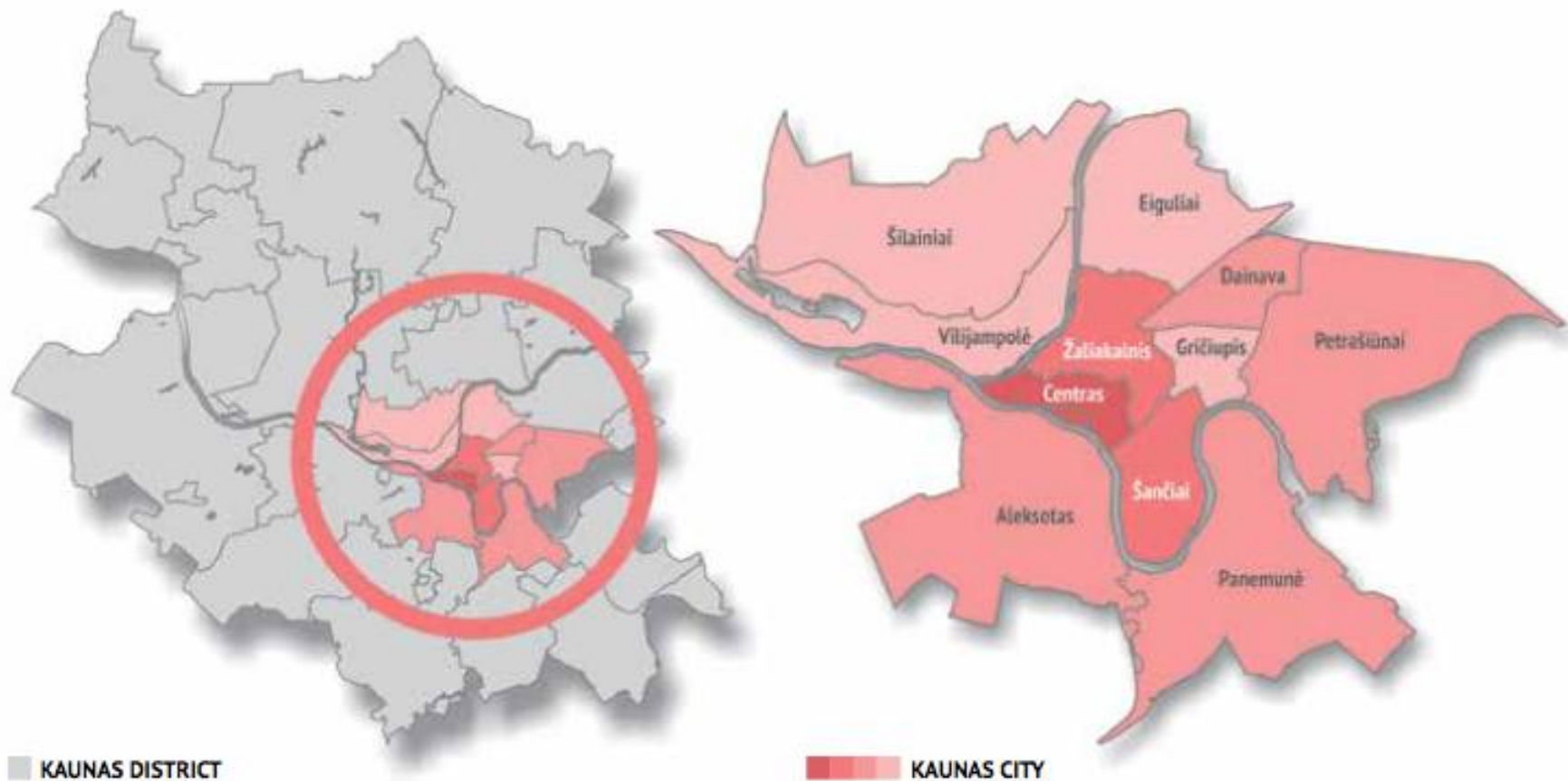


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The newly indexed cultural tempo of Kaunas' Seniūnijos

● Slow

● Downtempo

● Moderate

● Dynamic

CAMPAIGN

Kitchen table conversation

Tonights kitchen table conversation will take place in O'Driscolls pub in Corbally from 7:00pm - 8:30pm. On site we will have a representative from the European Capital of Culture Bid team. There will be information sheets on what is the bid and what we can do to achieve European capital of culture for Limerick 2020. Feedback forms will be provided so you can share your ideas and opinions on what you think needs to be done and how we can reach our goal.





Free Print Workshop
My Limerick, My Europe
Thomond Park
April 16th 12pm-3pm

limerick 2020



Culture & Arts Limerick

Like This Page · April 15, 2016 · 🌐

Get inky with #Limerick2020 Join us in Thomond Park Stadium tomorrow from 12pm - 3pm for a FREE print workshop. The theme of the workshop is "My Limerick My Europe". Children get to (mis)spell their favourite things about Limerick and Europe, while adults get to create funny, creative or thoughtful texts about the theme. Open to all ages. For more details click the link <http://www.limerick2020.ie/campaigns/article/limerick-2020-event-print-workshop.-my-limerick-my-europe>

WWW.ILOVELIMERICK.COM Limerick.ie Limerick Youth Theatre Belltable The Lime Tree Theatre The Limerick Spring - Festival of Politics and Ideas Ormston House Emer Casey Eoin Barry Kate O' Shea

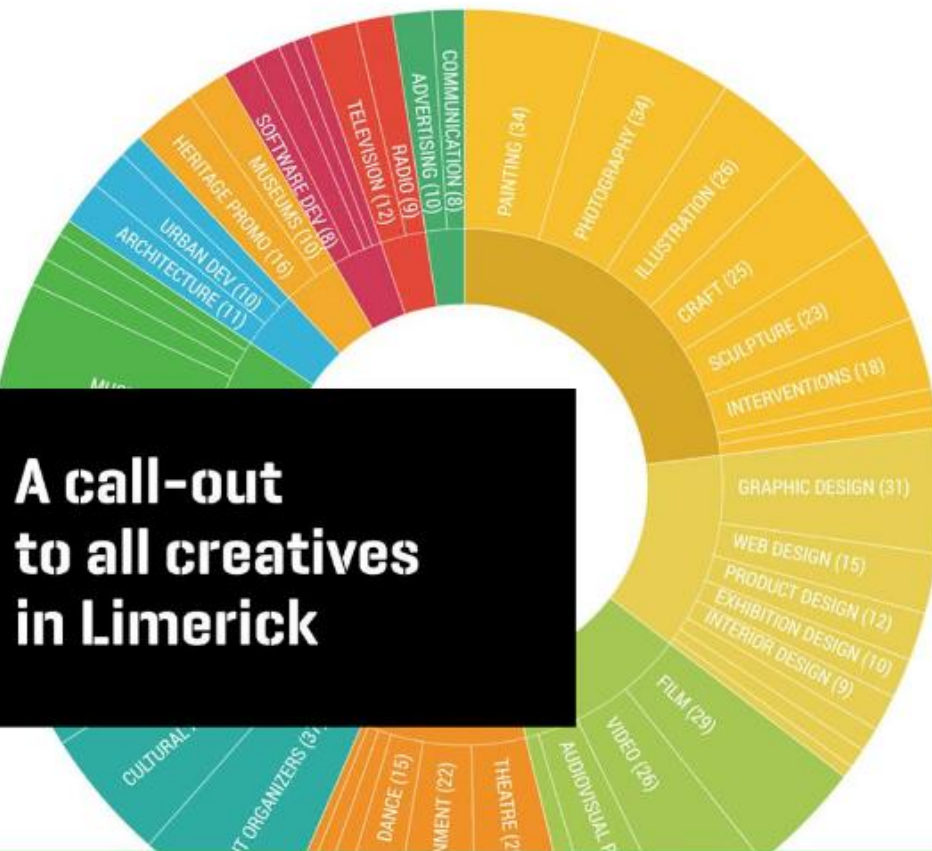
👍 Like 💬 Comment ➦ Share



Write a comment...



Press Enter to post.



**A call-out
to all creatives
in Limerick**

limerick 2020



Culture & Arts Limerick

Like This Page · June 10, 2016 · 🌐

Have you signed the Limerick Creatives wheel yet? #Limerick2020 wants to add 100 names to the list! Please sign up and share! <http://www.limerick2020.ie/campaigns/article/creatives-in-limerick>

Limerick Printmakers Oliver Smith Dance Limerick Belltable Limerick Youth Theatre Wildebeest Theatre The Lime Tree Theatre The Gaff

👍 Like 💬 Comment ➦ Share

👍 11

11 shares



Write a comment...



Press Enter to post.





Like Comment Share

Tag Photo Options Send in Messenger

we are culture ( **)**





Fazit

- Aktionen sind wichtiger als Kampagnen
- Facebook und Website sind das Einzige, was die Jury mitbekommt
- Synergien mit bestehenden Festivals und Veranstaltungen
- Magdeburg 2025 immer und überall „im Gepäck“
- Im digitalen Zeitalter sagt ein Bild mehr als 1000 Worte

Fazit⁽²⁾

- Bevölkerung mitnehmen heißt nicht, dass jeder mitentscheidet
- Bewerbung für 2025 heißt: es findet nicht jetzt statt, sondern 2025
- Orchestrierung – Pulver nicht zu früh verschießen, Bevölkerung nicht ermüden
- Keine Materialschlacht – lieber ein Fest mehr

thank you very much vielen dank
dank je wel tack sa mycket grazie
mille mnogo hvala muchas gracias
merci beaucoup dziekuje bardzo
muito obrigado mnogo blogodaria
multumesc köszönöm szepén
labai aciu