



Unlock Your Brand Potential: Empowering West-Iceland's Creatives and Entrepreneurs

Bifröst University is proud to announce a dynamic two-day workshop tailored for entrepreneurs, artists, cultural managers, educators, students, and all community members eager to elevate their storytelling skills and amplify the impact of their enterprises. Set against the stunning backdrop of Borgarnes, West-Iceland, this transformative event will take place on May 30th and 31st at Hjálmaklettur.

What to Expect: Kickstarting with a vibrant networking breakfast, participants will delve into a series of four comprehensive training sessions led by seasoned experts in branding, storytelling, digital marketing, and securing funding opportunities. Each session promises actionable insights and practical strategies tailored to the unique challenges and opportunities of the West-Iceland region.

Innovation at the Heart: This workshop is not just an event—it's a pivotal part of the IN SITU research project, dedicated to exploring the profound impact of Creative and Cultural Industries (CCIs) on innovation. Proudly conducted in collaboration with the esteemed National Academy of Theatre and Film Arts "Kr. Sarafov" in Bulgaria. West-Iceland is one of six European labs in this project.

Free and Inclusive: Open to all residents of the West region, participation in this transformative workshop is entirely free. However, with only 25 spaces available for each training session, early registration is essential to secure your spot.

For further information contact: Anna Hildur Hildibrandsdóttir at annah@bifrost.is

Programme:

Thursday 30 May

- 9:30 – 11:00 – Networking Breakfast
Introductions. Anna Hildur Hildibrandsdóttir Programme Director for Creative Industries Studyline and Erna Kaaber specialist at Bifröst University introduce the IN SITU research project.
- 11:00 – 12:30 – Regional identity and collective trademarking
Carolina Castaldi specialist from Utrecht University og Eiríkur Sigurðsson frá Icelandic Intellectual Property Office

- 12:30 – 13:30 – Lunch
- 13:30 – 15:00 – Digital Marketing
Sigurður Már Sigurðsson co-founder of Arcade
- 15:00 – 15:30 – Coffee Break
- 15:30 – 17:00 – Communication and exercising storytelling
Michael Hendrix Designer and Artist

Friday 31 May

- 9:15 – 10:45 – Nordic and European Funds – How do you find the right funds and collaborators?
Specialists from the Icelandic Research Fund:
 - Sigrún Ólafsdóttir, Horizon
 - Mjöll Waldorff, Enterprise Europe Network, Technology Development fund and Innovation
 - Ragnhildur Zoega, Creative Europe, EES Development Fund and Domestic Cultural Funds
- 10:45 – 11:00 – Coffee Break
- 11:00 – 12:30 – How to Make a Good Application - tools og training
Lidia Varbanova from National Academy of Theatre and Film Arts “Kr. Sarafov” in Bulgaria and
Bjargey Anna Guðbrandsdóttir Consultant

Registrations

IN SITU is a four-year project that combines research and experimental actions to advance the innovation-related practices, capacities, and potential of cultural and creative industries (CCIs) based in non-urban areas of the EU countries. Thirteen universities and research institutes from 12 European countries are collaborating on the research, which is led by CES in Portugal. Vest-Iceland is one of the six experimental areas of the study, and the workshop is part of the training offered by the project in connection with the study. The project is funded by the European Commission's Horizon Fund.



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