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"RUSSIAN ACCENT" -- Nadia Sikorsky's Blog

Promotion of cultural projects for the Russian-speaking, English-speaking, and French-speaking audiences.

Based on 18 years of experience leading Switzerland's first daily Russian-language newspaper, three years of experience running a French-language blog "L'accent russe" which has already attracted 5,000 subscribers, as well as experience organizing theatrical tours, exhibitions, and conferences, I have decided to focus my attention exclusively on the cultural sphere and expand the reach of the ""L'accent russe" blog to Russian- and English-speaking audiences.

My inside knowledge of Swiss cultural life and understanding of my long-standing audience's needs allow me to offer my partners cultural event coverage simultaneously for three language groups through proven channels with established trust and based on long-term relationships, as well as cultural event curation and cultural cooperation consultancy.

My services:

I. Cultural Event Coverage

Basic Publication Formats (plus visual content)

- **Preview Announcement** (300-500 words) — presentation of the event emphasizing its uniqueness
- **Detailed Review** (800-1,200 words) — detailed story with interviews, history, context
- **Post-Event Report** (400-600 words) — report on the past event with photos and impressions
- **Book/Performance Review** (800-1,200 words) — in-depth analysis including objective data and professional personal impressions

Premium Publication Formats:

- **Artist/Curator Interviews** — exclusive content to attract additional attention
- **Behind-the-scenes** — backstage preparation of the event
- **Cultural Guide** — guidebook article about the event

"Standard" Package: CHF 1000

- Article in three languages (minimum 500 words)
- Social media posting on Facebook, Instagram & LinkedIn

"Premium" Package: 2,000 CHF

- Announcement + report + social media posts

Clients' banners on Russian Accent site: 500 CHF/week

Instagram/Facebook Posts

- **Single post:** 100 CHF per language
- **Stories** (series of 3-5 stories): 150 CHF per language
- **Reels/video** (up to 60 sec): 250 CHF per language
- **Event teaser** (30-60 sec): 200-250 CHF

Special Conditions:

- Rush order (24-48 hours): +50%

II. Curation and Consultancy

Cultural Event Curation:

I create concepts and curate cultural projects that bring together different communities in Switzerland.

What's included:

- Event concept development considering multicultural context
- Selection and coordination of participants (artists, musicians, speakers)
- Program creation considering the interests of all language groups
- Coordination with venues and partners
- Media strategy and event promotion

Cultural Cooperation Consultancy:

I help cultural organizations build bridges between Russian-speaking, French-speaking, and English-speaking communities in Switzerland.

One-time consultation: 250 CHF/hour.

Consultant Services:

- **Audience Audit** — analysis of different cultural communities' needs
- **Outreach Strategy** — how to attract new audience segments
- **Partnership Relations** — establishing contacts with key players in each field of activity
- **Cultural Adaptation** — how to adapt content for different mentalities
- **Media Map** — where and how to cover events for maximum audience attention

COMBINED OFFER: *Full cycle: from idea to implementation — I curate the event and ensure its promotion through all media channels.*

CONTACTS

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