

# ПРОГРАММА #СПБМКФ2018

15 november

09:45 — 09:50	Official Program, Ceremony Official opening ceremony of the Business Venue of the VII St. Petersburg International Cultural Forum Professional Flow, Business Venue Russian Museum of Ethnography, Marble Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
09:50 — 10:00	Exhibition The Territory of Culture Professional Flow, Business Venue Russian Museum of Ethnography 4/1 Inzhenernaya st., St. Petersburg	RUS	Badge	18+
10:00 — 11:30	Discussion Investments in Culture Professional Flow, Business Venue Russian Museum of Ethnography 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
10:15 — 11:45	Panel Discussion Protection of Creative Content on the Web. Communication platform IPQuorum.Culture Professional Flow, Business Venue Russian Museum of Ethnography 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
11:35 — 11:45	Signing of Accord Signing of Agreements on International Cooperation in the Field of Culture Professional Flow, Business Venue Russian Museum of Ethnography 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
12:00 — 13:30	Panel Discussion Museum As a Development Institute. New Coordinate System Professional Flow, Business Venue Russian Museum of Ethnography 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
12:10 — 12:20	Competition International Laboratory CultTech Lab Russia. Start of the Digital Culture Solutions Contest Professional Flow, Business Venue Russian Museum of Ethnography 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
13:50 — 13:10	Signing of Accord Signing of agreements on cooperation of the victory museum (federal state budget institution of culture “central museum of the great patriotic war of 1941-1945”) with partners Professional Flow, Business Venue Russian Museum of Ethnography 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
14:20 — 15:40	Panel Discussion Brands in Culture: from Personal Branding to Country Positioning. Communication platform IPQuorum.Culture Professional Flow, Business Venue Russian Museum of Ethnography 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
16:20 — 16:50	Presentation Blockchain-project "My Tretyakov" Professional Flow, Business Venue Russian Museum of Ethnography 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
21:00 — 23:00	Ceremony “Patron of the year” National Awards Ceremony Transfer of the “relay” of the “Russian Seasons” International Cultural Project from Italy to Germany Reception of Foreign Ministers Professional Flow, Business Venue Russian Museum of Ethnography	RUS, ENG	Badge, Invitation	18+

16 november

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| 10:30 — 11:00 | Signing of Accord<br>Signing of agreements on international cooperation in the field of culture<br>Professional Flow, Business Venue<br>Russian Museum of Ethnography, Marble Hall<br>4/1 Inzhenernaya st., St. Petersburg | RUS, ENG      | Badge    | 18+ |
| 18:30 — 20:00 | Discussion<br>Volunteering as a driver of business and culture development<br>Public Flow, Business Venue<br>Russian Museum of Ethnography<br>4/1 Inzhenernaya st., St. Petersburg   | RUS, ENG, ESL | E-Ticket | 0+  |