Heritage & Creativity Summit
Agenda*

Thursday, February 01			
6.30 – 8.30 p.m.	Opening Ceremony	**Welcome Speech** Ratimir Martinović **Keynote Speeches** **Introductory Speeches** Sara Mandić and Đorđe Krivokapić **Presentation of Thematic Projects** Lecture: **Principles of digital transformation** Vladimir Trkulja	Cinema Boka

Friday, February 02			
DAYTIME PROGRAM			
9.00 – 10.00 a.m.	Lecture	**Business model Canvas** Vladimir Trkulja	Kotor Creative Hub
10.00 – 11.00 a.m.	Parallel session 1	**Design & Articulation of Intangible Heritage** Edin Jašarević and Nikola Radonjić	
	Parallel session 2	**Game Development as a Medium for Cultural Production** Relja Bobić **Gaming Anthropology** Ljiljana Gavrilović	
11 a.m. – 12 p.m.	Parallel session 3	**Sustainability of Fashion: recycle & upcycle** Katarina Ejdus **All the Things You Can Do with Your Hands** Viktor Kiš	
	Parallel session 4	**Digital Shift in Culture and Arts** Dubravka Vrgoč, Dragana Jovanović and Maja Vuković	
12.30 - 2.30 p.m.	Creative Brunch	**Kotor Creative Industries in the Next Decade - Reality or Fiction?** Representatives of the cultural institutions of the city of Kotor	
4.00 –5.00 p.m.	Presentation	**Presentation of Regional Programs** (Call for Cooperation) Serbian Gaming Association	
EVENING PROGRAM			
6.30 – 7.00 p.m.	Lecture	**Culture and creativity as key resources for the future of Montenegro** Radoje Cerović	Monastery Complex of St. Nicholas, Prčanj
7.00 – 7.45 p.m.	1-on-1 discussion	**Digital Nomads: Cultural Tourism in Digital Era** Nana Radenković and Violeta Đerković	

| 8.00 – 9.00 p.m. | Panel discussion | ***Rethinking Possible Strategies for the Development of Creative Industries***
Milica Nikolić, Vučić Četković, Jelena Pavićević, Marija Sarap \| moderator: Ratimir Martinović | |

Saturday, February 03			
DAYTIME PROGRAM			
9.30 - 11.00 a.m.	Lectures	***Soft Skills*** Nana Radenković ***The Art of Pitching*** Lea Stanković ***Challenges of communicating to different audiences*** Katija Krečak Jarović	Kotor Creative Hub
11.00 - 12.30 p.m.	Lectures	***Visual Identity as a Tool for Branding Projects and Initiatives*** Ana Matić ***European Green Deal and New European Bauhaus: Creativity for the Future*** Dragan Ćalović	
13.30 - 14.30 p.m.	1-on-1 discussion	**Technological Innovations in the Presentation of Cultural Heritage -** *IMAGINE BOKA: AI-Generated Exploration of Alternative Histories* Andrija Kovač, author and Mina Strugar	Church of Our Lady of Carmen
EVENING PROGRAM			
6.30 – 8.30 p.m.	Lectures and Discussions	***Anatomy of Artificial Intelligence*** Vladan Joler ***Artificial Intelligence and Video Production*** Dušan Vuleković ***Cultural Heritage, Intellectual Property, and Artificial Intelligence*** Andrea Radonjanin ***How to Develop a Chatbot Without Technical Knowledge*** Milutin Marinović	Kotor Creative Hub
8.30 – 9.00 p.m.	Lecture	***Experiences from Alternative Media Production Based on Market Principles*** Marko Radojković	

Sunday, February 04		
11 a.m. – 1.30 p.m.	**Public pitch of Thematic Projects**	Kotor Creative Hub
3.00 p.m.	**Announcement of the Projects selected for the** *Heritage Innovation & Collaboration Incubator* **program**	

* The agenda is subject to changes