



Funded by the
Erasmus+ Programme
of the European Union



PROGRAMME

Revision: April 28th, 2021

“Learning to Be” Building Resilience in the Event Industry Labour Market in Europe

Online event from 10:00 to 16:00 CEST on Thursday, April 29th, 2021

10:00 – 10:15

Opening Remarks – 15 minutes

Stefanie Steuer – Host (Austria)

10:15 – 10:30

A European Perspective

Skills + Competences and the Event Labour Market (ESCO)

Chris van Goethem · STEPP vzw · Erasmus University College Brussels (Belgium)

10:30 – 11:00

Keynote: – 30 minutes · 20 minutes + 10 minutes Q&A

The State of Play of Microcredentials in the EU

Prof. Mark Brown, Dublin City University – National Institute for Digital Learning

Prof. Brown is one of the leading specialists of the topic Micro-Credentials in Europe and even worldwide. He was involved in the EU-Commission/DG-Education’s analytic report: “Towards a European approach to micro-credentials: a study of practices and commonalities in offering micro-credentials in European higher education”. (Ireland)

11:00 – 11:15

Break – 15 Minutes

11:15 – 11:30

Introduction – European Initiatives to Promote the Event Industry

Randell Greenlee · VPLT (Germany)

11:30 – 12:00

Project Presentation: Erasmus+ Project TeBeVAT + Q&A

Chris van Goethem · STEPP vzw (Belgium)

For information see: www.tebevat.eu

12:00 – 12:30

Project Presentation: Erasmus+ Project ready4future + Q&A

Tommy Neumann · Neumann+Ritter (Germany)

12:30 – 13:15

Lunch Break – 45 Minutes



13:15 – 14:00

Roundtable 1

Certification Systems – Needs and Requirements from an Industry Perspective + Q&A

One of the challenges for the industry is describing the exact requirements of a certification system for the sector. Certification of non-formal and informal learning outcomes appears to make sense, since many workers within the industry still have no formal qualifications. For those who do have formal qualifications, the quickly changing technological, cultural and social aspects of job specifications implies the need for LifeLongLearning opportunities. How can certification systems help employers and employees build resilience in the industry?

Roundtable Members

[Dr. Alicja Gluszek](#) – F.O.H. Foundation – Coordinator of the R+S Rigging Conference in Krakow (Poland)

[Randell Greenlee](#) – VPLT – The German Entertainment Technology Association – Director of Commerce and International Affairs

[Christian Patzer](#) – Head of Personnel at Lleyendecker, a full-service technical service provider for the event industry (Germany)

[Tina Rapp](#) – VALIKOM – German Confederation of Skilled Crafts: VALIKOM enables vocational skills to be identified, documented, assessed and certified. (Germany)

[Willem Westermann](#) – VVEM – Vereniging Van EvenementenMakers – Knowledge Center Events. (The Netherlands)

14:00 – 14:45

Roundtable 2

LifeLongLearning and Microcredentials + Mobility in the Event Industry + Q&A

Some EU-Member States have certification systems for global qualifications in place. The Europass “Event Technician” and “Senior Event Technician” are examples. However, The event industry, has always required “niche” qualifications for functions and roles that, in general, are very sector specific and minimal in numbers within the labour force. How does formal certification of competences meet industry needs and does it further worker mobility? Or does the sector need a broader vocational educational approach? What role could microcredentials play?

Roundtable Members

[Janne Auvinen](#) – Lighting and Sound Designer – Event Director of the Turku Cultural Center Logomo (Finland)

[Jens Bjornavold](#) – Cedefop – European Centre for the Development of Vocational Training – Senior expert, project manager – Changing nature and role of vocational education and training (VET) in Europe – (EU)

[Randell Greenlee](#) – VPLT – The German Entertainment Technology Association – Director of Commerce and International Affairs

[Sacha Ritter](#) – IG VW – Community of Interest for the Event Industry (Germany)

[Dr. Steffi Robak](#) – Institute of Vocational Education and Adult Education at the Leibniz University in Hanover (Germany)



14:45 – 15:00

Break – 15 Minutes

15:00 – 15:45

Roundtable 3

From Theory to Practice – Steps towards a European Certification System + Q&A

If existing certification structures cannot or will not meet the needs of the industry – for whatever reason may be – should stakeholders strive for a “European” solution? What benefits and disadvantages might a European Certification System have for employers and employees and for the current nationally-based certification systems in place? What role could Europass play?

Roundtable Members

[Zelda Azzara](#) – Policy Officer of Transparency and Recognition of Skills and Qualifications at European Commission (EU)

[Umberto Bellodi](#) – Writer of the TALQ-Research Paper, International Officer of the “Accademia Teatro alla Scala” (Italy)

[Enrico Bressan](#) – Head of Training Department, Expert on certification processes – Fondazione Centro Produttività Veneto in Vicenza (Italy)

[Anita Debaere](#) – Managing Director – PEARLE* – Live Performance Europe (Belgium/EU)

[Bastiaan Schoof](#) – Co-Founder of ETTEC: The European Council for Qualification and Certification of Stage and Event Technicians (The Netherlands)

15:45 – 16:00

Wrap-Up / Send-Off

[Stefanie Steuer](#)



Meet the Speakers and Roundtable Participants

KEYNOTE

The State of Play of Microcredentials in the EU

Prof. Mark Brown, Dublin City University – National Institute for Digital Learning



Professor Mark Brown is Ireland's first Chair in Digital Learning and Director of the National Institute for Digital Learning (NIDL) at Dublin City University (DCU).

Mark has served in senior leadership roles for the past 15-years at two top 100 ranked young universities and has over 25-years of experience working in blended, online and digital (BOLD) education. Before taking up his current position, Mark was Director of the National Centre for Teaching and Learning as well as Director of the Distance Education and Learning Futures Alliance (DELFA) at Massey University, New Zealand. In this role, Mark had strategic oversight of Massey's 18,000 online distance students and played a leading role in establishing Massey University Worldwide. His current role at DCU involves strategic leadership for all fully online programs delivered through DCU Connected, including joint oversight of the global strategic partnership with FutureLearn and plans to develop a suite of new stackable, credit-bearing micro-credentials.

Professor Brown has served on DCU's Senior Executive Committee for the past 7-years and is a member of the Education Committee and Academic Council. Since taking up his position at DCU, Mark has led the development of the DCU Connected brand, the conception of, and ongoing enhancements to, DCU's virtual learning environment (Loop), and the University of Sanctuary Scholarship program for online students. In 2020, Mark served on the European Commission's Consultation Group for Micro-credentials and was previously involved in the Common European Framework for Micro-credentials as part of the European MOOC Consortium establishment. He is a Steering Group member (2021-2019) for the DigiEdHack, a key feature of the European Commission's Digital Education Action Plan. In 2019, Professor Brown was Chair of the ICDE World Conference on Online Learning hosted in Dublin.

Over the past 20-years, Mark has played leading roles in the business case development and implementation of several significant university-wide teaching and learning initiatives. This work has included the successful enterprise-wide deployment of a new Learning Management System (LMS), the original design and development of the Mahara e-portfolio platform, the strategic planning of a major rich media learning system [Mediasite], and the first New Zealand implementation of a Massive Open Online Course (MOOC) platform [Open2Study]. In March 2020, in response to the Covid-19 crisis, Professor Brown was part of the team that developed a FutureLearn MOOC on How to Teach Online, which has attracted over 90,000 educators worldwide. In 2020, Mark led the development of a MOOC on learning how to learn online through FutureLearn, which attracted over 7,500 learners and achieved a 56% completion rate.

Professor Brown serves on several international journal editorial boards and has published extensively in BOLD Education. Mark has a successful record of securing external funding grants and has played leading roles in several significant national and European research and development projects. He is a past Chair (2014-2018) of the Innovation in Teaching and Learning Steering Committee for the European Consortium of Innovative Universities (ECIU) and plays a leading role in the new ECIU University. Professor Brown is an EDEN Fellow and the current Treasurer of the European Distance and e-Learning Network (EDEN). Mark serves on the Supervisory Board of the European Association of Distance Teaching Universities (EADTU) and continues to have strong links down under serving on the Executive Committee of the Open and Distance Learning Association of Australia (OLDAA). Before taking up his current position, Mark was President of the New Zealand Association for Open, Flexible and Distance Learning (DEANZ, now FLANZ). He was also Treasurer and an Executive Committee member of the Australasian Society for Computers in Learning in Tertiary Education (ASCILITE).

In 2017, the Commonwealth of Learning recognised Mark as a world leader in Open, Online and Distance Education. Mark is a recipient of a National Award for Sustained Excellence in Tertiary Teaching and remains a member of the New Zealand Academy of Tertiary Teaching Excellence. See for more information:

<https://www.dcu.ie/nidl/director-nidl>

A European Perspective Skills + Competences and the Event Labour Market (ESCO)

Chris van Goethem

Project Presentation: Erasmus+ Project TeBeVAT



Chris van Goethem is responsible for the **Expertise Centre for Technical Theatre of RITCS School of Arts, Erasmus University College Brussels**, and is involved in research on education, competence management, and history of technical theatre. He consulted the creation of the Flemish professional profiles and standards for theatre technicians and chaired the ESCO sectoral reference group for arts, entertainment and recreation, where he developed the occupation and skills classification. He is vice chair for distant learning of the OISTAT Education Commission (Organisation internationale des scénographes, techniciens et architectes de théâtre), board member of STEPP (the Belgian Technicians organisation) and consults the Social fund for the performing arts in educational and skills matters.

<http://www.stepp.be/index.asp>

Randell Greenlee

Introduction – European Initiatives to Promote the Event Industry



Randell Greenlee has been Director for Commerce and International Affairs at **VPLT, the German Entertainment Technology Association**, since 2014. Previously, he worked as a scene and lighting designer in professional theatres in the US and Europe before beginning a career as an international consultant for live events. He is a lecturer at the VPLT learning centre, DEApplus. He represents the VPLT through its membership in the World Entertainment Technology Federation as well as in PEARLE*: Live-Performance Europe, and in the Event Safety Alliance.

<https://www.vplt.org>

Tommy Neumann

Project Presentation: Erasmus+ Project ready4future



Tommy Neumann studied business administration in Mannheim (Germany) and San Diego (USA), followed by years of experience in sports and culture, including as part of the event management team at the Berlinale film festival. His early passion for Europe began during his playing and coaching career as a professional hockey player with stations in Ireland and Spain. Later he was the managing director of several international sports tournaments. Nowadays his main focus is promoting the European idea through projects like **Erasmus +** and political campaigns.



Roundtable 1

Certification Systems – Needs and Requirements from an Industry Perspective

Dr. Alicja Głuczek



Alicja Głuczek is president of the F.O.H. Foundaiten (Fundacja FOH) – the only Polish NGO representing the live events technicians which was founded in 2017. She earned a PhD in Political Science and is an experienced project manager and educator.

<https://www.fundacjafoh.pl>

Christian Patzer



Christian Patzer is the Head of Human Resources at Lleyendecker GmbH. Christian began his career in the industry after completing the formal qualification requirements for the Event Technology Specialist in 2006. In the same year he accepted a position as Project Manager at the full-service technical service provider. In 2008, he acquired his Engineering Degree in Event Technology and Event Production at the Baden-Württemberg Cooperative State University in Karlsruhe. In 2015, he assumed his current role as Head of Human Resources and Coordinator for the Health and Safety Training.

<https://lleyendecker.com/en>

Tina Rapp



Tina Rapp is project manager of the **ValiKom Transfer** initiative and is responsible for the implementation of validation procedures for non-formal and informal learning at the Chambers of Skilled Crafts, Chambers of Commerce and Industry and Chambers of Agriculture in Germany. She trained as an industrial clerk at a metalworking company and went on to gain a degree in business administration. After several years of working in the private sector, she crossed into the vocational education sector.

<https://www.validierungsverfahren.de/en/home>

Willem Westermann



Mr. BW (Willem) Westermann (57) studied law in Utrecht. Already in his student days, he was preoccupied with organizing and supervising events. Immediately after graduation he went to work for Flashlight Rental BV, a company that specializes in lighting for shows, TV, fairs and events. The interest in everything involved in the event world became wider, resulting in work at Mojo Concerts BV, the country's largest concert organizer. As Head of Production, he was partly responsible for the actual organization of events with tens of thousands of visitors. Since 2000, Westermann has his own consulting firm. He works for the VVEM, the Association of Event Makers. He is chairman of the association PMSE (Dutch association for wireless links for Programme Making and Special Events). Many parts of his work have to do with security, both for workers and the public. As OHS advisor and security coordinator, he has a lot to do with translating the rules into practice in the workplace. He is the author of the Dutch Event Safety Guide. As a safety coordinator he works for cultural events and the EDM Industry. (The Netherlands) <https://vvem.nl>

Roundtable 2 LifeLongLearning and Microcredentials + Mobility in the Event Industry

Janne Auvinen



Janne Auvinen CEO of **Verkatehdas**, a diverse centre of arts in Hämeenlinna, Finland, and an expert in the development of performance facilities. A doctoral dissertation related to functional spaces for performing arts is underway at the Department of Architecture of Aalto University. Extensive experience as both designer and user provides a perspective on the needs of presenting arts and information to the audiences, and to work as an educator. Mr. Auvinen is a venue design consultant and has been designing spaces for arts and culture and events for over 30 years. One of the essential instruments of being able to work safely and still use the full potential of a space is education and lifelong learning.

<https://www.verkatehdas.fi/in-brief>

Jens Bjornavold



Jens Bjornavold has worked with European and international education and training issues since the mid-1990s and has held posts both in the **European Centre for Development of Vocational Training (Cedefop)** and the European Commission. He is currently the Brussels representative of Cedefop. Bjornavold has coordinated and carried out numerous research projects, notably on national qualifications frameworks and the changing roles of qualifications and validation of non-formal and informal learning. He has been involved in the development and implementation of the European Qualifications Framework (EQF) from the start in 2004. He is currently coordinating research on the "Future of vocational education and training in Europe", covering 30 countries.

<https://www.cedefop.europa.eu/en>



Sacha Ritter



Sacha Ritter is General Manager of the **Interest Group for the Event Industry** (Interessensgemeinschaft der Veranstaltungswirtschaft, IGWV). He is board member of the European Council for Qualification and Certification (ETTEC) and co-initiator of several projects to support the education in the event sector (100pro.org and igvw4education.de). Sacha Ritter is a former long-term chairman of the examination board (IHK) and managing director of an educational institution.

<https://www.igvw.org>

Prof. Dr. Steffi Robak



Prof. Steffi Robak, born in 1970, holds the professorship for **Adult Education at Leibniz Universität Hannover**. Her research activities include comparative cultural studies of the development of continuing education systems and their organisations as well as transcultural education. She is the spokesperson of the Research Centre Education, Knowledge and Innovation as well as the German Director and Chair of the Board of the Leibniz Confucius Institute Hanover (LKIH). She has worked as a lecturer for International Human Resource Management and held a deputy professorship for "Lifelong Learning" among others.

<https://www.ifbe.uni-hannover.de/en/>

Roundtable 3

From Theory to Practice – Steps towards a European Certification System

Zelda Azzarà



Zelda Azzarà is Policy Officer at the European Commission in the Directorate General for Employment, Social Affairs and Inclusion, Unit Skills and Qualifications since 2016. She is responsible for managing implementation and policy development of the European Qualifications Framework (EQF) and contributing to the further development of EUROPASS. She works with Member States, social partners, civil society and other stakeholders on policies and actions that ensures that skills and qualifications are transparent and well understood within and between countries. She has also experience with other EU tools and policies in the field of lifelong learning such as validation of non-formal and informal learning. She holds a Master's degree in Political Science and International Relations from LUISS University in Rome, Italy. Before joining the European Commission, she worked in the University and as a researcher.

<https://europa.eu/europass/en>

Umberto Bellodi



Born in 1977, Umberto Bellodi received a Master's degree in philosophy from the Università degli Studi in Milan. Later, he specialized in the field of training for the performing arts at the **Accademia Teatro alla Scala** in Milan, where he has been working on programs on technical training since 2003. He is currently the person in charge for international projects on cultural cooperation co-financed by the European Social Fund and other public and private entities in and outside EU, with publications on this subject.

<https://www.accademiascala.it/en/home-en/>

Enrico Bressan



Mr. Bressan is manager at **Fondazione Centro Produttività Veneto** since 1997, where he is responsible for vocational training, employment services and international activities. From 2011-2016 he was board member of NETINVET, an association which promotes recognized mobility for VET learners. Since 2016, he is board member of GATE – Gifted and Talented Education. From 2016 to 2020 he was a member of ECVET User's Group at the European Commission as representative of Eurochambers.

<https://www.cpv.org>

Anita Debaere



Anita Debaere is Director of **Pearle*-Live Performance Europe**. This European sector federation counts, through its member associations, more than 10 000 organisations in the live performance sector across Europe. Pearle* is also recognised as European employers association, taking part in European sectoral social dialogue. Anita Debaere holds a master in Political and Social sciences and Communication Science from the University of Ghent (BE). She also holds a post-degree in Arts Management from the City University of London. Anita Debaere worked in the music sector and for an energy company, before joining Pearle*. Anita Debaere sits in different steering committees of European projects, she is regularly invited at conferences, stakeholder meetings, research and studies to give expert views on sectoral questions, in particular in relation to cultural mobility. Anita Debaere also volunteers on the board of a group of 11 primary and secondary schools.

<https://www.pearle.eu>



Bastiaan Schoof



Bastiaan Schoof is lighting designer, educator, and technician for lighting. He possesses long time experience in theatre and performing arts. He has worked for theatres and events since 1990 and started teaching in 2004. Since 2016 he is senior teacher in lighting design at the **Academy of Theatre and Dance of the University of Arts Amsterdam**. He works for the Amsterdam Light Festival as conceptual and artistic advisor of the artistic team. Since 2015 he is involved of the ETTE project ("European Theater Technician Education") for which he co-authored the handbook on safety related competences. He pursued own projects which work with light elements and make especially tunnels happier places.

<http://stage-tech-edu.eu>

Our Host Stefanie Steuer

