

# Welcome to the Conference

Registration for Zoom link: <https://lnkd.in/eMapPRn>

**CULTURE SHAPES VALUES**

A conference exploring the importance of training to cultivate cultural awareness

**KEYNOTE SPEAKERS**

**Lata Sharma**  
TV & Radio personality

**SEMINAR 1:  
CULTURAL AWARENESS**  
15:00-16:15

**Prof. Joe Goldblatt**  
World renowned events planner

**SEMINAR 2:  
INCLUSIVE PRACTICES**  
16:30-18:00

**Rwanda Shaw**  
Singer, X-factor Star

**Donald Matheson**  
Assistant Producer Black & Scottish & Black & Irish documentaries

**SEMINAR 3:  
CULTURE & CREATIVITY**  
18:30-20:00

**30.3.21**  
15:00 - 20:00

**CRAICNI**  
**MAPS**  
Music, Arts & Peace in Scotland

Training Trainers 4Innovation

Co-funded by the Erasmus+ Programme of the European Union

**MARCH 30, 2021**

Zoom Register

# SEMINAR 1: 3 PM CULTURAL AWARENESS

HOSTED BY: CRAICNI AND MAPS



Actress, Broadcaster  
and Musician

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## **BIO: LATA SHARMA**

**LATA SHARMA COMES FROM A PROUD INDIAN HERITAGE, BUT IS EQUALLY PROUD TO HAVE BEEN BORN AND REARED IN NORTHERN IRELAND, AND GROWING UP HERE WHILE THE PEOPLE OF N.I. ENDURED THE DARKEST OF TIMES KNOWN AS "THE TROUBLES". BEFORE BECOMING A MOTHER OF 3 CHILDREN, SHE WORKED LOCALLY AS A SINGER IN COVER BANDS AND AS AN ACTRESS, BEGINNING OF COURSE AS MANY DID ON THAT JOURNEY, UNDER THE DIRECTION OF MICHAEL POYNOR WITH THE ULSTER YOUTH THEATRE IN 1986, WHEN SHE PLAYED MARIA IN WEST SIDE STORY.**

**DUE TO THE TIMES WE LIVED IN, ACTING MATERIAL WAS LIMITED FOR SOMEONE FROM HER BACKGROUND, WHICH DIDN'T IRK OR STOP HER FROM PURSUING A NEW DIRECTION IN THE MEDIA, WHERE SHE WORKED BOTH LOCALLY AND NATIONALLY AS A TELEVISION AND RADIO BROADCASTER FOR THE BBC ACROSS THE UK. UNTIL VERY RECENTLY ALONG WITH HER HUSBAND, SHE FRONTED HER OWN POP/ROCK BAND, COVERING SOME OF THE BEST MUSIC ANTHEMS FROM THE LAST 4 DECADES! SHE ALSO IS A CONTRIBUTOR ON RADIO ULSTER'S NOLAN SHOW, AS WELL AS OCCASIONALLY STEPPING IN TO HAVE SOME SERIOUSLY CHEEKY BANTER WITH MAURICE JAY ON HIS U105 BREAKFAST SHOW.**

**VERY RECENTLY SHE RETURNED TO ACTING WHEN THE HOLE IN THE WALL GANG INVITED HER TO BE IN THEIR CHRISTMAS 2019 SERIES OF GIVE MY HEAD PEACE! LATA HAS ALSO WRITTEN HER FIRST EVER ONE WOMAN SHOW CALLED, "SAUSAGE SODAS AND ONION BHAJEES", WHICH WITH THANKS TO JIMMY FAY, WAS DUE TO BE SHOWN AT THE LYRIC IN 2020!!**

# 3pm GMT: Cultural Awareness

## **OPENING REMARKS**

Eileen Chan-Hu, CRAICNI CEO and Iain Stewart, MAPS CEO

## **CULTURAL AWARENESS**

RwandanDreamNI and Tools for Cultural Awareness Training

## **CAST4INNOVATION**

Cultural Awareness Supporting Training for Trainers for Innovation

## **VIDEO + TALK**

'Anniversary Lockdown,' by Lata Sharma

## **TRAINING TEAM**

Course Overview by Adrian Cristea, Dublin City Interfaith Forum  
Dr Edie Shillue, CRAICNI Senior Associate  
Masako Carey, CRAICNI Cultural Awareness Trainer

## **Q&A**

Eileen Chan-Hu, CRAICNI CEO

**[WWW.CAST4INNOVATION.COM](http://WWW.CAST4INNOVATION.COM)**

**CONTACT: CRAICNI, LEAD PARTNER  
EMAIL US [INFO@CRAICNI.COM](mailto:INFO@CRAICNI.COM)**

# SEMINAR 2: 4:30PM INCLUSIVE PRACTICES



Professor Joe Goldblatt, Emeritus  
Professor, world-renowned Events  
Planner

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## **BIO: PROFESSOR JOE GOLDBLATT**

**PROFESSOR JOE GOLDBLATT IS, ACCORDING TO JOHN WILEY & SONS PUBLISHERS, “THE FOREMOST AUTHORITY IN THE WORLD OF EVENTS” AND HE HELD THE WORLD’S ONLY PROFESSORIAL CHAIR IN PLANNED EVENT STUDIES FOR TEN YEARS AT QUEEN MARGARET UNIVERSITY IN EDINBURGH SCOTLAND.**

**HIS FIRST BOOK WAS DESCRIBED BY THE PRESIDENT RONALD REAGAN’S WHITE HOUSE SOCIAL SECRETARY AS, “A GIFT FROM THE MASTER”. HE IS THE AUTHOR OF THE FIRST TEXTBOOK IN THE FIELD OF EVENTS MANAGEMENT THAT HAS BEEN CONTINUOUSLY PUBLISHED FOR 30 YEARS. HE IS ALSO THE AUTHOR, CO-AUTHOR AND EDITOR OF 37 BOOKS IN THE FIELD OF EVENTS MANAGEMENT.**

**DURING HIS CAREER HE PRODUCED EVENTS FEATURING PRESIDENT RONALD REAGAN, BARBARA BUSH, OPRAH WINFREY AND EVENT DONALD TRUMP. HE WAS THE FOUNDING PRESIDENT OF THE INTERNATIONAL SPECIAL EVENTS SOCIETY (ISES) (NOW KNOWN AS THE INTERNATIONAL LIVE EVENTS ASSOCIATION) AND WAS THE DEVELOPER OF THE ORIGINAL CERTIFIED SPECIAL EVENTS PROFESSIONAL (CSEP) INTERNATIONAL QUALIFICATION PROGRAM. HE HAS RECEIVED TWO HONORARY PROFESSORSHIPS FROM LEADING UNIVERSITIES IN THE PEOPLES REPUBLIC OF CHINA. HE RECEIVED THE FIRST EVER LIFETIME ACHIEVEMENT AWARD FOR SERVICE TO THE INDUSTRY FROM ISES. SPECIAL EVENTS MAGAZINE ALSO AWARDED HIM A LIFETIME ACHIEVEMENT AWARD.**

**IN 2008 HE WAS THE FIRST EDUCATOR TO BE INDUCTED INTO THE INTERNATIONAL FESTIVALS AND EVENTS ASSOCIATION HALL OF FAME. THE CITY OF EDINBURGH, SCOTLAND AWARDED HIM THE BURGESS OF THE CITY AWARD IN 2018 FOR HIS CHARITABLE AND CIVIC ACTS. IN 2017, PROFESSOR GOLDBLATT RETIRED FROM FULL-TIME TEACHING AND ACADEMIC RESEARCH AND WAS APPOINTED AS THE SENIOR DEVELOPMENT AND ALUMNI ASSOCIATE OF QUEEN MARGARET UNIVERSITY.**

**HE LIVES IN EDINBURGH, SCOTLAND WITH HIS WIFE NANCY AND THEY ARE THE PARENTS OF MAX, A PROFESSIONAL ACTOR AND SAM, A SENIOR MARKETING EXECUTIVE FOR THE CAPITAL THEATRES IN EDINBURGH AND THE CO - FOUNDING PRODUCER OF THE EDINBURGH 48 HOUR FILM PROJECT AND THE AUTHOR OF THE COMPLETE GUIDE TO GREENER MEETINGS AND EVENTS (WILEY, 2011). JOE AND NANCY ARE ALSO THE PROUD GRANDPARENTS OF THEIR AMAZING SCOTTISH BORN GRANDSONS, HAMISH AND GUTHRIE.**

# 4:30pm GMT:

# Inclusive Practices

## **OPENING REMARKS**

Eileen Chan-Hu, CRAICNI  
CEO

## **INCLUSIVE TEACHING APPROACHES**

Iain Stewart, MAPS CEO  
and Eileen Chan-Hu

## **INCLUSION - DISABILITY**

"Inclusion into Cultural  
Awareness Training,' for  
Trainers - Dermot Devlin, NI

## **INCLUSION - FAITH TRAINING TEAM**

'Scottish and Muslim,'  
Mahrukh Adnand Shaukat,  
Scotland

## **KEYNOTE SPEAKER**

'inclusive Practices,'  
Professor Joe Goldblatt

Accreditation of Delivering Cultural Awareness  
Training Course - Anna Clarke, Prospect Awards

## **Q&A**

Jeremy Adams, CRAICNI  
Senior Training Associate

**WWW.CAST4INNOVATION.COM**

**CONTACT: CRAICNI, LEAD PARTNER  
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# SEMINAR 3:

## 6:30PM

# CULTURE AND CREATIVITY



Donald Matheson,  
Assistant Producer, Black  
and Scottish and Black and  
Northern Irish



Xfactor Star and Singer

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## **BIO: RWANDA SHAW**

**NEWRY BORN RWANDA SHAW IS A 25 YEAR OLD SINGER, RECORDING ARTIST, CHILDREN'S ENTERTAINER AND ALL ROUND COMMUNITY ACTIVIST FROM NORTHERN IRELAND WHO ALSO TAKES INTEREST IN ACTING, BEAUTY AND FASHION.**

**RWANDA HAS TAKEN PART IN MANY CULTURAL EVENTS ACROSS BELFASY CITY AND IS CURRENTLY PART OF THE BLACK AND NORTHERN IRISH DOCUMENTARY.**

**HER GOAL NOW IS TO WORK ON HERSELF AS AN ARTIST, (RECENTLY BEING FUNDED BY THE ARTS COUNCIL SHE IS WORKING ON NEW MUSIC AND PROJECTS) AND BRANCH OUT TO WORK WITH NEW, LIKE-MINDED PEOPLE WITHIN THE INDUSTRY.**

**RWANDA HOPE'S TO HELP PUT NORTHERN IRELAND ON THE MAP FOR THE AMAZING MUSICIANS HERE, AND FOR HER IT WOULD BE AN HONOUR TO BE RECOGNISED AS SOMEONE WHO COMES FROM A MINORITY BACKGROUND AND HAD A HARD UPBRINGING BUT WAS ABLE TO MAKE SUCCESS FOR THEMSELVES IN THE FACE OF ADVERSITY.**

## **BIO: DONALD MATHESON**

**DONALD IS A MULTIMEDIA JOURNALIST AND PRODUCER WITH A PARTICULAR INTEREST IN DIVERSE STORYTELLING AND ENCOURAGING SOCIAL COHESION.**

**BROUGHT UP IN THE RURAL TOWN OF DUMFRIES HE IS PASSIONATE ABOUT DRAWING FROM HIS UNIQUE EXPERIENCES AS A MIXED PERSON IN BOTH THE UK AND KENYA TO HELP BRING ORIGINAL STORIES TO MODERN-DAY AUDIENCES.**

**DONALD IS A ROYAL TELEVISION SOCIETY ALUMNI AND HAS HAD THE PRIVILEGE OF WORKING WITH AND BUILDING ONGOING RELATIONSHIPS WITH SOME OF THE WORLD'S BIGGEST MEDIA ORGANISATIONS SUCH AS NETFLIX, THE BBC AND ITV.**

### **DONALD'S PERSONAL QUOTES:**

**"WE AS HUMANS HAVE ONE TRAIT THAT SEPARATES US FROM THE REST OF NATURE, AND THAT'S OUR ABILITY TO TELL STORIES. "**

**"IN SUCH TURBULENT TIMES, OUR ABILITY TO COMMUNICATE A SHARED STORY ENGAGINGLY AND CREATIVELY MAY WELL TURN OUT TO BE OUR ONE SAVING GRACE."**

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# 6:30pm GMT: Culture and Creativity

## **OPENING REMARKS**

Eileen Chan-Hu, CRAICNI  
CEO

## **CULTURE AND CREATIVITY TEACHING TOOL**

Benefits of Culture and  
Creativity - Iain Stewart,  
MAPS CEO

## **KEYNOTE SPEAKERS**

Donald Matheson and  
Rwanda Shaw, Black and  
Scottish and Black and  
Irish

## **Q&A**

Siobhan Brown, Cultural  
Awareness Trainer,  
CRAICNI

## **CELEBRATION TALK VIDEO LAUNCH**

Talk by Magdalena  
Houston launching  
CAST4Innovation Dance!

## **CERTIFICATE PRESENTATION**

Developing Skills in  
Cultural Awareness  
Training

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