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# DigiCreate Virtual Conference

## Designing Creative Futures: From Research to Learning in Practice

16 July 2026 | 10:00–16:00 CET | Zoom



10:00–10:20

# Opening Session

Kick off the DigiCreate Virtual Conference with a warm welcome from NVO Glas and consortium partners. This opening session sets the stage for a day of discovery, collaboration, and innovation – introducing the DigiCreate project, its mission, and the exciting programme ahead.





10:20–10:45

# From Research Findings to Innovative Learning Solutions

Dive into the latest research on skills needs in the creative industries. This session presents the key research findings and explores how they informed the DigiCreate methodology and the development of an innovative, future-ready training programme for young professionals.



Research findings on creative skills needs

From evidence to innovative learning solutions

11:00–12:30

## Interactive Panel Discussion

Voices from the Creative Industries – Youth Success Stories  
and Skills for the Future



**Panelist 1**  
**Veronica Braccacini**

Master's degree in Cultural  
Management  
Germany



**Panelist 2**  
**Luka Vušurović**

Master of Public and Cultural Diplomacy  
and Cultural Heritage Management Expert  
Montenegro



**Panelist 3**  
**Prof. Dr. Tatjana Jovanović**

Assistant Professor, Psychologist, and HR  
Expert with 20+ Years of International Corporate  
Experience  
Serbia



## Panelist 1

**Veronica Braccacini**

**Master's degree in Cultural Management  
Germany**

Veronica Braccacini is Logistic and Project Manager at Youth Power Germany, with a background in Languages and Communication and a Master's degree in Cultural Management. Drawing on her experience as a performer, educator, and cultural manager, her work bridges performing arts, education, project management, and community engagement through an interdisciplinary approach that combines art, communication, and inclusive practices. Alongside her artistic practice, she coordinates and supports cultural and youth-oriented projects and facilitates workshops for young people, fostering collaboration, creativity, participation, and meaningful social impact.



## Panelist 2

**Luka Vušurović**

**Master of Public and Cultural Diplomacy and  
Cultural Heritage Management Expert  
Montenegro**

Luka Vušurović is a cultural heritage and public diplomacy professional with a Master's degree in Public and Cultural Diplomacy from the University of Siena, Italy. His work focuses on the preservation, interpretation, and promotion of cultural heritage through interdisciplinary approaches that connect history, education, and cultural tourism. As Montenegro's only professional historical armourer, he handcrafts historical armour using authentic medieval techniques and facilitates workshops on heraldry and historical weaponry. Alongside his academic and professional work, he has participated in archaeological excavations and develops interactive educational experiences that make cultural heritage accessible and engaging for diverse audiences.



## Panelist 3

**Prof. Dr. Tatjana Jovanović**  
**Assistant Professor, Psychologist, and HR**  
**Expert with 20+ Years of International**  
**Corporate Experience**  
**Serbia**

Prof. Dr. Tatjana Jovanović is an Assistant Professor, psychologist, and HR expert with over 20 years of international experience in human resource management. Throughout her career, she has held senior HR leadership roles at STADA Group, Philip Morris International, Allianz, and Banca Intesa, specializing in organizational transformation, leadership development, employer branding, and talent management. Bridging academia and business practice, her current work focuses on artificial intelligence in HR, organizational development, learning and development, and the future of work through teaching, research, and consulting.





12:30–13:00

## DigiCreate Learning Resources and Digital Platform

Discover the DigiCreate Methodological Framework, designed to equip young professionals with the skills needed for the creative industries. This session presents the framework, including its learning modules and gamification approach, followed by a short introduction to the DigiCreate digital platform as one of the project's key outputs.





01

### **WG1: Supporting Young People in Their Transition from Education to Employment**

Helping young people navigate the shift from education to employment in creative industries – exploring practical tools, mentoring models, and skills-matching approaches.

02

### **WG2: Learning for the Future – Better Developing Creative Skills**

Designing better pathways for developing creative competencies – discussing innovative curricula, digital learning methods, and industry-aligned training frameworks.

03

### **WG3: AI, Emerging Technologies and the Future of Creative Careers**

Exploring the impact of artificial intelligence and emerging technologies on creative professions – shaping strategies for adaptation, upskilling, and future-ready careers.

14:00–15:30

# Collaborative Working Groups





**15:30–16:00**

## **Presentation of Recommendations & Closing Session**

Wrap up the day with a collaborative reflection on the key outcomes of the workshop. This closing session brings together the main conclusions from the working groups, invites participants to share their feedback, and outlines the next steps for the DigiCreate project, including recommendations, learning resources, and the digital platform.



**Recommendations & Key conclusions**

**Participant Feedback & Reflections**

**Next Steps for DigiCreate**



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# Join the Event

## Useful Links



### Registration

Scan to register for the event



### Zoom Access

Scan to join the online conference

<https://digicreate-empower.eu/> – Learn more about DigiCreate