SLAVONIC WAVE 2020

SLAVONIC CULTURAL FESTIVAL IN BRUSSELS

EASTER & SUMMER 2020

SLAVONIC EUROPE
International Network for Slavonic Cooperation

PROPOSAL
OF A CREATIVE CONCEPT FOR THE ORGANISATION OF A SLAVONIC CULTURAL FESTIVAL IN BRUSSELS IN 2020

(03/04 – 10/05 & 12/06/2020)

To the attention of the President of the Russian Federation,

Mr. **Vladimir Vladimirovich PUTIN**

To the attention of the Minister of Foreign Affairs of the Russian Federation,

Mr. **Sergey Viktorovich LAVROV**

SLAVONIC EUROPE
International Network for Slavonic Cooperation

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Brussels, November 2019

SLAVONIC EUROPE
International Network for Slavonic Cooperation

THE ORGANISER

SLAVONIC EUROPE
International Network for Slavonic Cooperation

SLAVONIC EUROPE

SLAVONIC EUROPE (SE) is an international movement aiming at establishing a Slavonic cultural movement on international level.

It breaks the first ground in **Europe**, the continent where the Slavs have their historic-cultural roots. The name of the movement covers both the spirit and the place of origin. At the same time its ambition is to reach out far beyond: the movement intends to establish an international network for cultural cooperation amongst Slavs on global level – the **INTERNATIONAL NETWORK FOR SLAVONIC COOPERATION**.

Being addressed at around 360 million Slavs around the world, **SLAVONIC EUROPE** is – culturally and historically speaking - a unique initiative. On the European continent it covers 13 Slavonic nations with approximately 312 million inhabitants reaching all over Central and Eastern Europe : Czech Republic, Slovakia, Poland, Slovenia, Croatia, Bosnia-Herzegovina, Montenegro, North Macedonia, Serbia, Bulgaria, Ukraine, Belarus and Russia.

By highlighting the extraordinarily rich and diversified culture and supporting the cultural identity of the Slavonic peoples, this initiative constitutes in itself already an autonomous value in a world world where identity and culture become increasingly important. Moreover, in times of rising disintegration in Europe this project strives for making a contribution to strengthening the European cohesion.

SLAVONIC EUROPE

CULTURE IS ENERGY

- WHAT?
- WHY?
- HOW?

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SLAVONIC EUROPE – CULTURE IS ENERGY

- ❑ WHAT?

❖SLAVONIC EUROPE:

❖13 SLAVONIC COUNTRIES:

- ❖ BELARUS
- ❖ BOSNIA HERZEGOVINA
- ❖ BULGARIA
- ❖ CROATIA
- ❖ CZECH REPUBLIC
- ❖ NORTH MACEDONIA
- ❖ MONTENEGRO
- ❖ POLAND
- ❖ RUSSIA
- ❖ SERBIA
- ❖ SLOVAKIA
- ❖ SLOVENIA
- ❖ UKRAINE

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SLAVONIC EUROPE – CULTURE IS ENERGY

- ❑ WHAT?

❖ **SLAVONIC EUROPE**:

- ❖ More than **300 MILLION SLAVS** in **EUROPE**
- ❖ Around **400 MILLION SLAVS** around the **WORLD**
- ❖ **LARGEST EUROPEAN LANGUAGE & CULTURAL FAMILY**

➢ **NATURAL CORPORATE IDENTITY**

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❑ WHY?

❖JUST THE RIGHT TIME & CONDITIONS FOR:

- Supporting **SLAVONIC TOGETHERNESS** on cultural and geographical grounds
  = *Vertical dimension* – **IDENTITY BUILDING**

- Building a **BRIDGE BETWEEN EAST AND WEST**
  = *Horizontal dimension* – **CONFIDENCE BUILDING**

- Bringing **SLAVONIC CULTURAL RICHNESS AND DIVERSITY** to people around the globe
  = *Transversal dimension* – **HUMANITY**

COMMUNICATION – **MIND & EMOTION**

➢**IDENTITY + CONFIDENCE = COHESION**

❑ WHY?

❖ SOCIO-CULTURAL REASONING:

- ➢ **SLAVONIC CULTURAL UNDERPINNING** of the **EUROPEAN UNIFICATION PROCESS** – A precondition for **PEACE** and **STABILITY**
- ➢ **CONSOLIDATION** of **EASTERN EUROPE** via an innovative **SOCIO-CULTURAL APPROACH**

“Today’s EUROPE has an EAST and a WEST.
That’s the reality.
*There cannot be any successful European Unification without the **UNIFICATION OF EASTERN EUROPE**.”*

David CHMELIK, President, SLAVONIC EUROPE

❑ WHY?

❖ GEOPOLITICAL REASONING:

- ➢ **EUROPEAN UNITY** is subject to the **UNITY OF EASTERN EUROPE**
- ➢ A new **EU – RUSSIA RELATIONS** are not possible without a **RECONCILIATION** and **CONSOLIDATION** of relations between **RUSSIA** and the **EASTERN EUROPEAN COUNTRIES**
- ➢ A stable and reliable **EU – ASIA** relationship can only be achieved via **SLAVONIC EUROPE** as the door opener and pivotal **INTERMEDIARY BETWEEN EAST AND WEST**

THAT'S WHY SLAVONIC EUROPE

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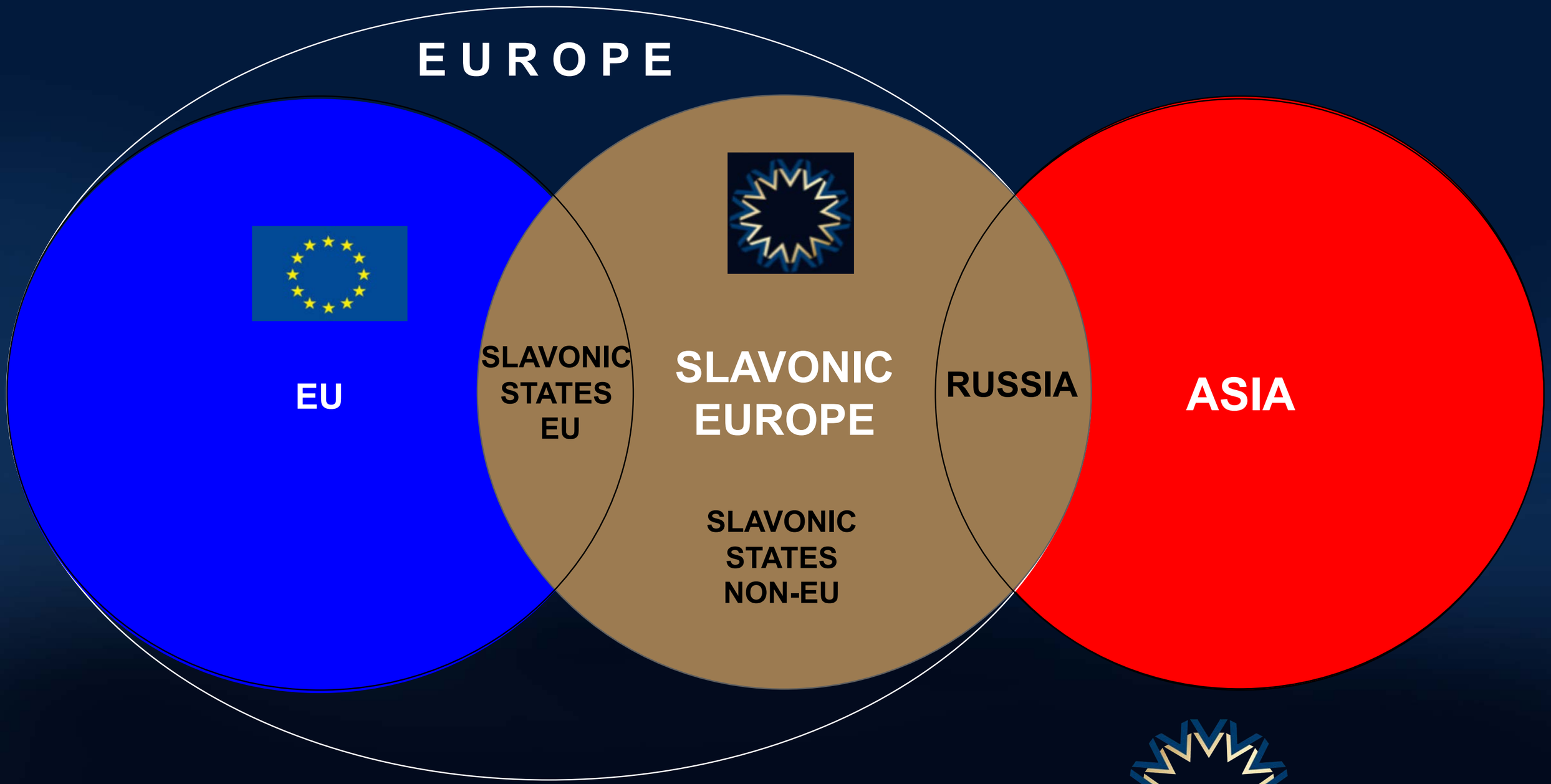
- WHY?
  - **GEOPOLITICAL REASONING:**



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- HOW?
  - **MIND & EMOTION**:
    - **SLAVONIC EUROPE (SE) – The Movement:**

      Disposes of 2 Institutions under Belgian law:

      - **SLAVONIC EUROPE Foundation (FP)** (non-profit)
      - **SLAVONIC EUROPE s.p.r.l.** (for-profit)

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- HOW?
  - **MIND & EMOTION**:
    - **SLAVONIC EUROPE (SE) – The Movement:**

➢ Diversity of **ACTIVITIES**:

- Concerts
- Exhibitions
- Conferences
- Publications
- Discussion Forums
- Seminars
- Trainings
- Grants & Summer Schools

❑ HOW?

❖ **MIND & EMOTION**:

❖ **SLAVONIC EUROPE (SE) – The Movement:**

- A **SLAVONIC Think-Tank** on societal integration
- Contributing to the
  - **Internal** – ***vertical***
  - **External** – ***horizontal*** and
  - **All–encompassing** – ***transversal*** **dimensions** of a culture-driven societal integration process

➢A new & innovative **SLAVONIC** multi-dimensional bottom-up approach to European Unification:

CULTURE IS ENERGY!

❑ HOW?

❖ SLAVONIC EUROPE (SE) – ACTIVITIES IN DETAIL:

Publications

- *Translation, edition & promotion of classical and new Slavonic literature*
- *Creation of a Slavonic Library (physically & electronically)*

Conferences

Regular conferences held on culture and sciences inviting VIP speakers and celebrities from the Slavonic countries and other nations

Artistic performances

- ***SLAVONIC EMOTION*** *– Slavonic Rock Open Air Festival in the Parc de Cinquantenaire in Brussels*
- ***SLAVONIC WAVE*** *- Slavonic Classics Festival in Palais des Beaux-Arts (BOZAR) and other prominent places*
  FILM13Plus – *Slavonic Film Festival*

Trainings – SE Academy

*Grants for **young people** from the **13 Slavonic countries** for special courses in Brussels on:*

- *EU related topics*
- *Preparatory courses for EU selection procedures*
- *Slavonic culture and history*

Exhibitions

Following exhibition are foreseen:

- *Paintings*
- *Sculptures*
- *Photographs*
- *Documentations*

Seminars

Seminars held and coordinated by SE on specific cultural and scientific topics with internationally renowned experts

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❖ SLAVONIC HOUSE (SH) – THE HEADQUARTERS

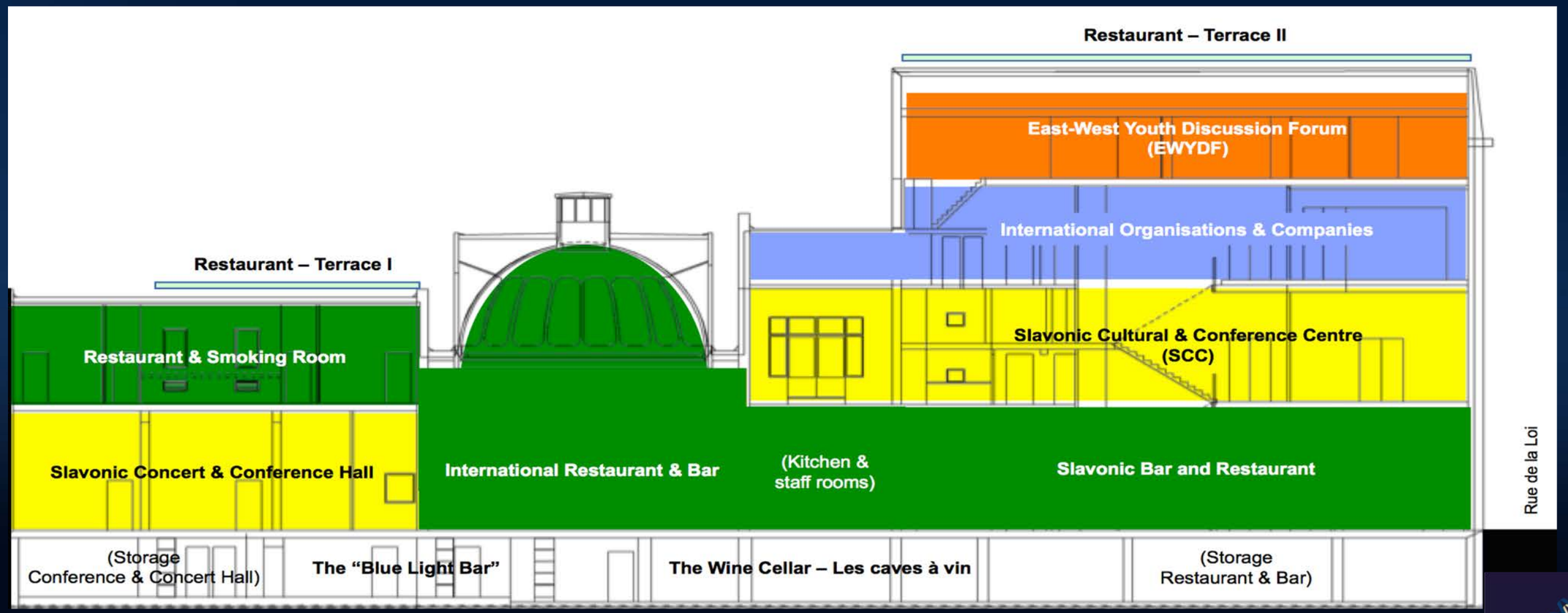
SLAVONIC HOUSE
The Slavonic Headquarters Brussels

Under the High Patronage of
H.S.H. Princess Sophie of HOHENBERG

- The **SLAVONIC HOUSE** is the central project, face & content of the **SE Movement**: It is its "**Beating Heart**"
- It will be the **HEADQUARTERS** of the **SLAVS IN BRUSSELS**: Their **Home** and **Shelter**
- It will offer a unique space for **East-West Cooperation** and **European Networking** at the heart of the **European Quarter**

❖ SLAVONIC HOUSE (SH) – THE STRUCTURE

The future **SLAVONIC HOUSE** will dispose of the following general **inner structure** corresponding to the specific objectives and functions of the SH-Project such as developed above:



❖ SLAVONIC HOUSE (SH) – ACTIVITIES IN DETAIL:

EAST-WEST YOUTH DISCUSSION FORUM

East-West Youth Discussion Forum

- *Creating an **East-West Youth Network***
- *Organising joint events and communicating the results*

INTERNATIONAL CONFERENCES

International Conferences

***Conferences** held in the SLAVONIC HOUSE on current and fundamental European topics and issues with :*

- *International VIP speakers*
- *Renowned experts*
- *Youth Civil Society organisations from Eastern and Western Europe*

ARTISTIC PERFORMANCES

Artistic performances

- *Concerts*
- *Exhibitions*
- *Dancing evenings*
- *Literature presentations*

SH ACTIVITIES by sector

TRAININGS

Trainings – SE Academy

*Grants for **young people** from the **13 Slavonic countries** for special courses in Brussels on:*

- *EU related topics*
- *Preparatory courses for EU selection procedures*
- *Slavonic culture and history*

BUSINESSES

Businesses

Offering AAA-office space in the middle of the European Quarter for Slavonic and International companies and organisations:

- *Representation*
- *Networking*
- *Lobbying*

SLAVONIC & INTERNATIONAL RESTAURANT

connecting people and cultures

Slavonic & International Restaurant

- *Presenting on a regular basis Slavonic culinary specialities*
- *Offering a wide range of International food & drinks*

SLAVONIC HOUSE
The Slavonic Headquarters Brussels

❖ INTERNATIONAL NETWORK FOR SLAVONIC COOPERATION (INSC)

Highlighting culture – Reaching out to the others

A chain of **SLAVONIC HOUSES (SH)** around the world bridging **East and West** set up gradually in capitals and important international cities

NORTH AMERICA	EUROPE	ASIA
SE & SH WASHINGTON	**SE & SH BRUSSELS**	**SE & SH BEIJING**
SE & SH New York	SE & SH Den Haag SE & SH Luxembourg SE & SH Moscow SE & SH Paris SE & SH Rom SE & SH Belgrade etc.	SE & SH Shanghai

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❖ A MESSENGER BETWEEN EAST & WEST

Building a world-wide chain of cultural ambassadors

- ❖ The **SE Movement** being in **permanent exchange** with other cultures between **East and West**
- ❖ Communicating the **SLAVONIC CULTURAL DIVERSITY** in its various forms **around the world**
- ❖ Implemented via the **INSC Network**

SLAVONIC EUROPE
International Network for Slavonic Cooperation

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THE FESTIVAL

SLAVONIC EUROPE
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SLAVONIC

WAVE 2020

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Part 0.1
PREAMBLE

SLAVONIC EUROPE
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Part 0.1
PREAMBLE

It is with great motivation and pleasure that we submit to you the

SLAVONIC WAVE 2020 Cultural Event

presentation giving the outline for the development of an underlying creative concept, an event action and a communication plan.

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Part 0.1
PREAMBLE

The SLAVONIC WAVE 2020 Cultural Event project is inspired by the desire to bring closer to the Brussels citizens the culture and the mentality of the SLAVONIC PEOPLE through arts, craftsmanship and social events.

This project is based on our conviction that it is through culture and social exchange that the human beings develop further their degree of humanity and that it is via these means that strong bridges are made between people, regions and even continents.

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Part 0.1
PREAMBLE

In this sense, the SLAVONIC WAVE 2020 Cultural Event is a humanistic and an East-West bridging project.

We would like to put our experience, knowhow and talent at your service and hope that our application will attract your attention for the following reasons:

We are event and communication professionals specialising in the transfer of messages and values to targeted audiences.

Our teams are committed to facilitating work with all stakeholders in the projects they coordinate.

Throughout this journey, we have carried out hundreds of projects of all sizes.

Our flexibility of adaptation and understanding applies to the evolution of content, availability and resources that we devote to our missions.

The renewal of most of our assignments by our institutional and private clients proves their degree of satisfaction, loyalty and trust in us.

WE WOULD BE VERY HONOURED TO HAVE YOUR FULL ATTENTION!

Part 0.2

APPROACH

SLAVONIC EUROPE
International Network for Slavonic Cooperation

Part 0.2

APPROACH

The project aims to design and create an image event campaign to promote SLAVONIC CULTURE, both nationally and internationally, on the occasion of the SLAVONIC WAVE 2020 Cultural Festival.

Slavonic Country of Honour 2020: RUSSIA

This creative event campaign must be designed to be consistently applied to multiple events and communication actions related to the target segmentation that has been conducted. But also, with the various tourism services of the Brussels region.

In this context, the agency mainly intervenes in the development of the creative event concept and its implementation.

The SLAVONIC WAVE 2020 Cultural Festival will consiste of two distinct parts:

I. SLAVONIC EASTER

Timing: **03 APRIL – 10 MAY 2020** (Easter & Spring period in Brussels)

Place: Place du Grand Sablon – Brussels City Centre

Theme: Public Open-Air & Inside presentation of **SLAVONIC RUSSIAN EASTER** tradition via exposition, visual arts & music

II. SLAVONIC EMOTION

Timing: **12 JUNE 2020** – **NATIONAL DAY RUSSIAN FEDERATION**

Place: Parc du Cinquantenaire

Theme: Public Open-Air Event – **SLAVONIC ROCK & POP FESTIVAL**

Part 0.2
APPROACH

SLAVONIC EUROPE operates at different levels:

- **Development of the event concept**, in particular for the choice and design of events including the main opening event and the overall event strategy.
- Development of **media strategy** and negotiation with **media partners**.
- Strategy development and deployment of **modern communication** concepts (Communication Plan), solutions and means (including in particular conversational marketing and digital strategy)
- **Operational management** of communications and actions.

SLAVONIC EUROPE is able to carry out all these missions.

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Part 1
SLAVONIC EASTER

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SLAVONIC EASTER

Timing: **03 APRIL – 10 MAY 2020 – SLAVONIC EASTER & SPRING FESTIVAL**

Place: Place du Grand Sablon – Brussels City Centre

Theme: Presentation of **SLAVONIC RUSSIAN EASTER** tradition via exposition, visual arts & music

- **INAUGURATION** of the event in the Notre-Dame Church (Grand Sablon): speeches, music, social gathering: **Friday, 24/04/2020**
- **PRESENTATION OF GIANT SLAVONIC RUSSIAN PAINTED ARTISTIC EASTER EGGS** placed in the Brussels City Centre around the Grand Sablon Square reaching till the Grand Place & Bourse: **Friday, 03/ – Sunday, 26/04/2020**
- **EXPOSITION OF SLAVONIC RUSSIAN FINE ART** at the Grand Sablon Square & Balthasar Home and Frison Horta Foundation: **Friday, 24/04 – Sunday, 10/05/2020**
- **SLAVONIC EASTER MUSIC** – Easter Concert in the Notre-Dame Church (Grand Sablon): **Saturday, 25/04/2020**
- **SLAVONIC EASTER MARKET** at the Grand Sablon: **Friday, 24 – Sunday, 26/04/2020**

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Part 1.1
Strategic Approach

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Part 1.1
Strategic Approach

1.1.1. Vision

"Our ambition is to let discover the SLAVONIC RUSSIAN TRADITION OF EASTER in all its original variety and richness to the Brussels people"

« Indeed, in recent years, a new lease of life has allowed Brussels to gradually climb up the ranking of international tourist destinations. Major events now punctuate the life of our capital throughout the year, giving it a dynamic image. »

Target audience :

- Schools and students, university and university students
- Families
- International community in Belgium
- Local residents
- Merchant associations
- Cultural associations
- Belgian and foreign tourists
- Lovers of culture, art and nature
- Happy Few
- The press
- Politicians
- Expatriates and employees of the European institutions
- Companies

A short history…

On the beginning of Easter...

Easter is not only a religious holiday, it is also a pagan holiday and once represented the celebration of spring, rebirth the rebirth and return of light, after the long and sad months of winter.
Already in antiquity, several legends illustrate this joy of renewal, often symbolized by the return to earth or the awakening of a goddess or god.
Easter takes place on the Sunday following the full spring moon.

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ЧИСТОТА
ВЯРА

Part 1.1
Strategic Approach

1.1.1. Vision

ХРИСТОС ВОСКРЕС!

A unique experience:

A dive into history at the origins of Easter.

- Exhibitions, objects, rare and spectacular pieces that provide strong emotions
- Happy decorations
- Flowered flower beds
- Thematic markets
- Educational and interactive workshops to better understand and understand the history of chocolate
- A parade of unique and personalized hats
- A window on today's craftsmen, vibrant, creative
- Master chocolate makers, but who are a reflection of Brussels
- In the magnificent historic of the Grand Sablon Square to provide an exceptional visitor experience

Objective :

Position Brussels as an essential tourist destination during the Easter period.
How?
Brussels, the capital of Europe, invites its visitors to various Easter-related events in one of the most historic places of the City. Easter markets are one of the most popular attractions in Europe. It will be held in Brussels in the upper part of the Grand Sablon Square. There will be some 50 stands with traditional Slavonic as well as Belgian products, such as Easter eggs, whipping rods, lace, Easter decoration or wooden toys and puppets. 10,000 visitors are expected at the market every day, visitors who come not only to shop but also to enjoy a rich cultural programme. This will include, among other things, music and dance performances, crafts demonstrations, Easter egg decoration, yard weaving or candle making. The little ones can even try out some crafts in a specific children's workshop. But Easter in Brussels is also the chocolate festival and an opportunity for Brussels to showcase its master chocolate makers – in joint action with Slavonic traditional quality producers and suppliers!

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Part 1.1
Strategic Approach

1.1.2. Communication priorities

"Qualitative objective:
To surprise the people of Brussels with a new tradition and an innovative presentation"

Set priorities:

- Create an expectation effect by being spectacularly present on the main arteries of the city with an exhibition of Giant Eggs, during the period before Easter
- Communicate to Brussels citizens, tourists, and people from other regions from whole Belgium

- Communicate to the Brussels international community – Slavonic & other:
  - EU-Institutions
  - Embassies
  - Associations
  - European regional representations

- Include the City in the "flagship" stages promoted by the Brussels, Flemish and Walloon tourism authorities

- Include all European tourism agencies into the campaign – Slavonic & other

- Facilitate access to tourists passing through Brussels via agreements with STIB and tourist bus companies
- Targeting regular visitors from Brussels by being present in other regions
- Obtain a partnership with mainstream media to build awareness of the event

"Quantitative objective:
To consolidate the 3.4 millions visitors per year in Brussels"

Ambition:

Achieving the desired quantitative objective, taking into account the available budget, requires setting priority communication actions and targets. That is why we are proposing a number of communication priorities to be put in place.
It seems to us that once these priority actions are successful, the other targets and objectives set out in your application will easily be induced by the success of this main campaign.

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Part 1.2

Creative Concept

SLAVONIC EUROPE
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Part 1.2
Creative Concept

1.2.1. Communication

Creative concept:

SLAVONIC EASTER – SPRING HAS ARRIVED!

Proposals for a creative and graphic concept:

We propose here a creative concept:

From spring onwards, the mild climate and lengthening days fully encourage Citytrips. This time of year is the perfect time to do so. Nature, its colours and scents invite you once again to discover the cities.

Communication in 5 axes:

1. **Easter** – Good mood, unilingual English text understandable by all.
2. **Spring has arrived** – unilingual English text understandable by all. The choice of blue identity, when we talk about blue, we think directly of the sky at the sea and the holidays that are coming back. It represents peace, calm, serenity and freshness. Turquoise blue brings a lot of vitality and dynamism. Winter is behind us.
3. **Shopping in the city** – In a second level of understanding, communication enhances the value of downtown businesses by encouraging people to buy.
4. **Exhibitions** – 3rd level of reading with the emphasis on the exhibition of Giant Eggs.
5. **Folklore** – To conclude, the emphasis is also placed on folklore through the great parade of hats on the stock exchange.

The concept allows to work in series. It is available as a poster and, for example, in a folder announcing Easter holidays. A bus shelter covering is also available.

DESIGN
BIG EGG
EXHIBITION
EASTER
PARADE
BONNET FESTIVAL
Hello Spring
SLAVONIC
EASTER
Hello Spring
COME AND ENJOY
THE DOWNTOWN
SHOPPING
IN BRUSSELS
03/04 – 10/05
2020

DESIGN
BIG EGG
EXHIBITION
EASTER
PARADE
BONNET FESTIVAL
Hello Spring
SLAVONIC
EASTER
Hello Spring
COME AND ENJOY
THE DOWNTOWN
SHOPPING
IN BRUSSELS
03/04 – 10/05
2020

Part 1.2

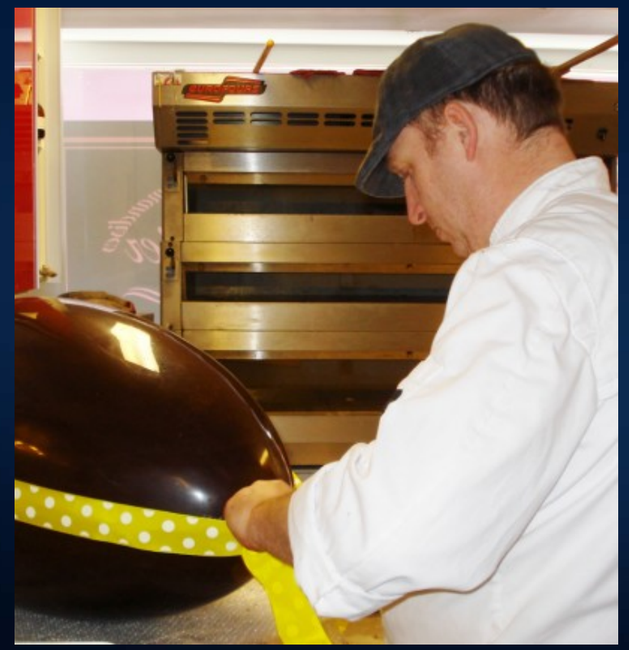
Creative Concept

1.2.2. First Axis: Easterly Tradition – Easter & the Artisans

« In Brussels more than 250 shops and companies and countless artisans are specialized in the sale of chocolate – one of the most traditional materials serving Easterly Traditions »

BRUSSELS CAPITAL OF CHOCOLATE

When we talk about Brussels, it doesn't take long to start talking about chocolate. With nearly 250 shops specialising in the sale of chocolates and other sweets, there is no shortage of choices. It is true that the city has taste, know-how and traditions in this most delicious area. It is undoubtedly the best known and most exported gourmet product. Nestled in small boxes, pralines are real jewels set with fine decorations and filled with melting pastes made with precious fruits or spices. The city is home to an ever-increasing number of master chocolate makers who are constantly looking for the perfect marriage to the delight of our taste buds. Brussels is undoubtedly, at Easter, the perfect destination to experience the passion that surrounds the creation and tasting of chocolate.



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International Network for Slavonic Cooperation

Part 1.2

Creative Concept

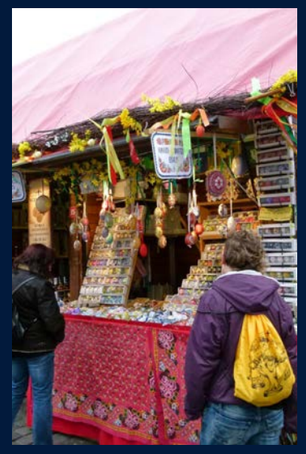
1.2.3. SLAVONIC EASTER MARKET at the Grand Sablon Square

« To animate and energize the Easter phantasy and imagination of the population thanks to SLAVONIC EASTER ARTISANS »

THEMATIC MARKET : SLAVONIC EASTER

From Friday, April 24, 2020 till Sunday, April 26, 2020

In Brussels, spring is also the time for Easter markets. In a bucolic setting in the historical ambience of the Grand Sablon Square, the exhibitors offer a wide choice of original and authentic **Slavonic Easter products** as well as local **Brussels and Belgian specialities**. More than 50 exhibitors will offer original and authentic Easter goods, carefully selected, favouring artisanal, local and regional productions in the spirit of spring. Plants, cosmetics, jewellery, toys, tableware and ceramics, as well as many gourmet specialities, fine wines, beers, delicatessen, cheeses and many more that will be on display for tasting. During the Easter period, you will of course find the must-see chocolate rabbits and eggs, so you can enjoy the little spring pleasures in your baskets!



SLAVONIC EUROPE
International Network for Slavonic Cooperation

Part 1.2

Creative Concept

1.2.4. Exhibition of Human-size SLAVONIC RUSSIAN EASTER EGGS in the City of Brussels

« To sensitize and revitalize the esthetic and artistic ambiance of urban spaces through Slavonic art & style»

EXHIBITION OF SLAVONIC RUSSIAN GIANT EGGS CREATED BY ARTISTS:

From Friday, April 03, 2020 till Sunday, April 26, 2020

Following the example of the "Art on cows" exhibition that took place in Brussels in 2003, eggs will invade Brussels city and its periphery to announce the event.

20 giant eggs 2m high (made of polyester) placed at strategic locations in the city and along the route of the thematic markets:

PLACE: Grand Sablon Square, Place Polaerts, Avenue Louise, Grand-Place, Bourse.

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New DS4

Part 1.2
Creative Concept

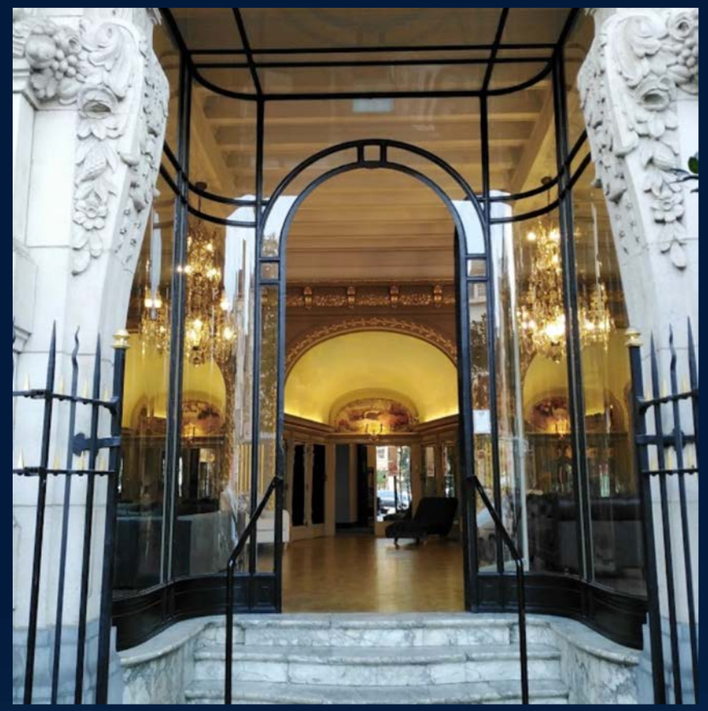
1.2.5.
Exhibition of RUSSIAN EASTER ART

« An invitation to discover the history of SLAVONIC EASTER through its past »

EXHIBITION of RUSSIAN FABERGÉ EGGS as objects of TRADITION and ARTS & CRAFTS:

From Friday, April 24, 2020 till Sunday, May 10, 2020

The egg, symbol of eternity and symbol of life as such, is present in all cultures. In ancient China, for example, thousands of years ago all famous heroes were depicted coming out of eggs. And it has been historically confirmed that since 722 BC, in the same China, there is a tradition of boiling and painting eggs in order to offer them to eat, as a gift, during the 3 days dedicated to the spring festival; a festival celebrated by large bonfires. The former Persians enjoyed a special holiday at the beginning of their religious year and offered painted or gold eggs as gifts. The collector's passion for eggs in various materials, from those not decorated in fine stone to very large creations, continues to this day and there are still many collectors and admirers among the diverse cultures of our world. Starting from the luxury egg of the wealthy classes, it only took, thanks to industrial production techniques, to be able to produce mass Easter eggs for all. But in doing so, the Easter egg lost part of its history and identity on the long road from tradition to mass distribution in all shapes, colours and price ranges. Perhaps during the next Easter, when you have breakfast, you will take a moment to reflect on the long history of the egg, in the centre of which you will find a simple oval of limestone: the egg, symbol of friendship, love and life.



SLAVONIC EUROPE
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Part 1.2

Creative Concept

1.2.6. Flowery Gardens

« Brightening up public space attracts visitors and SLAVONIC CULTURAL MESSAGE multipliers to the event place »

FLORAL ARRANGEMENTS :

Starting Friday, April 3, 2020 till Sunday, April 26, 2020

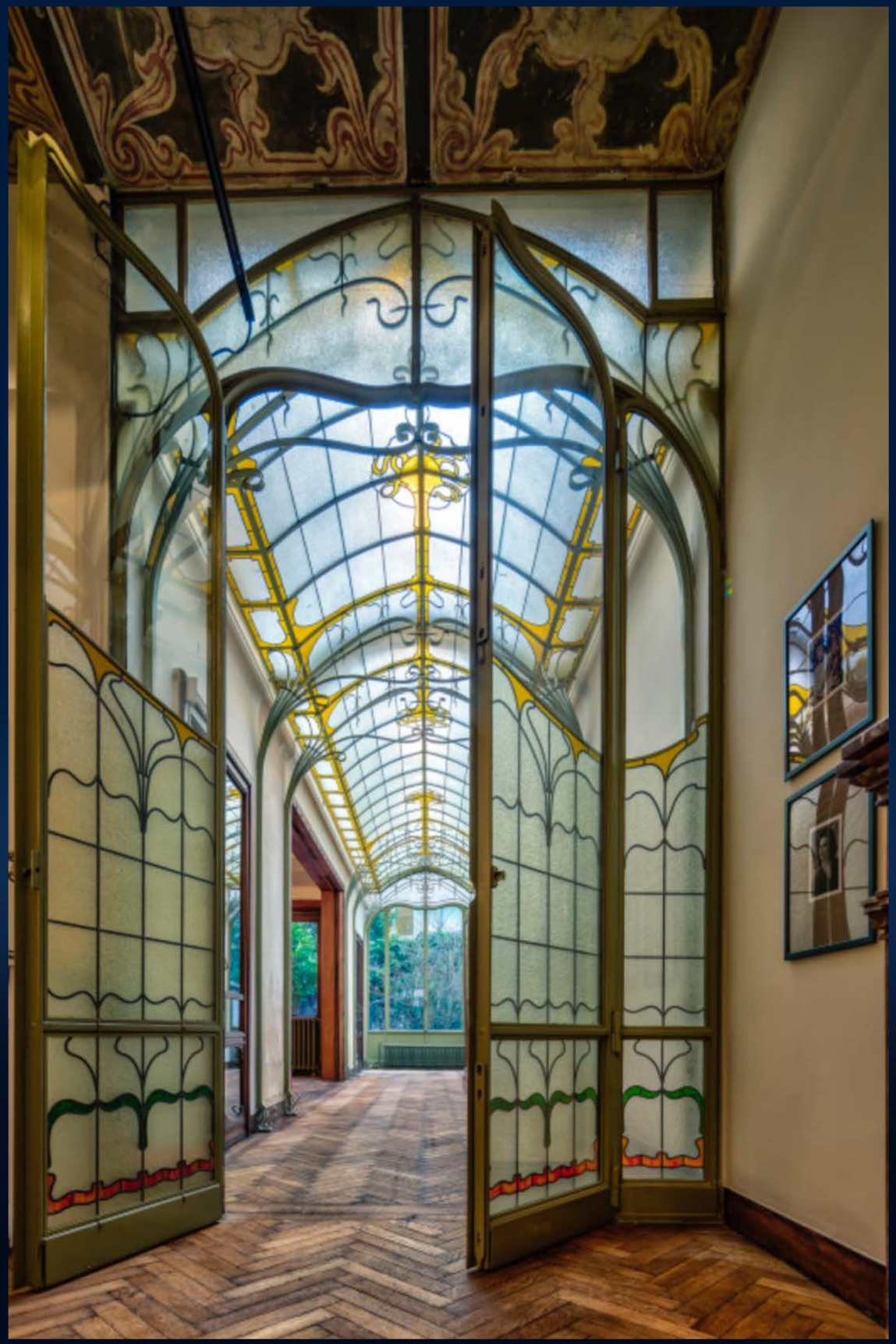
Or the enhancement of a tourist destination through floral design. A special Easter floral arrangement of the squares will be implemented by the various teams of the city's parks. Flowers and plants contribute to the beautification of cities and tourist places. Floral design in public or private spaces is a pretext for entertainment or animation, but above all it allows the revitalisation and consolidation of the commercial and tourist attractiveness of the place.

SLAVONIC EUROPE
International Network for Slavonic Cooperation

Part 1.2
Creative Concept

1.2.7.
Visual Splendour

« SLAVONIC RUSSIAN FINE ART of* Sculpture and Jewellery *meets the brilliant style of Brussels' ART NOUVEAU"



THE UNIQUE FRISON HORTA FOUNDATION IN BRUSSELS WILL OPEN ITS DOORS FOR SLAVONIC EASTER 2020 :

Saturday, April 25 till Sunday, May 10, 2020

The Western European ART NOUVEAU style returns where it belongs to - as Alfons MUCHA (1860-1939), one of tha fathers of the style, put it: To its **Slavonic origins**.

A special **Russian art exhibition** framed by a series of chamber music concerts with works from **Tchaikovsky, Scriabin, Rachmaninov and Shostakovich** will open the door to the Russian Slavonic World – marking the new rise of Slavonic culture in the 21st century.

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1.2.7. Sonorous Elevation

« The spirit of SLAVONIC RUSSIAN EASTER in TONES – invisible messenger of spring and joy coming down to the people and the earth »

EASTER CONCERT GIVEN BY SLAVONIC ARTISTS IN THE GOTHIC NOTRE-DAME CHURCH AT THE GRAND SABLON SQAURE:

Friday, April 3 and Saturday, April 4, 2020

A specific chapter of **SLAVONIC EASTER** is its original music tradition going back to the 1st Christian century and spanning till our days. Besides its instrumental part, a special role is played in the Slavonic Easter culture – as in the Slavonic music in general – by vocal performances and singing ensembles testifying to the high degree of emotiveness and expressivity within the Slavonic culture.

Musicians from different Slavonic countries as well as local artists from Brussels will perform in the Church of Notre-Dame at the Grand Sablon presenting the wide range of traditional, classical and modern **SLAVONIC EASTER MUSIC** and spanning at the same time a bridge to the Western Easter world of tones: **Music as an invisible messenger between peoples and spaces!**

SLAVONIC EUROPE
International Network for Slavonic Cooperation

Part 1.2
Creative Concept

1.2.8.
SLAVONIC EASTER PEACE message to the World

« Flying messages of peace, culture & humanity – the visible envoys to the most distant corners of the world »

SENDING PAINTED SLAVONIC EASTER EGGS OUT TO THE WORLD:

Saturday, April 25, 2020

Thousands of small artistically painted **SLAVONIC EASTER EGGS**, which will be contained in the 20 human-size giant painted eggs throughout the Brussels City Centre, will be distributed in huge numbers via a special mechanism to citizens and tourists in Brussels inviting them to let travel the eggs as symbols of peace, culture & humanity around the world and to send back pictures of their final destination:

All egg travelers will be published on Instagram – and the most distant egg travalers will be awarded during the **SLAVONIC EMOTION** Festival on 12 June 2020 in the Cinquantenaire Parc with a special winner prize.

SLAVONIC EASTER – SLAVONIC PEACE

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1.2.9.
SLAVONIC EASTER – Programme Timetable (Part I)

❖ FRIDAY, 03 – SUNDAY, 26 April 2020

- o **PRE-EVENT:** **PRESENTATION OF GIANT SLAVONIC RUSSIAN PAINTED ARTISTIC EASTER EGGS** placed in the Brussels City Centre around the Grand Sablon Square reaching till the Grand Place & Bourse

❖ FRIDAY, 24 April 2020

- o **INAUGURATION** of the event in the Notre-Dame Church (Grand Sablon): speeches, music, social gathering
- o **EXPOSITION OF SLAVONIC RUSSIAN FINE ART** at the Grand Sablon Square & Balthasar Home and Frison Horta Foundation
- o **SLAVONIC EASTER MARKET** at the Grand Sablon

❖ SATURDAY, 25 April 2020

- o **SLAVONIC RUSSIAN EASTER MUSIC** – Slavonic Russian Easter Concert in the Notre-Dame Church (Grand Sablon)

1.2.9.
SLAVONIC EASTER – Programme Timetable (Part II)

❖ SUNDAY, 26 April 2020

- **CLOSING of the PRESENTATION OF GIANT SLAVONIC RUSSIAN PAINTED ARTISTIC EASTER EGGS** placed in the Brussels City Centre
- **CLOSING of the SLAVONIC EASTER MARKET at the Grand Sablon**

❖ SUNDAY, 10 May 2020

- **CLOSING of the EXPOSITION OF SLAVONIC RUSSIAN FINE ART** at the Grand Sablon Square & Balthasar Home and Frison Horta Foundation
- **MUSICAL CLOSING** of the **SLAVONIC EASTER & SPRING** at the Grand Sablon Square with a **SLAVONIC RUSSIAN SPRING CONCERT** at the Notre-Dame Church at Grand Sablon

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Part 1.3

Press Conference

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Part 1.3
Press Conference

1.3.1.
Press Conference

»SLAVONIC EASTER is the celebration of PEACE and HUMANITY. It bridges cultures and peoples. It will attract even more visitors than the Christmas market!"

Philippe CLOSE
Mayor of the City of Brussels

SLAVONIC EASTER 2020: TOGETHERNESS, CELEBRATIONS AND LOCAL DEVELOPMENT ON THE MENU

The **SLAVONIC EASTER 2020 Festival of Brussels** is born from the will to bring culture and **HUMANITY** to the people. The weather is good and the citizens want to go out in order to celebrate and to meet and create bridges.

ARRIVAL OF THE DRONES BELLS!

For this press conference, come and watch live the arrival of the Easter bells on the Grand Place! The drones' cameras will be able to capture unpublished images of the main square.

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Part 1.4
Timing

SLAVONIC EUROPE
International Network for Slavonic Cooperation

Part 1.4
Timing

1.4.1. Road Map

SEPTEMBER - DECEMBER 2019

- Elaboration of the communication strategy developed
- Strategic declinations by target audience
- Communication universe and creative concept (graphic universe)
- Choice of event concepts
- Strategy and media plan proposal
- Contact with the various merchant committees in the city
- General consultancy services
- Event recommendation (feasibility study)
- Proposal for a digital strategy

FROM MARCH 2020

- Implementation of the Communication Plan developed
- Setting up events: production, realization and follow-up
- Realization of event concepts
- Launching the media plan
- Mobilize relays and partners
- Online communication
- Opening evening / VIP invitations

Phase 1
2019

Phase 2
2020

Phase 3
2020

24 April 2020

FROM JANUARY 2020

- Proposals for action: Communication Plan
- Development of creative tools: graphics, spots, communication supports, etc.
- Development of media partnerships (negotiations)
- Accompanying to the press conference
- Support in the implementation of communication actions
- Support for the development of media partnerships

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Part 1.5

Implementation

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1.5.1. Phase 1 2019

ELABORATION OF THE COMMUNICATION STRATEGY

The main objective: Create the communication universe of the project.

As part of Phase 1 of the project, we will be involved in the following missions:

- **ELABORATION OF THE COMMUNI-CATION STRATEGY DEVELOPED**

On the basis of a complete contextual analysis, we will develop a global communication strategy offering coherent perspectives of declinations by target audience, by media and sustainable for the coming years.

- **STRATEGIC DECLINATIONS BY TARGET AUDIENCE**

This global strategy will be the subject of a coherent tactical implementation in Phase 1 for each of the project's target audiences.

- **COMMUNICATION UNIVERSE AND CRE-ATIVE CONCEPT (GRAPHIC UNIVERSE)**

On the basis of this communication strategy (and its variations by target audience), we will create the global communication universe for the Easter holidays. This universe of communication (developed around a central creative concept) will be visually materialized by a graphic universe offering all the possibilities of expected variations.

- **CHOICE OF EVENT CONCEPTS**

On the basis of a complete contextual analysis, we will develop a global communication strategy offering coherent perspectives of declinations by target audience, by media and sustainable for the coming years.

- **STRATEGY AND MEDIA PLAN PROPO-SAL**

This global strategy will be the subject of a coherent tactical implementation in Phase 1 for each of the project's target audiences.

- **CONTACT WITH THE VARIOUS MERCHANT COMMITTEES IN THE CITY**

On the basis of this communication strategy (and its variations by target audience), we will create the universe of global communication on the occasion of the Easter celebrations. This universe of communication (developed around a central creative concept) will be visually materialized by a graphic universe offering all the possibilities of expected variations.

Part 1.5
Implementation

1.5.2. Phase 1 2019

CONSULTANCY

Full collaboration: SLAVONIC EUROPE brings its expertise and that of all stakeholders to provide solutions in all areas of modern communication

The general consultancy mission that we will carry out during the first phase of the project will focus in particular on :

MEDIA CONSULTANCY

- Definition of a media strategy adapted to the target audiences
- Identification of the most appropriate media for effective communication with each of the target audiences
- Recommendation in terms of action planning (draft Media Plan)

EVENT CONSULTANCY

- Creative proposals in line with the communication strategy and universe (see Creative proposals above).
- Creative proposal for the event "The Big Egg Hunt" (see proposals above) and production of a detailed note
- Technical recommendations for implementation

CONSULTANCY IN DIGITAL COMMUNICATION

- Formulation of an integrated digital strategy (online version of the global strategy)
- Creation of the conversation territory on social networks

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1.5.3. Phase 1 2019

DEVELOPMENT

Conceptual and operational recommendations & media strategy

- **GENERAL CONSULTANCY**

Our general consultancy mission in communication will be developed in particular on all aspects of the project (see above).

- **EVENT RECOMMENDATION**

We will develop with you (conceptual and operational recommendations) the global concept of the pre-opening event (as part of a global event strategy integrated into the developed communication universe).

- **STRATEGY PROPOSAL AND MEDIA PLAN**

From this first phase, we will develop an integrated media strategy as well as a first media plan thought out and elaborated according to the strategy segmented by target audience (media / target adequacy)

Part 1.5
Implementation

1.5.4. Phase 1 2019

MEDIA PLAN

Which Media to do what?

As part of our initial strategic reflections on media partnerships to be developed, we have identified the following directions:

- **THE TELEVISION**

Its high coverage and impact make it possible to develop a "preview" of the discoveries to be made on the occasion of the Easter celebrations in 2020

Therefore, if television is to be retained, it would be more in the form of editorial capsules. It allows more than 79% of the population to be contacted in 2 weeks in all segments of the target.

On the other hand, it is more difficult to assume financially, a continuity of the action over several months unless there is a very favourable arrangement with the authorities in the form of a partnership.

- **THE RADIO**

Due to its immediacy (it quickly covers the population after 3 days of activity), it can generate punctual traffic on key traffic dates and can also target specific geographical areas. And therefore to test its reactivity. Its coverage potential is 65% on our various targets. We will therefore retain this media for the launch of the campaign and then later to support specific days of attendance.

- **THE DAILY PRESS**

It allows us to contact more than 50% of our target on a daily basis while ensuring an impact on decision-makers (politicians,...) Since the daily press is mainly read by people over 35 years old, it is important to associate it with Metro to rejuvenate the target, and a supplement with De Zondag and 7 Sundays increases coverage to reach the 65% of people affected.

- **THE ONLINE**

Online should first be considered as a campaign on social networks (Facebook) but also as an SEA either by selecting words on Google, this media allows to come back in memory when making decisions, or searching for information, about leisure activities.

- **THE MAGAZINE PRESS**

This image medium is too slow to give immediate and short-term results.

- **THE CINEMA**

The attendance of the rooms, which is on average 1.8 times per month, does not allow for the development of a massive presence resulting in traffic building

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1.5.5.
Phase 1
2019

TARGETED AUDIENCE

ALL	SCHOOLS	FAMILLIES	MERCHANT ASSOCIATIONS	LOCAL RESIDENTS
- Development of geolocated communication solutions to facilitate access to broad public in the city by public transport (communication via Trams, etc.) - Declination of the campaign to take mobility issues into account	- Collaborations with educational institutions (federal, regional and community) - Organisation of "chocolate" discovery days for schools	- General communication - Communication in local media, culture and leisure - Communication on social networks - Privileged communication on the Easter egg hunt	- Communication to specific networks linked to these communities - Communicating presence at specific events - Communicating presence at specific events in these communities	- Community actions - Invitations to visit the exhibitions (preferential rates)

Part 1.5
Implementation

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1.5.6.
Phase 1
2019

TARGETED AUDIENCE

CULTURAL ASSOCIATIONS	BELGIAN AND FOREIGN TOURISTS	ART LOVERS & GALLERIES	DIPLOMATIC COMMUNITY	THE PRESS
- Partnerships with other cultural associations in Belgium - Communication in the newsletters of the other museums of Belgium's cultural associations - Sponsorship by other cultural associations in Belgium	- Partnerships with tourism operators (relays): VisitBrussels, etc. - Broadcasting of spots in the TV networks of hotel rooms - Flanders Export, AWEX and Brussel Export partnerships - E-Mailing and communication kit sent to the Belgian Representations abroad	- Communication with gallery networks - Presence in cultural events dedicated to Art	- Communication to embassies, consulates of different countries	- Press partnerships - Dedicated communication to the specialised press - Creation of newsletter supplements and inserts for specialized publications - Complete press communication plan

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1.5.7.

Phase 1
2019

TARGETED AUDIENCE

POLITICIANS	EXPATRIATES AND EMPLOYEES OF THE EUROPEAN INSTITUTIONS	SPECIAL PRE-OPENING FOR THE CITY ADMINISTRATION STAFF EMPLOYEES	COMPANIES
- Invitations to the opening event - Letters dedicated to the Elected Representatives	- Presence in the specialized media - Presence in the internal newsletters of the European and international institution	- Pre-opening Happening event specially designed for employees of the Brussels City administration (cocktail party)	- Creation of specific products for companies - Partnerships with specialized institutions (BECI, professional federations, Impulse, etc.)

1.5.8.
Phase 2
January 2020
REALISATION & COMMUNICATION PLAN

Elaboration and planning of the design, organisation and installation of the events and actions set out in the Creative Concept and the Communication Strategy

This consultancy and event support mission within the framework of Phase 2 will result in the following interventions, which will represent the **REALISATION & COMMUNICATION PLAN** of the project:

- **CREATIVE DESIGN AND CONCRETE OUTLINE OF THE EVENTS**

We will develop with you (conceptual and operational recommendations) the global concept of all events incl. the opening event (as part of a global event strategy integrated into the developed communication universe).

- **TECHNICAL SUPPORT**
- **MEDIA PARTNERSHIPS**
- **CHOICE OF DATES, PLACES, ETC.**
- **ADMINISTRATIVE SUPPORT (AUTHORIZATIONS, ETC.)**

All these missions will be carried out by SLAVONIC EUROPE teams whose proven capabilities are based on more than 10 years of experience.

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1.5.9.
Phase 2
February 2020
DEVELOPMENT OF CREATIV TOOLS

Production of the project's communication materials and supports set up in the Communication Plan

The development of creative communication tools stands for the realization of all the communication supports that have been identified in the **COMMUNICATION PLAN**.

Among these:

- **CREATION OF PRINTED MATERIALS: LEAFLETS, POSTERS, BROCHURES, ETC.**
- **CREATION OF RADIO AND TV SPOTS**
- **EVENT INSTALLATIONS**
- **GRAPHIC BASES FOR THE DIGITAL CAMPAIGN (WEB AND SOCIAL MEDIA)**

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Part 1.5
Implementation

1.5.10.
Phase 3
March 2020
IMPLEMENTATION

Implementing the design, organisation and installation of the events and actions set up in the Realisation and Communication Plan in section 1.5.8.

As part of Phase 3 of the project, we will be involved in the following missions representing the **IMPLEMENTATION of the REALISATION & COMMUNICATION PLAN** of the project:

- **IMPLEMENTATION OF THE COMMUNICATION DEVELOPED**

All communication actions including the whole set of the underlying tools such as developped in the Communication Plan in the previously will be launched systematically in order to achieve the maximum coverage and mobilisation of the Brussels population with regards to the events planned.

Once the **SLAVONIC EASTER** Festival kicked-off in April 2020 all events will be systematically covered communication-wise and followed-up by our project team as foreseen in the Communication Plan.

- **SET UP EVENT ACTIONS**

The whole scale of events outlined in the sections above will be prepared till the last detail including all technical and logistical aspects in order to be ready for kick-off of the festival in April 2020.

Once the festival launched our project team will take car of its entire organisation and coordination on the spot including the contact relation management to all partners involved either from the private or the public sector.

- **LAUNCHING THE MEDIA PLAN**

The Media Plan will be implemented such as outlined in section 1.5.4. including all crucial players in Brussels, BENELUX and France ensuring full coverage during and a follow-up after the **SLAVONIC EASTER** Festival .

1.5.11.

MOBILIZE RELAYS AND PARTNERS

Associations of interesting merchants for possible partnerships or promotions

Association of traders of the Rue de Laeken:

The objective of the association of traders of the Rue de Laeken is to help the rue de Laeken in its rebirth

http://ruedelaeken.be

Association of the Merchants of the Bruegel and Marolles district:

The Social Coordination of the Marolles, an associative platform, aims at friendly consultation between associations and active services

http://www.lesmarolles.be

Association des Commerçants du Centre de Bruxelles:

The Pentagon Platform, made up of nearly thirty associations, neighbourhood committees, merchants' associations

Http:///www.platformpentagone.be

Association des commerçants du Sablon:

Le Sablon, the Arts and Commerce district, located in the heart of Brussels, is now an essential place attracting tourists and enlightened amateurs.

http://www.sablon.org

Notre-Dame-aux-Neiges neighbourhood committee of Brussels-City:

The Notre-Dame-aux-Neiges Neighbourhood Committee appreciates the diversity and social mix that characterize this neighbourhood, located on the edge of the North-East Pentagon.

Comité Notre-Dame-aux-Neiges, Rue du Nord, 66,1000 Brussels - 0473/20 71 71 71 notredameauxneiges @skynet.be

Association Quartier Saint-Jacques / Sint-Jacobswijk:

A stone's throw from the Grand-Place, a historic and dynamic district where diversity is celebrated every day.

http://www.sintjacobswijk.be/fr

Committee for the Defence of the Inhabitants of Brussels Centre:

Jean-François Dumoulin

jfdumoulin@skynet.be

0475 580 370

SLAVONIC EUROPE
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Part 1.6
Budget

SLAVONIC EUROPE
International Network for Slavonic Cooperation

Part 1.6.1.
Budget

SLAVONIC EASTER 2020

TOTAL BUDGET

SLAVONIC EASTER							
PRELIMINARY TOTAL BUDGET							
update:	02/11/2019	version 2					
all budget ex vat 21%							
A. SLAVONIC EUROPE s.p.r.l. - TOTAL BUDGET							
a. project creation & coordianation							95.500,00 €
b. administration			office				21.227,00 €
			staff				31.465,00 €
TOTAL (ex VAT):							**148.192,00 €**
B. CDM COMMUNICATION - TOTAL BUDGET							
a. communication strategy elaboration & implementation (pre- & post event)							21.667,00 €
b. media analysis, contact & management							12.000,00 €
TOTAL (ex VAT):							**33.667,00 €**
C. PRG - TOTAL BUDGET							
1.PRE-PRODUCTION:							
a.office			pré-production				10.000,00 €
			concept/plans				2.500,00 €
			communication + médias				40.000,00 €
			press/conf.				10.000,00 €
			chalets		15 units		10.000,00 €
			eggs creation		(40 uinités)		120.000,00 €
			peinture / œufs		mode à définir		40.000,00 €
			expo				10.000,00 €
			various				10.000,00 €
2.PRODUCTION:		(1/4 au 15/4/2020)					
a.site:			power				10.000,00 €
			engines				5.000,00 €
			site security				50.000,00 €
			connectivity				7.500,00 €
			catering crew				5.000,00 €
			various				10.000,00 €
b.logistique:			communication ON SITE				2.500,00 €
			staff / production				15.000,00 €
c.technical equipment:		concert	venue (church)		2 shows		10.000,00 €
			son/light/video/rigging		2 shows		40.000,00 €
			staff (stage hands...)		2 shows		10.000,00 €
			power				5.000,00 €
		light/eggs	equipment				30.000,00 €
			power				15.000,00 €
d.scenography:			decor				10.000,00 €
			scenary management				5.000,00 €
			image production				10.000,00 €
			captation/prod/TV				10.000,00 €
e.vip area:	(200 guests)		catering				20.000,00 €
			hotesses				5.000,00 €
			security				7.500,00 €
f.artistes/concert:			artitstes				150.000,00 €
g.déco/arbres:			staff				10.000,00 €
			levage				5.000,00 €
			light/déco light				20.000,00 €
TOTAL (ex VAT):							**720.000,00 €**
GRAND TOTAL (ex. VAT):							**901.859,00 €**

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Part 2
SLAVONIC EMOTION

SLAVONIC EUROPE
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Part 2.1
Strategic Approach

SLAVONIC EUROPE
International Network for Slavonic Cooperation

SLAVONIC EMOTION

Timing: **12 JUNE 2020 – NATIONAL DAY RUSSIAN FEDERATION**

Place: Parc du Cinquantenaire / Brussels

Theme: **SLAVONIC RUSSIAN CLASSICS & POP** – Public Open-Air Music Festival – Bridging East & West though arts & personal exchange at the occastion of the **NATIONAL DAY OF THE RUSSIAN FEDERATION** with stages, musicans, dancers, typical food & drinks

SLAVONIC EUROPE
International Network for Slavonic Cooperation

Part 2.1
Strategic Approach

SLAVONIC EUROPE
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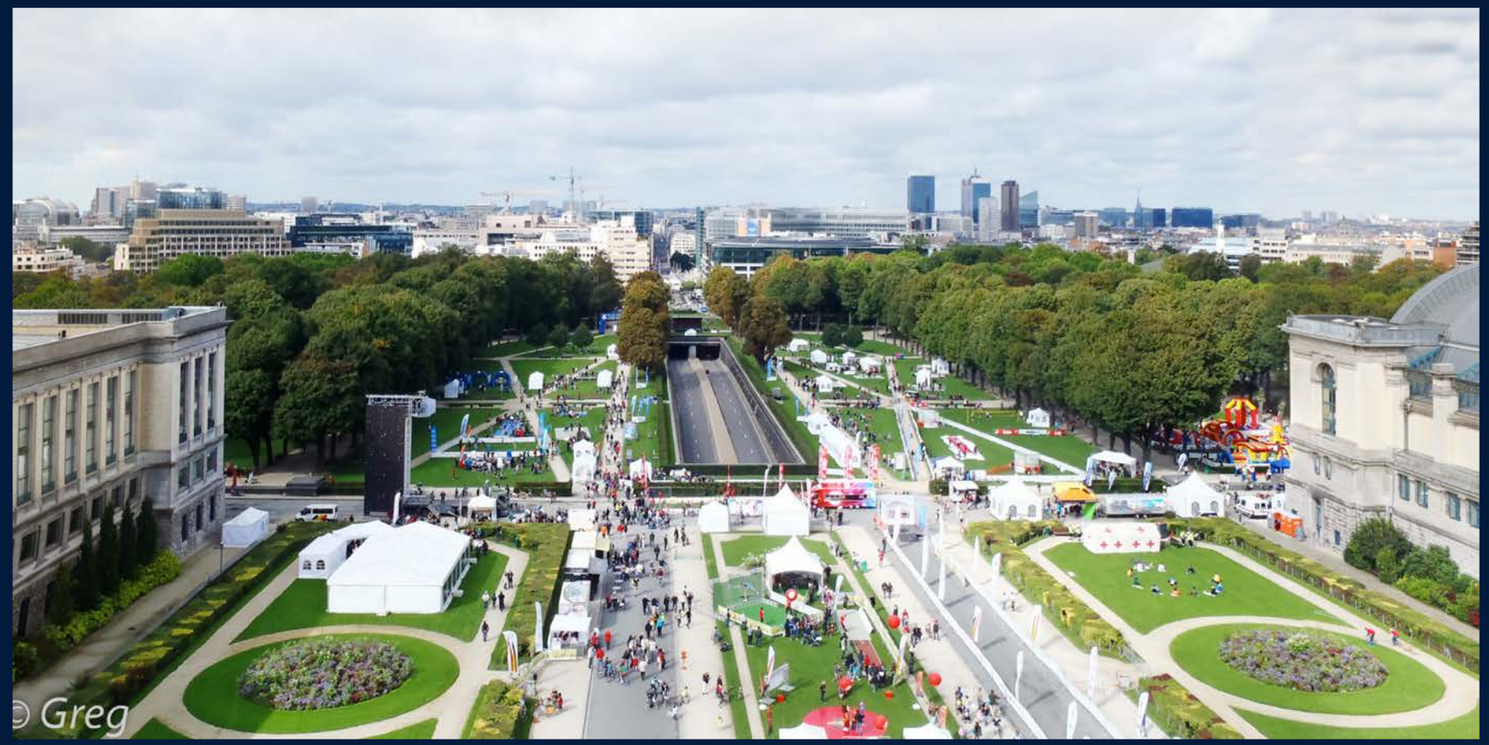
Part 2.1
Strategic Approach

2.1.1. Vision

"Our ambition is to present at the occasion of the NATIONAL DAY OF THE RUSSIAN FEDERATION the depth and emotiveness of Slavonic Russian people and culture as a condition of HUMANITY and well-being in our time"



Target audience :

- Schools and students, university and university students
- Families
- International community in Belgium
- Local residents
- Merchant associations
- Cultural associations
- Belgian and foreign tourists
- Lovers of culture, art and nature
- Happy Few
- The press
- Politicians
- Expatriates and employees of the European institutions
- Companies

SLAVONIC EUROPE
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2.1.1. Vision

”SINCE WE ARE THE PEOPLE OF JOY!”

The **SLAVONIC EMOTION 2020 Music Festival** project is inspired by the desire to bring closer to the Brussels citizens the **culture** and the **mentality** of the **SLAVONIC RUSSIAN PEOPLE** through arts, craftsmanship and social events.

This project is based on our conviction that it is through **culture** and **personal exchange** that the human beings develop further their degree of **humanity** and that it is via these means that **strong bridges** are made between people, regions and even continents.

SLAVONIC EUROPE
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Part 2.1
Strategic Approach

2.1.2. Communication priorities

"Quantitative objective: To consolidate the 3.4 millions visitors per year in Brussels"

Set priorities:

- Communicate to Brussels citizens, tourists, and people from other regions from whole Belgium

- Communicate to the Brussels international community – Slavonic & other:
  - EU-Institutions
  - Embassies
  - Associations
  - European regional representations

- Include the City in the "flagship" stages promoted by the Brussels, Flemish and Walloon tourism authorities

- Include all European tourism agencies into the campaign – Slavonic & other

- Facilitate access to tourists passing through Brussels via agreements with STIB and tourist bus companies
- Targeting regular visitors from Brussels by being present in other regions
- Obtain a partnership with mainstream media to build awareness of the event

Ambition:

Achieving the desired quantitative objective, taking into account the available budget, requires setting priority communication actions and targets. That is why we are proposing a number of communication priorities to be put in place.
It seems to us that once these priority actions are successful, the other targets and objectives set out in your application will easily be induced by the success of this main campaign.

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Part 2.2
Timing

SLAVONIC EUROPE
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Part 2.2
Timing

2.4.1. Road Map

SEPTEMBER - DECEMBER 2019

- Elaboration of the communication strategy developed
- Strategic declinations by target audience
- Communication universe and creative concept (graphic universe)
- Choice of event concepts
- Strategy and media plan proposal
- Contact with the various merchant committees in the city
- General consultancy services
- Event recommendation (feasibility study)
- Proposal for a digital strategy

FROM MARCH 2020

- Implementation of the Communication Plan developed
- Setting up events: production, realization and follow-up
- Realization of event concepts
- Launching the media plan
- Mobilize relays and partners
- Online communication
- Opening evening / VIP invitations

FROM JANUARY 2020

- Proposals for action: Communication Plan
- Development of creative tools: graphics, spots, communication supports, etc.
- Development of media partnerships (negotiations)
- Accompanying to the press conference
- Support in the implementation of communication actions
- Support for the development of media partnerships

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Part 2.3
Implementation

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2.5.1.
Phase 1
2019

ELABORATION OF THE COMMUNICATION STRATEGY

The main objective: Create the communication universe of the project.

As part of Phase 1 of the project, we will be involved in the following missions:

- **ELABORATION OF THE COMMUNI-CATION STRATEGY DEVELOPED**

On the basis of a complete contextual analysis, we will develop a global communication strategy offering coherent perspectives of declinations by target audience, by media and sustainable for the coming years.

- **STRATEGIC DECLINATIONS BY TARGET AUDIENCE**

This global strategy will be the subject of a coherent tactical implementation in Phase 1 for each of the project's target audiences.

- **COMMUNICATION UNIVERSE AND CRE-ATIVE CONCEPT (GRAPHIC UNIVERSE)**

On the basis of this communication strategy (and its variations by target audience), we will create the global communication universe for this specific **SLAVONIC EMOTION** event. This universe of communication (developed around a central creative concept) will be visually materialized by a graphic universe offering all the possibilities of expected variations.

- **CHOICE OF EVENT CONCEPTS**

On the basis of a complete contextual analysis, we will develop a global communication strategy offering coherent perspectives of declinations by target audience, by media and sustainable for the coming years.

- **STRATEGY AND MEDIA PLAN PROPO-SAL**

This global strategy will be the subject of a coherent tactical implementation in Phase 1 for each of the project's target audiences.

- **CONTACT WITH THE VARIOUS MERCHANT COMMITTEES IN THE CITY**

On the basis of this communication strategy (and its variations by target audience), we will create the universe of global communication on the occasion of the Easter celebrations. This universe of communication (developed around a central creative concept) will be visually materialized by a graphic universe offering all the possibilities of expected variations.

Part 2.3
Implementation

2.5.2. Phase 1 2019

CONSULTANCY

Full collaboration: SLAVONIC EUROPE brings its expertise and that of all stakeholders to provide solutions in all areas of modern communication

The general consultancy mission that we will carry out during the first phase of the project will focus in particular on :

MEDIA CONSULTANCY

- Definition of a media strategy adapted to the target audiences
- Identification of the most appropriate media for effective communication with each of the target audiences
- Recommendation in terms of action planning (draft Media Plan)

EVENT CONSULTANCY

- Creative proposals in line with the communication strategy and universe (see Creative proposals above).
- Creative proposal for the event "The Big Egg Hunt" (see proposals above) and production of a detailed note
- Technical recommendations for implementation

CONSULTANCY IN DIGITAL COMMUNICATION

- Formulation of an integrated digital strategy (online version of the global strategy)
- Creation of the conversation territory on social networks

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2.5.3. Phase 1 2019

DEVELOPMENT

Conceptual and operational recommendations & media strategy

- **GENERAL CONSULTANCY**

Our general consultancy mission in communication will be developed in particular on all aspects of the project (see above).

- **EVENT RECOMMENDATION**

We will develop with you (conceptual and operational recommendations) the global concept of the pre-opening event (as part of a global event strategy integrated into the developed communication universe).

- **STRATEGY PROPOSAL AND MEDIA PLAN**

From this first phase, we will develop an integrated media strategy as well as a first media plan thought out and elaborated according to the strategy segmented by target audience (media / target adequacy)

Part 2.3
Implementation

2.5.4. Phase 1 2019

MEDIA PLAN

Which Media to do what?

As part of our initial strategic reflections on media partnerships to be developed, we have identified the following directions:

- **THE TELEVISION**

Its high coverage and impact make it possible to develop a "preview" of the discoveries to be made on the occasion of the Easter celebrations in 2020

Therefore, if television is to be retained, it would be more in the form of editorial capsules. It allows more than 79% of the population to be contacted in 2 weeks in all segments of the target.

On the other hand, it is more difficult to assume financially, a continuity of the action over several months unless there is a very favourable arrangement with the authorities in the form of a partnership.

- **THE RADIO**

Due to its immediacy (it quickly covers the population after 3 days of activity), it can generate punctual traffic on key traffic dates and can also target specific geographical areas. And therefore to test its reactivity. Its coverage potential is 65% on our various targets. We will therefore retain this media for the launch of the campaign and then later to support specific days of attendance.

- **THE DAILY PRESS**

It allows us to contact more than 50% of our target on a daily basis while ensuring an impact on decision-makers (politicians,...) Since the daily press is mainly read by people over 35 years old, it is important to associate it with Metro to rejuvenate the target, and a supplement with De Zondag and 7 Sundays increases coverage to reach the 65% of people affected.

- **THE ONLINE**

Online should first be considered as a campaign on social networks (Facebook) but also as an SEA either by selecting words on Google, this media allows to come back in memory when making decisions, or searching for information, about leisure activities.

- **THE MAGAZINE PRESS**

This image medium is too slow to give immediate and short-term results.

- **THE CINEMA**

The attendance of the rooms, which is on average 1.8 times per month, does not allow for the development of a massive presence resulting in traffic building

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2.5.5.
Phase 1
2019

TARGETED AUDIENCE

ALL	SCHOOLS	FAMILLIES	MERCHANT ASSOCIATIONS	LOCAL RESIDENTS
- Development of geolocated communication solutions to facilitate access to broad public in the city by public transport (communication via Trams, etc.) - Declination of the campaign to take mobility issues into account	- Collaborations with educational institutions (federal, regional and community) - Organisation of "chocolate" discovery days for schools	- General communication - Communication in local media, culture and leisure - Communication on social networks - Privileged communication on the Easter egg hunt	- Communication to specific networks linked to these communities - Communicating presence at specific events - Communicating presence at specific events in these communities	- Community actions - Invitations to visit the exhibitions (preferential rates)

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2.5.6.

Phase 1
2019

TARGETED AUDIENCE

CULTURAL ASSOCIATIONS	BELGIAN AND FOREIGN TOURISTS	ART LOVERS & GALLERIES	DIPLOMATIC COMMUNITY	THE PRESS
- Partnerships with other cultural associations in Belgium - Communication in the newsletters of the other museums of Belgium's cultural associations - Sponsorship by other cultural associations in Belgium	- Partnerships with tourism operators (relays): VisitBrussels, etc. - Broadcasting of spots in the TV networks of hotel rooms - Flanders Export, AWEX and Brussel Export partnerships - E-Mailing and communication kit sent to the Belgian Representations abroad	- Communication with gallery networks - Presence in cultural events dedicated to Art	- Communication to embassies, consulates of different countries	- Press partnerships - Dedicated communication to the specialised press - Creation of newsletter supplements and inserts for specialized publications - Complete press communication plan

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2.5.7.

Phase 1
2019

TARGETED AUDIENCE

POLITICIANS	EXPATRIATES AND EMPLOYEES OF THE EUROPEAN INSTITUTIONS	SPECIAL PRE-OPENING FOR THE CITY ADMINISTRATION STAFF EMPLOYEES	COMPANIES
- Invitations to the opening event - Letters dedicated to the Elected Representatives	- Presence in the specialized media - Presence in the internal newsletters of the European and international institution	- Pre-opening Happening event specially designed for employees of the Brussels City administration (cocktail party)	- Creation of specific products for companies - Partnerships with specialized institutions (BECI, professional federations, Impulse, etc.)

2.5.8.
Phase 2
January 2020
REALISATION & COMMUNICATION PLAN

Elaboration and planning of the design, organisation and installation of the events and actions set out in the Creative Concept and the Communication Strategy

This consultancy and event support mission within the framework of Phase 2 will result in the following interventions, which will represent the **REALISATION & COMMUNICATION PLAN** of the project:

- **CREATIVE DESIGN AND CONCRETE OUTLINE OF THE EVENTS**

We will develop with you (conceptual and operational recommendations) the global concept of all events incl. the opening event (as part of a global event strategy integrated into the developed communication universe).

- **TECHNICAL SUPPORT**
- **MEDIA PARTNERSHIPS**
- **CHOICE OF DATES, PLACES, ETC.**
- **ADMINISTRATIVE SUPPORT (AUTHORIZATIONS, ETC.)**

All these missions will be carried out by SLAVONIC EUROPE teams whose proven capabilities are based on more than 10 years of experience.

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2.5.9.
Phase 2
February 2020

DEVELOPMENT OF CREATIV TOOLS

Production of the project's communication materials and supports set up in the Communication Plan

The development of creative communication tools stands for the realization of all the communication supports that have been identified in the **COMMUNICATION PLAN**.

Among these:

- **CREATION OF PRINTED MATERIALS: LEAFLETS, POSTERS, BROCHURES, ETC.**
- **CREATION OF RADIO AND TV SPOTS**
- **EVENT INSTALLATIONS**
- **GRAPHIC BASES FOR THE DIGITAL CAMPAIGN (WEB AND SOCIAL MEDIA)**

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Part 2.3
Implementation

2.5.10.
Phase 3
March – May 2020
IMPLEMENTATION

Implementing the design, organisation and installation of the events and actions set up in the Realisation and Communication Plan in section 2.5.8.

As part of Phase 3 of the project, we will be involved in the following missions representing the **IMPLEMENTATION of the REALISATION & COMMUNICATION PLAN** of the project:

- **IMPLEMENTATION OF THE COMMUNICATION DEVELOPED**

All communication actions including the whole set of the underlying tools such as developped in the Communication Plan in the previously will be launched systematically in order to achieve the maximum coverage and mobilisation of the Brussels population with regards to the events planned.

Once the **SLAVONIC EMOTION** Festival kicked-off on 12 June 2020 all events will be systematically covered communication-wise and followed-up by our project team as foreseen in the Communication Plan.

- **SET UP EVENT ACTIONS**

The whole scale of events outlined in the sections above will be prepared till the last detail including all technical and logistical aspects in order to be ready for kick-off of the festival on 12 June 2020.

Once the festival launched our project team will take car of its entire organisation and coordination on the spot including the contact relation management to all partners involved either from the private or the public sector.

- **LAUNCHING THE MEDIA PLAN**

The Media Plan will be implemented such as outlined in section 1.5.4. including all crucial players in Brussels, BENELUX and France ensuring full coverage during and a follow-up after the **SLAVONIC EMOTION** Festival .

Part 2.6
Budget

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Part 1.6.1.
Budget

SLAVONIC EMOTION 2020

TOTAL BUDGET

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SLAVONIC EMOTION							
PRELIMINARY TOTAL BUDGET							
update:	02/11/2019	version 2					
all budget ex vat 21%							
A. SLAVONIC EUROPE s.p.r.l. - TOTAL BUDGET							
a. project creation & coordianation							55.500,00 €
b. administration			office				10.613,00 €
			staff				15.733,00 €
TOTAL (ex VAT):							**81.846,00 €**
B. CDM COMMUNICATION - TOTAL BUDGET							
a. communication strategy elaboration & implementation (pre- & post event)							10.833,00 €
b. media analysis, contact & management							6.000,00 €
TOTAL (ex VAT):							**16.833,00 €**
C. PRG - TOTAL BUDGET							
1.PRE-PRODUCTION:							
a.office			pré-production				25.000,00 €
			concept/plans				5.000,00 €
			media				40.000,00 €
			various				2.500,00 €
2.PRODUCTION:		(8/6 > 14/6/2020)					
a.site:			power				30.000,00 €
			engines				25.000,00 €
			site security				50.000,00 €
			wc				5.000,00 €
			connectivity				7.500,00 €
			catering crew				25.000,00 €
			various				30.000,00 €
b.logistique:			communication ON SITE				7.500,00 €
			staff / production				30.000,00 €
			backstage/artists				25.000,00 €
			catering artists				25.000,00 €
c.technical equipment:			stage				50.000,00 €
			son/light/video/rigging				150.000,00 €
			staff (stage hands...)				30.000,00 €
			power				30.000,00 €
d.scenography:			decor				25.000,00 €
			scenery management				10.000,00 €
			image production				20.000,00 €
			captation/prod/TV				12.500,00 €
e.vip area:	(300 guests)		stage				12.500,00 €
			hospitality				25.000,00 €
			catering				20.000,00 €
			déco				12.500,00 €
			hotesses				10.000,00 €
			security				10.000,00 €
f.artists:			artists/travels/h^tels/restos....				500.000,00 €
TOTAL (ex VAT):							**1.250.000,00 €**
GRAND TOTAL (ex. VAT)							**1.348.679,00 €**

Part 2

PROJECT MANAGEMENT

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International Network for Slavonic Cooperation

2.1.1.
Management Structure

The organisational structure below shows the vertical and horizontal responsibilities and assignment flows in place for an efficient and quick follow-up of individual tasks and overall realisation strands based upon a 4 level hierarchical structure:

- **SLAVONIC EUROPE FOUNDATION** as Project initiator & contracting body
- **SLAVONIC EUROPE s.p.r.l.** as Executive body
- Expert Advisors
- Specialised Service Providers

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SLAVONIC WAVE 2020

PROJECT MANAGEMENT STRUCTURE

SLAVONIC EUROPE Foundation (FP)

— *Project initiator*
— *Overall project contracting body*
— *Full responsibility*
— *Reporting to the Sponsor*

SLAVONIC EUROPE s.p.r.l.

David CHMELIK
Project Director & Principal Coordinator
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— *Executive body*
— *Responsible towards the SLAVONIC EUROPE Foundation*
— *General supervisor*
— *Coordinator of all project actions & services*
— *Contracting body to individiual service providers*
— *External project representative*

Felix KOMAROV
Curator of the EASTER Exposition

Cezara KOLESNIK
Exposition Art Director
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Natalia TSEITLINA
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CITY OF BRUSSELS
MAYOR OF BRUSSELS
Philippe CLOSE
— *Giving autorisation for SLAVONIC EASTER*

BRUSSELS CAPITAL REGION
MINISTER-PRESIDENT
Rudi VERVOORT
— *Giving autorisation for SLAVONIC EMOTION*

CDM Agency Bxl.
Carl DE MONCHARLINE
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— *Communication & Media*
— *Contact to Brussels City & Regional Autorities*

RUSSIAN ORTHODOX CHURCH (ROC) Brussels

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— *Stage technical solutions*
— *All necessary infrastructure*
— *Big screen effets*

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— *Event website*
— *All graphical solutions*
— *Social Media*

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Franck VILLANO
Stage & TV Direction
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— Stage Direction in place
— TV & Radio coordination

Service Provider

Service Provider

Service Provider

THANK YOU VERY MUCH FOR YOUR ATTENTION!

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