

# Navigating your Music Professional Pathway in the 21st Century

A Way Ahead for Music and Entrepreneurship

An online training series of live webinars



Erasmus+

Cyprus Centre for the Research and Study of Music



# F. Professional careers / Cooperation and Networking / Musicians of the world

## Networking and Cooperating within Europe and beyond

By: Sonja Greiner & Côme Ferrand-Cooper,  
European Choral Association - Europa Cantat

Webinar in the frame of the EU-funded project  
STAMP – Shared Training Activities for Music Professionals

13/12/2017





# Welcome to our Webinar

## Networking and Cooperating within Europe and beyond



- ▶ This Webinar is part of the EU-funded project STAMP
  - A European cooperation project called Shared Training Activities for Music Professionals co-funded by the EU Erasmus+ programme
- ▶ What will we talk about?
  - Working in an intercultural context
  - Remote working tools for cooperation
  - Networking, why and how



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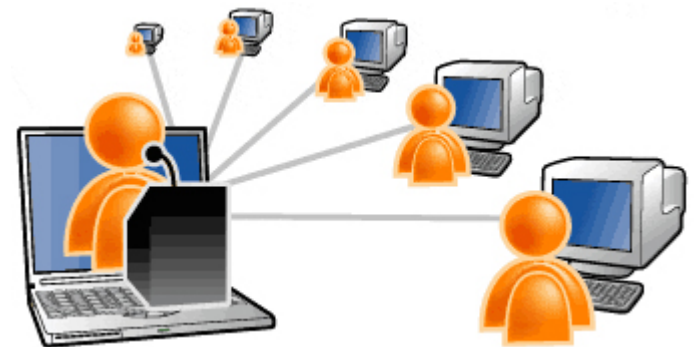


# Welcome to our Webinar

## Networking and Cooperating within Europe and beyond

### ► How does a Webinar work?

- Presentation with speakers
- Slides and films
- Some interactive polls
- See who else is participating
- At the end:
  - download presentation
  - Possibility to chat



### ► Make sure you will get the best out of this Webinar

- Close other programmes if possible

# Who are we?



- ▶ **Sonja Greiner**, Secretary General
- ▶ **Côme Ferrand Cooper**, project manager
- ▶ **European Choral Association – Europa Cantat**
  - Merger of two European choir associations, founded in the 50ies and 60ies of the 20th century
  - Membership association
    - 60 member organisations in 30 European countries
    - Members in 50 countries worldwide
  - Seat in Bonn, Germany



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# Who are we?



## ► Main activities

- Tri-annual EUROPA CANTAT festival  
Last: 2015 in Pécs (HU),  
next: 2018 in Tallinn (EE) and 2021 in Ljubljana (SI)
- Tri-annual Europa Cantat junior festival  
Last: 2017 in Lyon (FR), next: 2020 in Vilnius (LT)
- World Youth Choir and Eurochoir
- Training courses for conductors, composers, singers and managers in different European countries



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# Who are we?

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- ▶ Recent experience in international cooperation
  - VOICE (2012-2015)
  - Sing Me In (2016 – 2018)  
with partners in 11 countries
  - other European cooperation projects as partners



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# Who are we?



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- ▶ [www.EuropeanChoralAssociation.org](http://www.EuropeanChoralAssociation.org)
- ▶ [www.facebook.com/EuropeanChoralAssociation](https://www.facebook.com/EuropeanChoralAssociation)
- ▶ [twitter.com/ECA\\_EC](https://twitter.com/ECA_EC) 
- ▶ [www.youtube.com/user/ECAEC/featured](https://www.youtube.com/user/ECAEC/featured) 
- ▶ [info@EuropeanChoralAssociation.org](mailto:info@EuropeanChoralAssociation.org)



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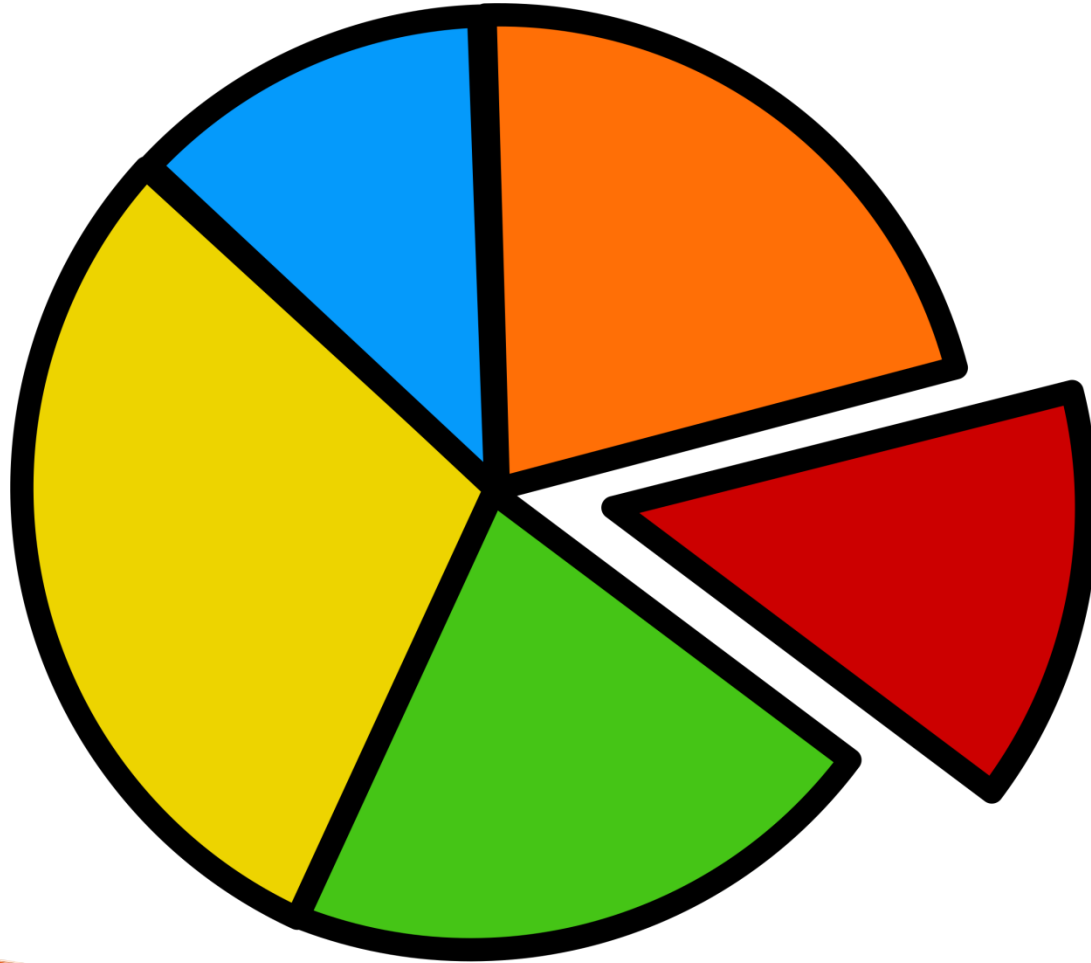


# Who are you?



- ▶ See who else is following
- ▶ Use the chat for
  - Additional information on your background
  - Comments, Questions
  - Examples from your own experience
- ▶ Answer our Poll

# POLL 1 – tell us about yourself



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# Working in an intercultural context

- ▶ Let's start with a scene showing partners from different countries working on a common project
  - Take notes during the film
    - What is going wrong ?
    - Why?
    - How could this have been avoided?

## Cultural Misunderstandings



# FILM on cultural differences





# Tips and tricks 1:

## Working in an intercultural context



# Tips and tricks 1:

## Working in an intercultural context

- ▶ Rituals and habits / politeness
- ▶ Language & Non-verbal communication
- ▶ Humour / political constraints
- ▶ Working context
  - Time Management
  - Expectation management
  - Dealing with problems/challenges
  - Hierarchies
  - Decision-making processes



# Working in an intercultural context: rituals and habits / politeness rules

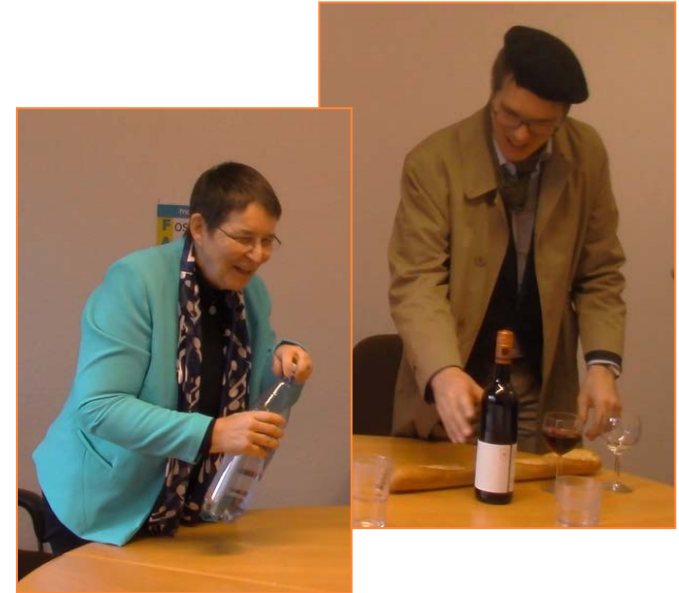


# Working in an intercultural context: rituals and habits / politeness rules

## ► Habits

### ◦ Eating habits

- lunch and dinner, when and what to eat and drink
- Work during meals?
- Ristretto or Kaffee und Kuchen?



## ► Politeness

- Example: Presents
- Example: Handing over visiting cards



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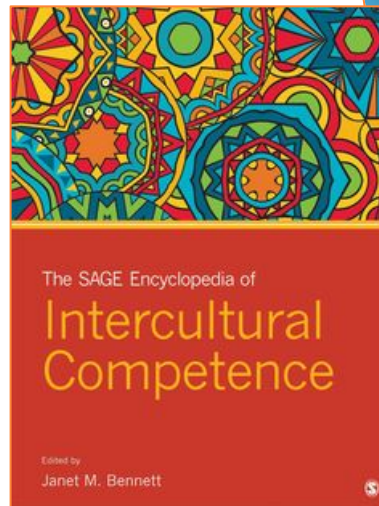


# Working in an intercultural context: Rituals and habits / politeness

- ▶ Prepare yourself
  - Ask colleagues
  - Search the Web
  - Read a book

research

tip





# Working in an intercultural context: language / non-verbal communication

- ▶ Speaking a common language – or not?
  - Differences in pronunciation / False friends
  - Same word - different meanings in different cultures
- ▶ The danger of using non-verbal communication
  - Same gesture – different meanings in different cultures
- ▶ Direct / indirect communication
  - See next slide

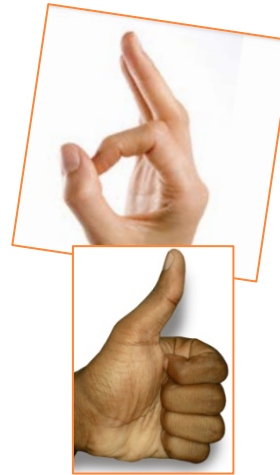
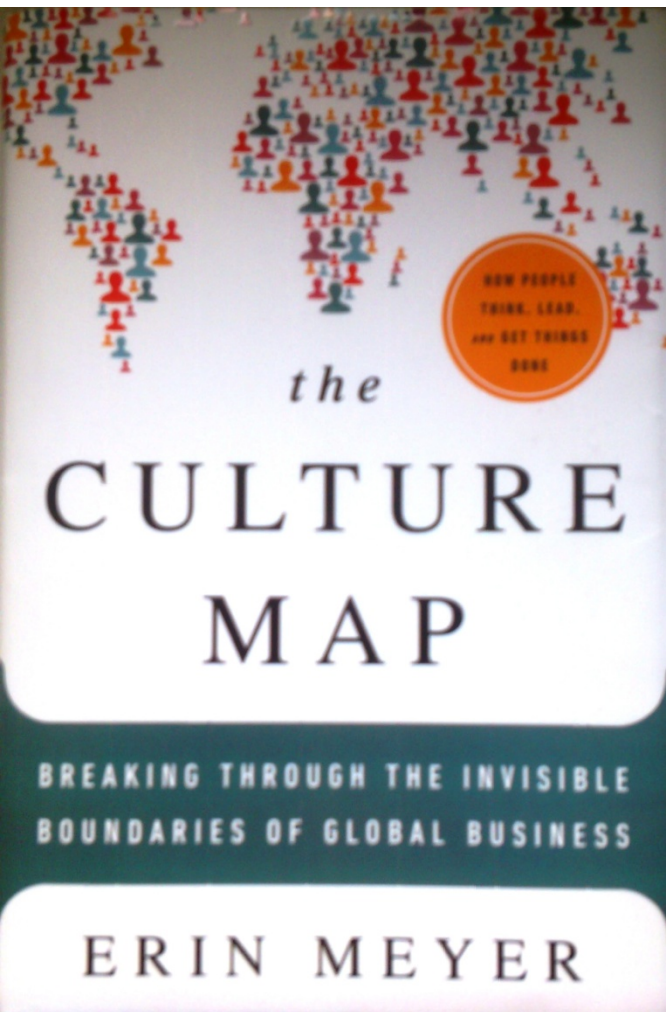


FIGURE 2.1. ANGLO-DUTCH TRANSLATION GUIDE



What the British say	What the British mean	What the Dutch understand
With all due respect...	I think you are wrong.	He is listening to me.
Perhaps you would think about...I would suggest...	This is an order. Do it or be prepared to justify yourself.	Think about this idea and do it if you like.
Oh, by the way...	The following criticism is the purpose of this discussion.	This is not very important.
I was a bit disappointed that...	I am very upset and angry that...	It doesn't really matter.
Very interesting...	I don't like it.	He is impressed.
Could you consider some other options?	Your idea is not a good one.	He has not yet decided.
Please think about that some more.	It's a bad idea. Don't do it.	It's a good idea. Keep developing it.
I'm sure it's my fault.	It's not my fault.	It's his fault.
That is an original point of view.	Your idea is stupid.	He likes my idea!

# Working in an intercultural context: humour / political constraints

- ▶ Humour is not universal
- ▶ Not everybody understands the same humour
- ▶ Political topics can be dangerous ground





# Working in an intercultural context: Issues relevant when working together



verbalize

tip



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# It's your turn!



- ▶ We are curious:  
**Have you ever personally experienced a misunderstanding that was based on intercultural differences?**
- Use the chat function to send us some examples



# Working in an intercultural context: Issues relevant when working together

- ▶ Time Management and scheduling



**FIGURE 8.1. SCHEDULING**



# Working in an intercultural context: Issues relevant when working together

- ▶ Expectation management / trust
- ▶ Dealing with challenges and problems



# Working in an intercultural context: Issues relevant when working together

- ▶ Hierarchies
- ▶ Decision-making processes

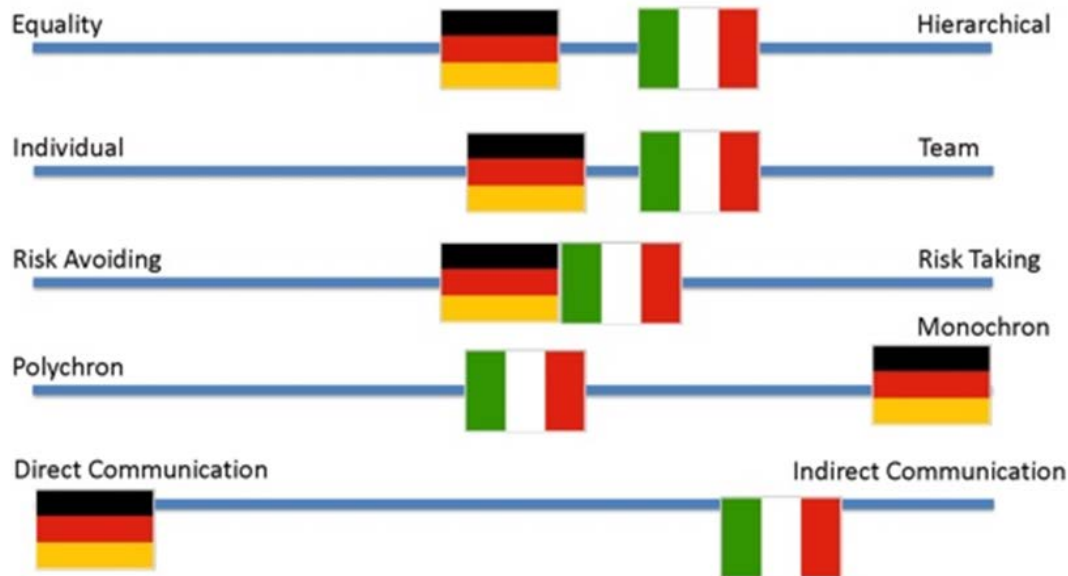


FIGURE 5.3. DECIDING



# Working in an intercultural context:

## Intercultural Differences



## CONCLUSION

Compare & respect

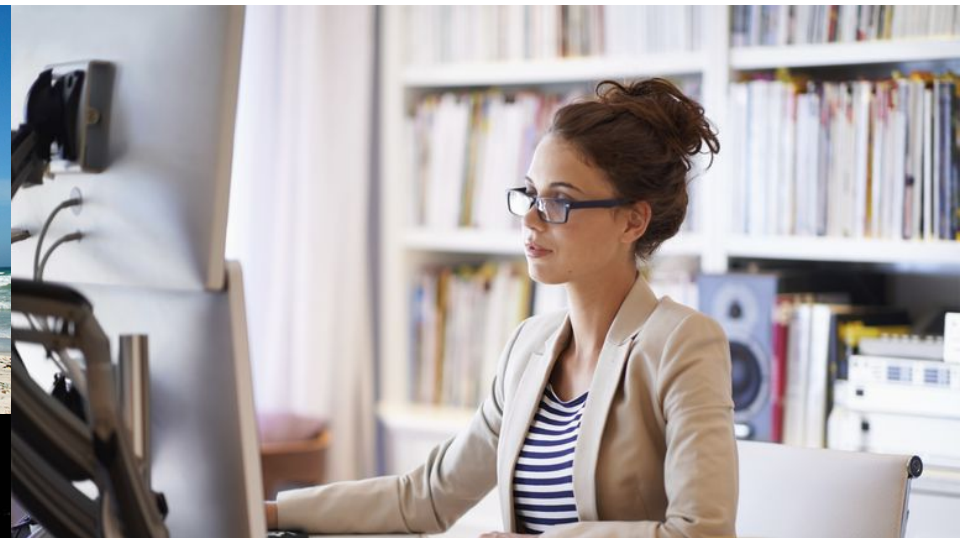
*tip*



The key to cross-cultural success is to develop an understanding of, and a deep respect for, cultural differences.



# Tips and tricks 2: working from a distance



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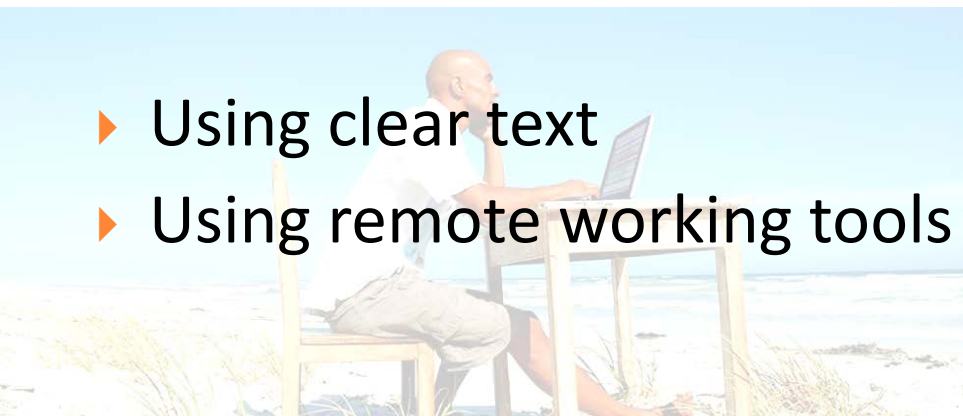
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# Tips and tricks 2: working from a distance

- ▶ Using clear text
- ▶ Using remote working tools



# Clear Text: writing tips

- ▶ Short sentences
- ▶ Explicitly clarify:
  - Context
  - Aims
  - Tasks/questions
  - Deadline(s)
- ▶ Provide direct links to relevant documents
- ▶ Personalise communication
- ▶ Writing trick: Use the phone

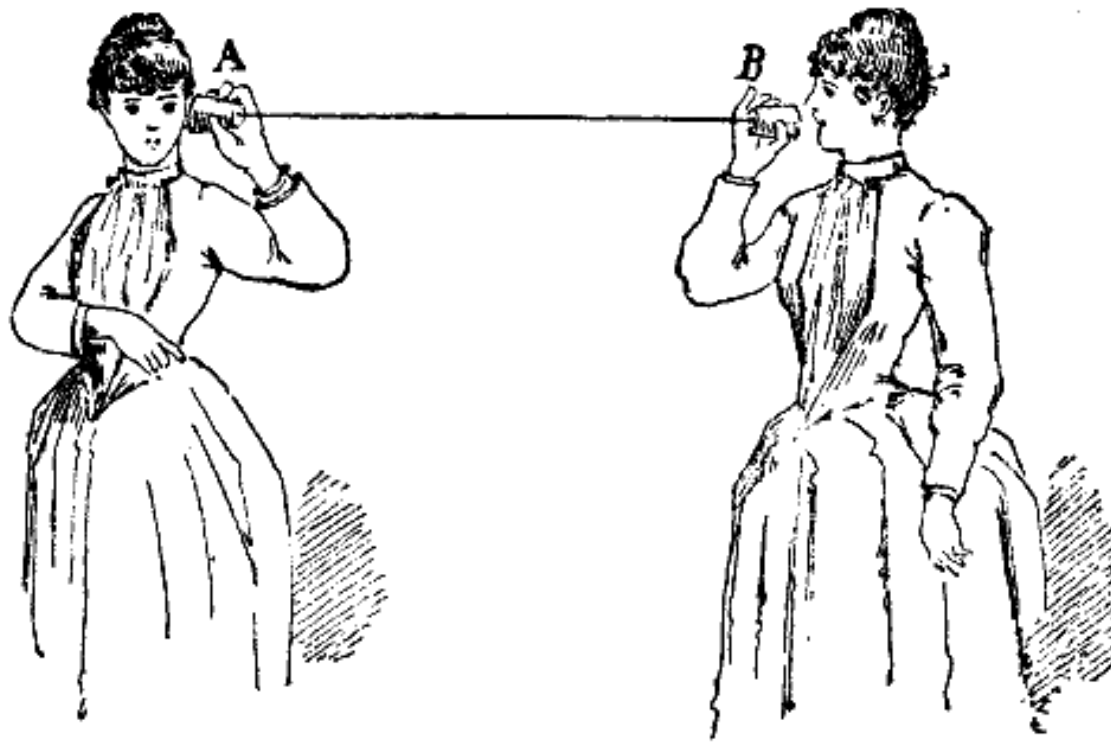


# Non Verbal Communication



# Working from a distance: Tools!

- ▶ Quick Poll: What tools are you using?



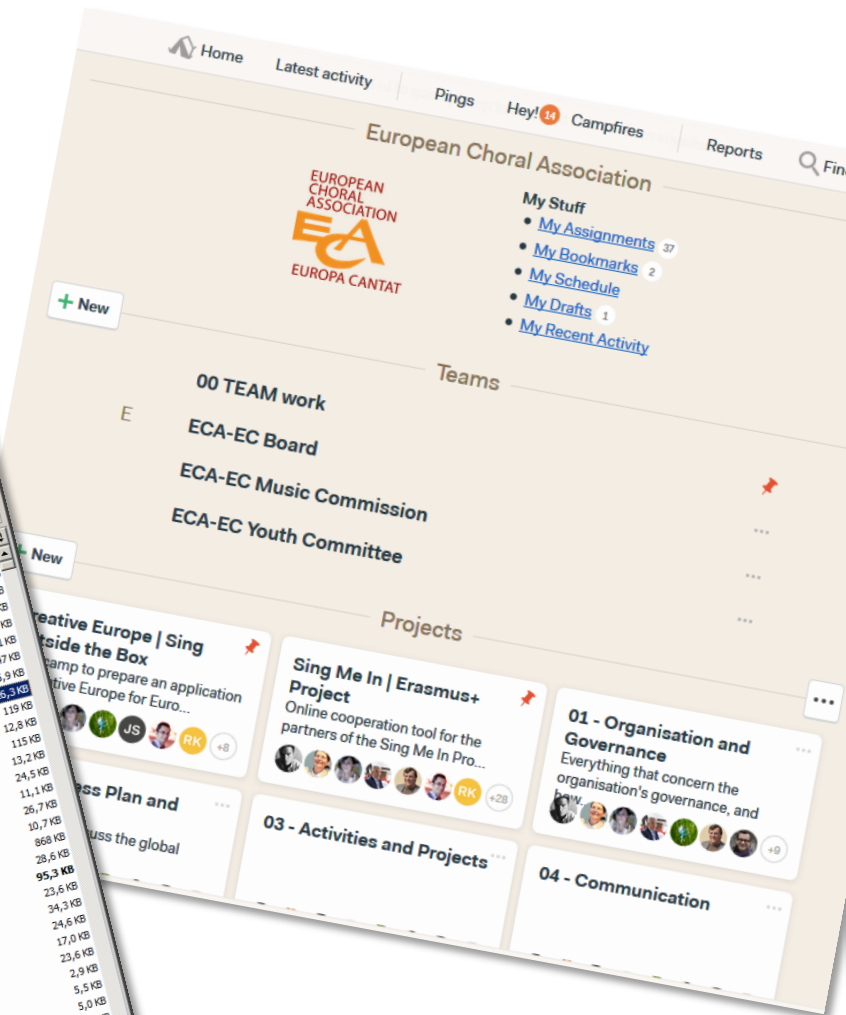
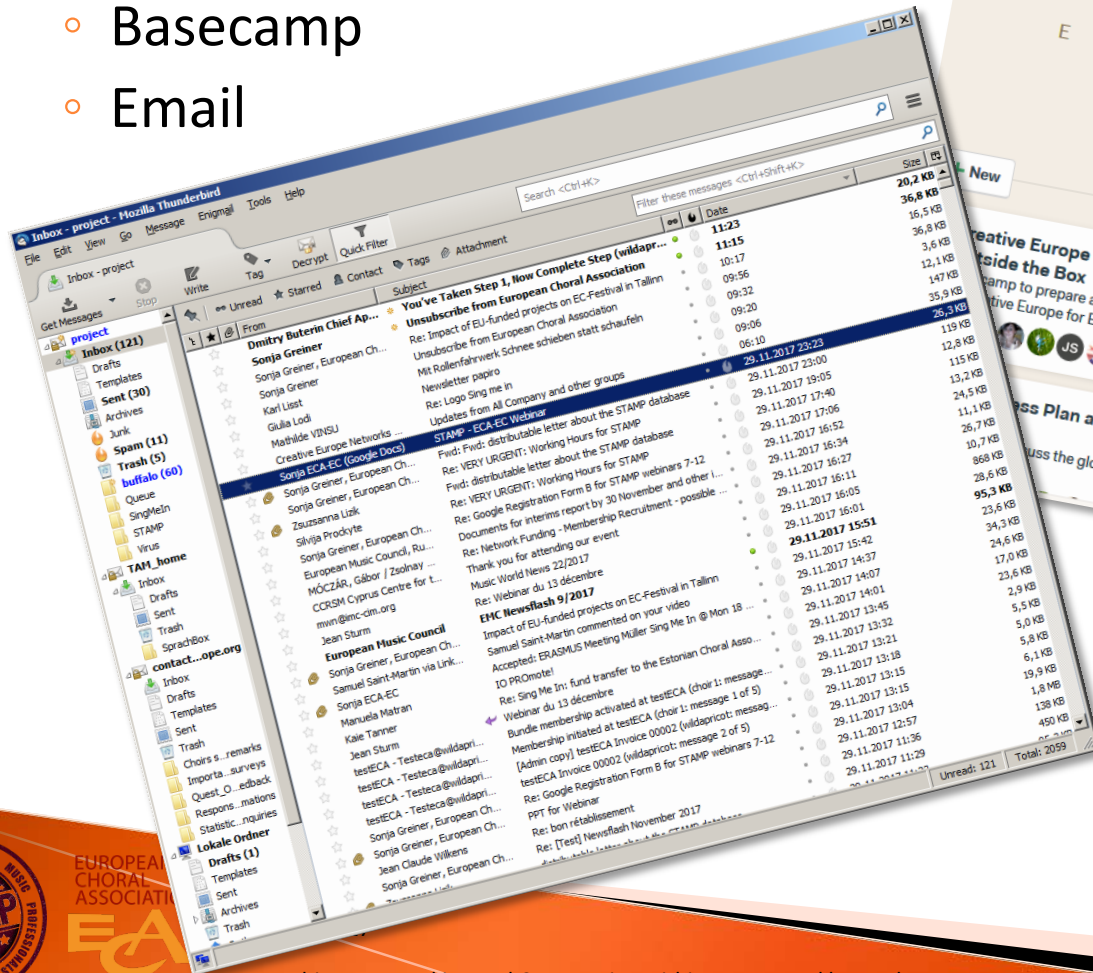


# Cooperation and Networking Tools: Typology

Type	Definition	Illustration
Asynchronous tools	online tools where phases of exchanges are taking place at different times.	I send an email on Monday. Sonja answers on Wednesday. I read it on Friday.
Synchronous tools	online tools that call for real time interaction	A phone call, a video conference, a webinar.
Archiving and sharing	online tools that allow to archive and share important documents	We will share this presentation as a link with the participants of the webinar

# Asynchronous tools

- ▶ Two examples:
  - Basecamp
  - Email



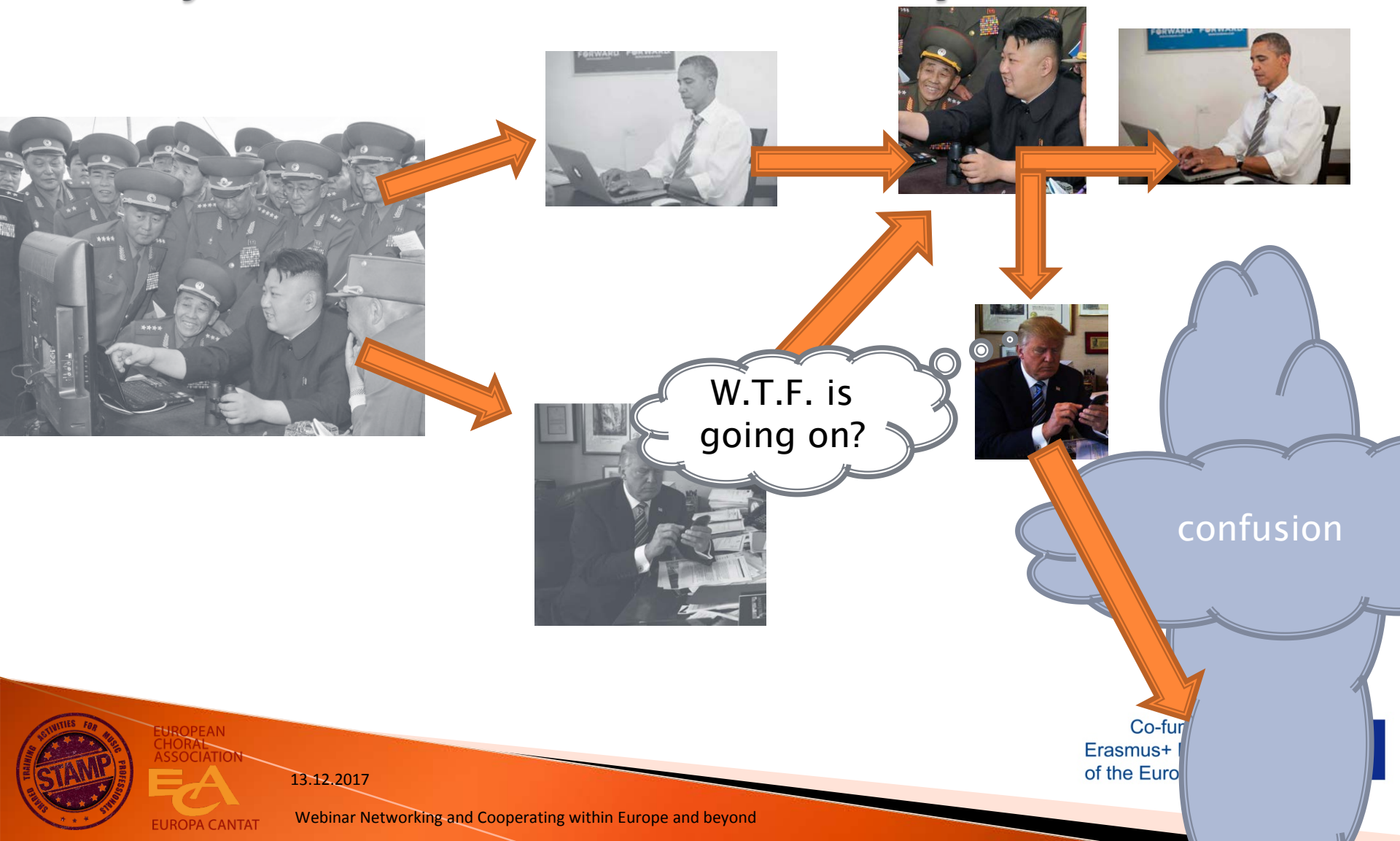
# Online Tools: the email confusion

*Subject: Re:re:re:re:re:fw:re:your bomb*



# Online Tools: the email confusion

*Subject: Re:re:re:re:re:fw:re:your bomb*





# Online Tools: Why Basecamp

## *Message: give peace a chance*



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# Online Tools: Why Basecamp

## Message: give peace a chance



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# Online Tools: Basecamp

- ▶ Aim: keep conversations in one place
- ▶ Online website, each user has a login
- ▶ Separate working spaces per project (“basecamps”)
  - Campfire
  - Messages on specific topics
  - Tasks
  - Schedule
  - Docs and Files
- ▶ Alternatives: freedcamp, asana, teamwork, podio, etc.



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# Online Tools: Basecamp

- ▶ Advantages of the system over email management:
  - Each topic or task is dealt with one entry, and all the comments and answers are kept in one place.
  - Users are reminded of their own tasks
  - A whole project and its interactions can be archived
- ▶ But users have to
  - connect regularly
  - use the app
  - receive email reminders.
- ▶ No magic bullet: Does not solve lack of time, or motivation, etc.



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# Email



- ▶ A few tricks that help in international cooperation.
  - As little as possible
  - As clear as possible
  - As personalised as possible

# Email: As clear as possible

Be  
clear

tip

TASK for	the Handbook leaders: <ul style="list-style-type: none"> <li>•ECA-EC</li> <li>•MCC</li> <li>•Ung I Kor</li> <li>•Koro Kulturu Dernegi</li> <li>•Koor&amp;Stem</li> <li>•A Coeur Joie</li> </ul>
Deadline	<b>19 October 2017</b>
Description of Task	Check and clean up on remarks and text proposals for the different Outputs (google docs).

Dear Partners,  
as reminded during the Transnationnal Meeting (08/10) The Sing Me In **training session** will start in a week in Girona. Its aims are to check if the contents of the handbooks make sense for conductors, teachers or others: are they clear, do they correspond to their experience, can they learn something from them, etc.

We therefore **need to finalise this intermediate version of each handbook**, so that they can be studied and discussed by the participants

On Friday 20, I will download, clean up and make a simple layout for each of the booklets so that the participants can provide a feedback.

Remember that the participants are dedicating a week of their time for the project, let's provide them with good quality documents.

Contact me with any questions!

Best regards



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# Email: As personalised as possible

Dear **Partner**

**Your organisation** has to provide *[something here]* on the 12 December 2017.

Please let me know if you can keep the deadline or if we, or another partner, can help you with completing this phase.

Dear **Jean-Claude**

**A Coeur Joie France** has to provide *[something here]* on the 12 December 2017.

Please let me know if you can keep the deadline or if we, or another partner, can help you with completing this phase.



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# Synchronous tools

## Working together, worlds apart

- ▶ Remote conferencing
  - Audioconference
  - Videoconference
  - Textconference
- ▶ Shared working documents
  - Google docs



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# Meeting online



## ▶ Planning

- Doodle
- Use clear timezones (adding UTC)
- Clarify the time available for each participant

## ▶ Running the meeting

- Remind of **basic rules**: headphones, mute mic when not in use
- Make frequent **summary** of progress, check for agreement (to compensate for lack of non verbal feedback)
- Publish notes/minutes for **comments** asap
- Use online shared documents



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# Cooperating on live documents



- ▶ Use cases:
  - Synchronous
    - Minutes in a meeting
    - Working on a document with partners during a videoconference
  - Asynchronous
    - Shared project document
    - Calling for comments
- ▶ Limitations:
  - To be used for contents development, layouting is limited
  - Versioning can be tricky
  - Folder architecture is per user > give explicit titles

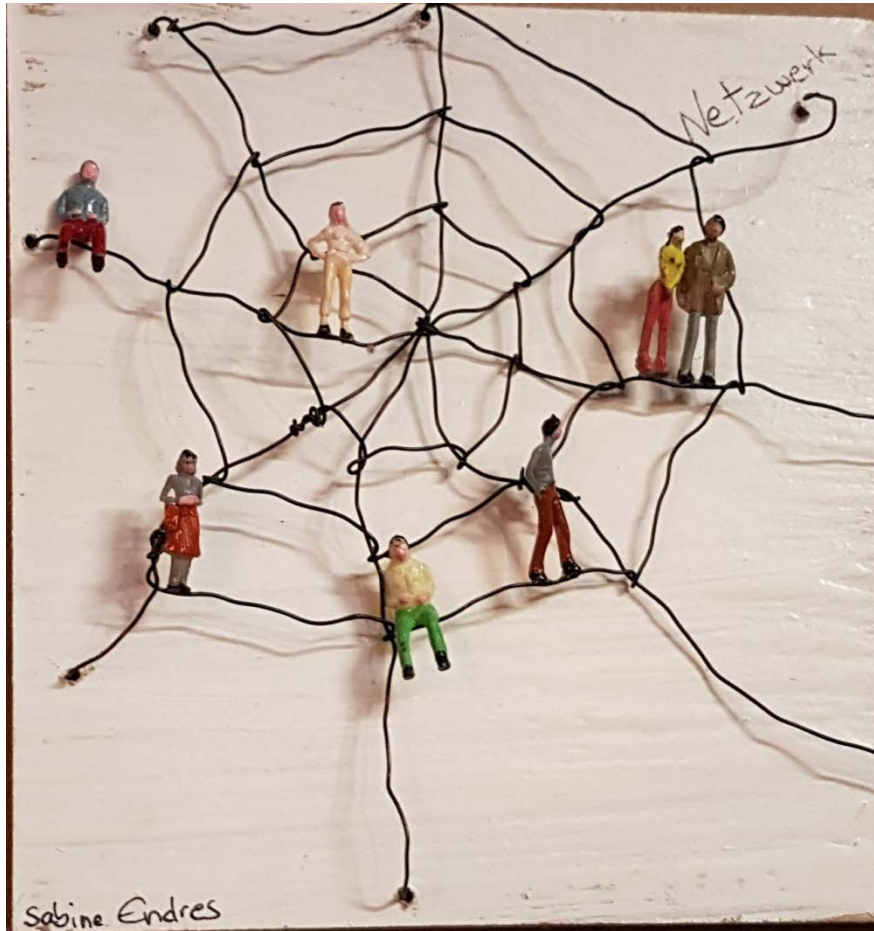
# Networking – why and how



# What is networking?

Give &  
take

**tip**



Based on  
“How can I help”  
not  
“What can I get”

You will get  
something in  
return



# Why should you network?



- ☐ You can gain access to knowledge and experience
- ☐ You find inspiration and new ideas
- ☐ You create new opportunities



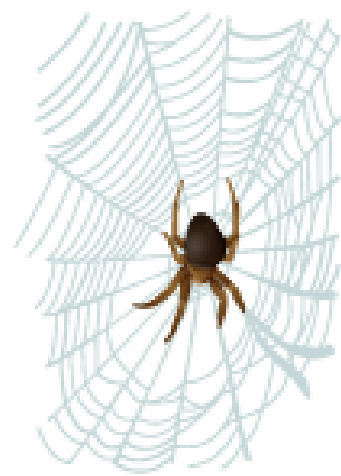
# Why should you network?



- ☐ You can spread information
- ☐ Together you are stronger
- ☐ With a strong basis you can reach more ambitious aims



# Why should you network?



- ☐ It widens your horizon
- ☐ Every person you meet is connected to many others and can connect you to them (= Snowball effect)



# It's your turn!

- ▶ We are curious again:

Are you consciously  
using certain methods  
or tools for networking?



- Use the chat function to send us some examples
- Let us know if you would like to tell an experience live
  - We can invite you to speak if you have a microphone ready



# How can you network?



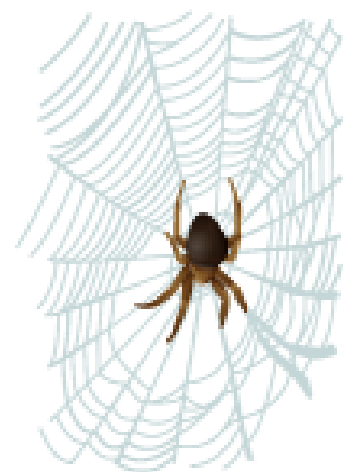
- Identify potential partners – meet as many as possible
- Attend meetings, conferences, receptions, concerts etc.



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# How can you network?



☐ At such events move around and talk to people you don't know yet

☐ Regularly communicate with your contacts, send them newsletters, call them, etc.

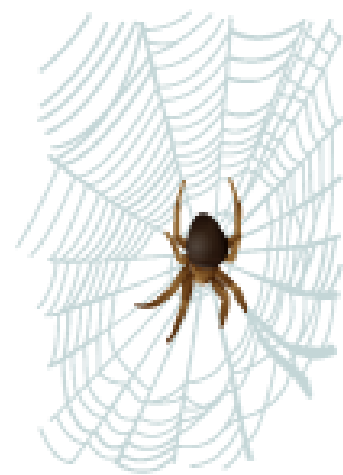


# How can you network?

- Always bring material on what you do – everywhere

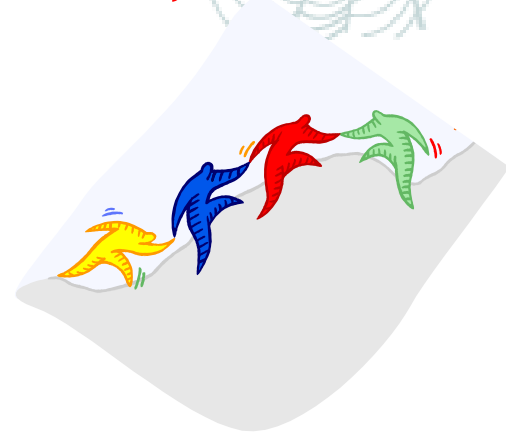


- If you organize an event: invite important people and arrange an opportunity for them to meet & talk



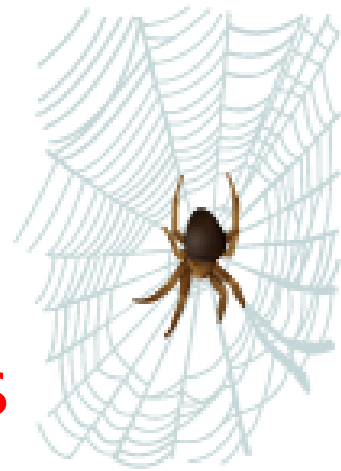
# How can you network?

- Identify common points of interest, common goals or challenges
- If they don't exist yet: create platforms, umbrella organizations etc..



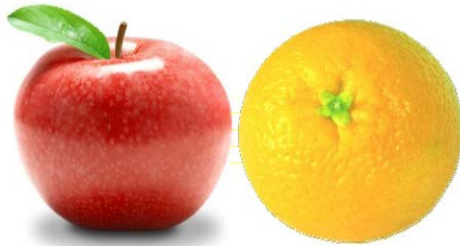


# Beware!



- ❑ Networking is a process and needs time – don't expect quick results
- ❑ Don't focus on the differences – find common features instead

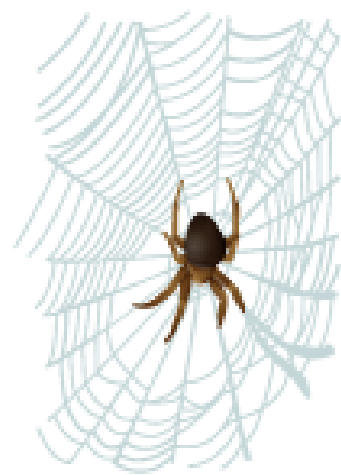
~~SIMILARITIES & DIFFERENCES~~



Patience &  
focus

*tip*

# In short



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# Downloads

- ▶ You can download this presentation and other documents from:

[www.bit.ly/stampwebinar12](http://www.bit.ly/stampwebinar12)



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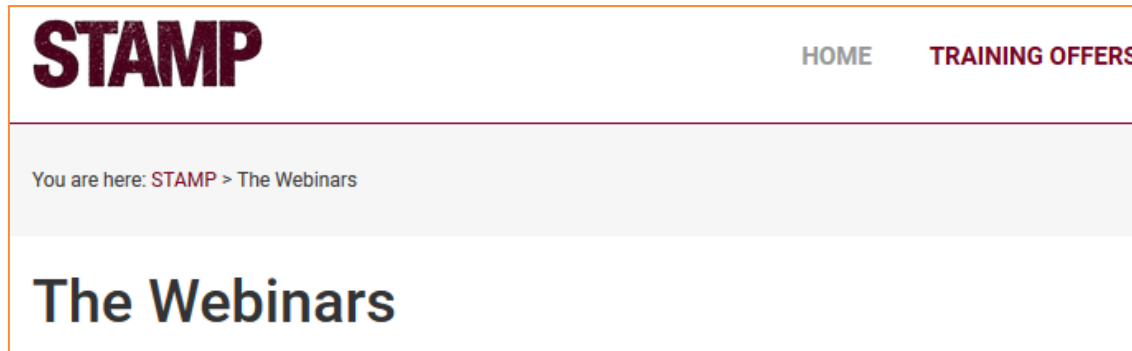
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# Other Webinars

- ▶ **Did you miss some of the other Webinars?**  
You will be able to watch them all in 2018
- ▶ Links will be published **from January 10th 2018** on <http://stamp-music.org/the-webinars/>



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# Any Questions?



► Use the chat function / or talk to us live

# Networking and Cooperating within Europe and beyond



***Sonja Greiner / Côme Ferrand Cooper***  
***info@EuropeanChoralAssociation.org***



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This webinar completes the **STAMP** series  
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Stay up-dated on further STAMP developments on  
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Thank you for attending