

INTERNATIONAL SYMPOSIUM: EUROPEAN EXPERIENCES IN MEASURING THE EFFECTS AND IMPACTS OF MAJOR CULTURAL AND ARTISTIC EVENTS

PHD. CRISTINA ORTEGA NUERE, INTERNATIONAL CONSULTANT IN LEISURE AND CULTURE

Chief Executive Officer of World Leisure Organization since January 2016. She combines her principal professional activity with teaching at master level at the Universitat Oberta de Catalunya. Doctor in Leisure and Human Development, Master degree in Leisure Management. With over 20 years at the University of Deusto. She was President of ENCATC and chaired its cultural observatories group. An expert in cultural project evaluation, she served as a jury member for the European Capitals of Culture and as evaluator for the Basque Observatory of Culture. She is the author of *Cultural Observatories: Creation of Infrastructure and Event Maps* (2010).

PROFESSOR ANATOLI BOURMISTROV, NORD UNIVERSITY

Professor of Accounting and Management Control at Nord University Business School. He also serves as the Research Coordinator at the High North Center for Business and Governance, where he oversees international development and educational projects. His research focuses on management control, public sector accounting, performance management, and governance in public organizations.

PROFESSOR ALBA COLOMBO VILARRASA, UNIVERSITAT OBERTA DE CATALUNYA (UOC)

Professor at the Universitat Oberta de Catalunya (UOC). Her academic work focuses on cultural sociology, cultural participation, audiences, and cultural policies, with particular attention to inequalities in access to culture and cultural engagement. She has contributed to national and international research projects and has published in academic journals on topics related to cultural consumption, social stratification, and cultural participation.

PROFESSOR GONZALO SÁNCHEZ, UNIVERSITY OF CÁDIZ

Vice-rector for sustainability and culture at University of Cádiz. Phd in Business Organisation and is a university professor in this field. His research focuses on Human Resource Management: Social Capital and Intellectual Capital in the Company, and has been involved in national and international projects focusing on strategic human resource management models and their consideration of social aspects.

MARCIA JADUE BOERI, OBSERVATORI CULTURAL, UNIVERSITY OF VALENCIA.

Cultural manager and researcher with experience in Chile and Spain, specialising in the intersection between artistic creation, organisational management and research. Since 2022, she has been working as a management technician at the Cultural Observatory of the University of Valencia. She is currently pursuing a PhD in Social Sciences at the University of Valencia, where she is researching the conceptual transformation of creative autonomy from the perspective of cultural management, in the context of competitive funds as the main source of financing for theatre production in Chile.

PHD MATINA MAGKOU INTERNATIONAL CONSULTANT. ENCATC.

Researcher, lecturer, and consultant in cultural and creative industries, cultural policy, and international cultural cooperation. She holds a PhD from the University of Deusto and is currently a postdoctoral researcher at Université Côte d'Azur. She has worked on major international cultural events and with institutions such as the European Parliament and the Municipality of Athens. She collaborates with European cultural networks and serves on the Board of ENCATC.

25 MARCH 2025

Symposium Rapporteur:

PhD. Cristina Ortega Nuere (International Consultant in Leisure and Culture).

Symposium Coordinator:

PhD. Antonio Javier González Rueda (Chief Researcher at the Atalaya Observatory).

Symposium Agenda:

09.30 - 10.00h: *Reception and Institutional Opening. Speeches by the Regional, province, local and university authorities.*

10.00 - 11.30 h. *Presentation of research and practical experiences on indicators and the impact of major cultural and creative events (the case of Bodø: European Capital of Culture in 2024).*

MONITOR2024 Team lead by **Professor Anatoli Bourmistrov** from Nord University (Norway)

11:30 - 12:00h Coffee Break.

12:00 - 14:15h European Panel: *Other experiences in assessment of effects and impacts of major cultural events.*

- **Professor. Alba Colombo Vilarrasa, UOC (Universitat Oberta de Catalunya). (TBC)**
- **Professor Gonzalo Sánchez Gardey, University of Cadiz.**
- **Marcia Jadue Boeri, Observatori Cultural, University of Valencia.**
- **PhD. Matina Magkou. International Consultant. ENCATC.**

14.15h Closing Session.

14.30h Networking lunch.

OPEN CALL FOR REGISTER
REGISTRATION FORM (UNTIL 15 MARCH)
DUE TO LIMITED CAPACITY, WILL BE
NOTIFIED IN CASE YOU WERE ACCEPTED.

ENLACE A FORMULARIO:

[HTTPS://FORMS.GLE/AKQRBRYU2SA4KZM7](https://forms.gle/AKQRBRYU2SA4KZM7)

Organise:



Collaborate:



📍 COWORKING CULTURA Y EMPRESA
C/ SEVILLA, 15
JEREZ DE LA FRONTERA

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