

B | R | N | O | THE SISTER CITIES DAY

3 – 5 JUNE 2024 BRNO

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We would like to invite you to the Sister Cities Day 2024 that will take place on 3 – 5 June 2024. The aim of this event is to connect our sister cities and establish a communication platform to solve topical issues.

The 2024's main topic will be **CULTURE**.

The three-day programme will include **3 thematic workshops** prepared in cooperation with the Strategic Development and Cooperation Department of the City of Brno, the Cultural Department of the City of Brno, and with the Tourist Information Centre of the City of Brno.

Topics of the workshops:

1. Creative industries - how we support them
2. Participation of citizens in the culture and cultural strategy of the city
3. Cooperation of the city with cultural events and work on branding of the city within events

PRELIMINARY PROGRAMME

Monday 3 June 2024

afternoon arrival, accommodation in the Continental hotel
17:00 opening by the Mayor of Brno, presentations
19:00 dinner in the Continental hotel

Tuesday 4 June 2024

9:00 – 12:00 workshops – working groups meeting
12:00 – 13:30 lunch (separately by working groups)
13:30 – 17:30 workshops, site visits
19:00 buffet reception

Wednesday 5 June 2024

9:00 – 11:00 short summary and outputs of workshops, informal discussion, New Town Hall
12:00 lunch
14:00 – 16:00 guided tour of the city centre for interested participants
16:00 end of programme

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3 – 5 JUNE 2024 BRNO

MAIN TOPICS & WORKING GROUPS

1) Creative industries - how we support them

Working group guarantor:

Strategic Development and Cooperation Department of the City of Brno

Contact person:

Ms Sarah Mito, mito.sarah@brno.cz

Abstract:

In Brno alone, we can find 12,000 creative entities, which together represent about 10% of the economically active entities in the city. In the South Moravian Region, we register another 6,500 entities employing about 40,000 people. South Moravian creators boast an annual turnover of CZK 24 billion. All of these facts from the mapping of CCI in 2014 form the reason why the City of Brno supports creative entrepreneurs long term. The organizers will present the whole structure of support. In cooperation with partners, they will show the creative infrastructure and they will also present the Brno Creative Centre in Káznice. The programme will be held under the title Creative Brno - a platform for creatives in the City of Brno.

Target groups:

City officials, workers of creative hub or gaming centres, universities with creative fields, nonprofit organizations, private or state organizations (all with their field or impact in creative industries or related).

2) Participation of citizens in the culture and cultural strategy of the city

Working group guarantor:

Cultural Department of the City of Brno

Contact person:

Mr Lukáš Pavlica, pavlica.lukas@brno.cz

Abstract:

The working group will focus on the various ways in which the city's residents can contribute to the shape of the local culture and the cultural discourse of the city. The City of Brno will present its experience with the Brno Cultural Forum, where representatives of the city's culture meet with local political representation and regular visitors to cultural events. Each meeting of the Brno Cultural Forum is thematically defined, and space is given to the corresponding subjects of the Brno cultural scene. From the point of view of citizen's participation, the creation of a cultural strategy and action plans, which were commented on by the public and subsequently approved and put into action, was also essential.

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Target groups:

Policymakers, cultural subjects, NGOs, stakeholders, investors.

3) Cooperation of the city with cultural events and work on branding of the city within events**Working group guarantor:**

Tourist Information Centre of the City of Brno

Contact person:

Ms Simona Kumpanová, kumpanova@ticbrno.cz

Abstract:

TIC BRNO (Tourist Information Centre of the City of Brno), as a contributing organization of the City of Brno, organizes cultural events and festivals to support tourism in the City of Brno, among other activities. Using the example of the multi-genre festival UPROSTŘED and the Brno Christmas festival representative of the TIC BRNO will present how it works to connect the city with events and how it incorporates festivals into the branding of the entire city. In the second part of the workshop, the participants will have the opportunity to visit Reservoirs at Žlutý kopec. This visit will be followed by group brainstorming session, where participants will think about what events would be appropriate to organize in these unique spaces and what their experience is with organizing events in non-traditional spaces.

Target groups:

Organizers of events and festivals, destination managers, representatives of cities working in marketing, culture or tourism departments.

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