

Irish Festivals and Events The Capacity to Endure



November 7th & 8th, 2013

1-to-1 Professional Clinics

1-to-1 professional clinics will be available over the two days of conference. They are 20 minutes long. Pre-booking is essential and can be booked at registration desk with Vanessa.

Clinics are available in the following areas:

- Tax and legal issues
- Sponsorship & commercial revenue
- Facebook/Twitter clinic for beginners
- Marketing & PR
- Street performance programming
- Health & safety
- Volunteering

THURSDAY

10:00 **Registration Opens**

10:15-11:15 **'Sponsorship and Revenue-Generating Trends for Hallmark Events' – Maria Moynihan, Director at Milestone Inventive**

Maria Moynihan has been hugely associated with the festival and events sector for almost two decades. With a wealth of experience gathered from Executive Management involvement with Galway Christmas Market, The Dublin Tall Ships, The Volvo Ocean Race, St Patrick's Day Festival, Diageo Arthur's Day Galway Concert, the Eurovision Song Contest and even the 'Day of Welcomes' for Ireland's EU Presidency and Rejoyce Dublin 2004 Bloomsday Centenary, Maria Moynihan will examine some of the issues of making your event pay for itself.

11:30-12:30 **'Red Tape, Licences, Event Regulations & Unexpected Visits from Your Festival Prevention Officer' - Tadhg Moriarty, Director at Approved Productions.**

Tadhg Moriarty is a very experienced event manager having organised his first event at just 15 years of age. He has worked in an array of event industry roles

such as Event Director and Production Manager and has trained over 500 people in many aspects of event management, with particular focus on safety and event licensing matters. Tadhg is currently a Director with Approved Productions, based in Killorglin, Co. Kerry, which has a rich and diverse range of festival and cultural event clients established in their portfolio. He will give a brief overview of some the current legal and regulatory minefields that are out there, the practice of surmounting them safely and some industry observations.

12.30 – 13.15 **'European Festivals and Cultural Events – Changes & Trends' - Kathryn Deventer Secretary General European Festivals Association.**

Kathrin Deventer studied Italian literature and political science in Amsterdam and graduated in 2004. She set up projects in the framework and as part of Genoa - European Capital of Culture 2004. In 2004, Kathrin Deventer began working for the European Festivals Association (EFA) becoming its Secretary General later. She has a special interest in culture and its role in civil society engagement and issues connected to the recognition of the importance of culture in society.

13:00 **Registration/Lunch**

13:15 Placement Partnering Pointers

13:00-13:20 **Speed Meeting – Growing Your Peer Network**

Geoffrey Kane, Director with the Wicklow Arts Festival, will facilitate this session, targeted for conference newcomers who wish to practice their 'elevator four minute presentation' and meet some new fellow practitioners.

13:30 **Conference Opening/Placement Partnering**

An opportunity for festivals, events & organisations to meet with third-level students who are in the market for work placement across a variety of disciplines, such as Event Management, Marketing, Research, Digital Support, Multimedia, Digital Media etc. Come and meet the Campus Reps and the students with their CVs.

Tumble Circus – Showcase - An Extract from the Tumble Circus Repertoire

14:00 **Sessions**

a) Commercial Revenues

Finding More Money in Challenging Times

b) Communications for Your Event

For busy festival producers – getting your message out in a crowded media market place

c) Volunteering

Where can we find more & how we can keep the few loyal ones we have?

15:00

Sessions (Repeated)

a) Commercial Revenues

Finding More Money in Challenging Times

b) Communications for Your Event

For busy festival producers – getting your message out in a crowded media market place

c) Volunteering

Where can we find more & how we can keep the few loyal ones we have?

16.00

Tea/ Coffee

16.15

Festivals and Cultural Events, Season 2013 – Sector Snapshot

Presented by Colm Croffy, Executive Director at AOIFE

16:35

I wish that I knew then, what I know now ...

A series of personal reflections from some of Ireland's & European significant festival and event producers Joost De Waarbaak, Grainne Mc Loughlin and Maria Moynihan - on their career highlights, lowlights and trends in the sector. Moderated panel-discussion chaired by Miriam Dunne, Freelance Festival and Events Producer.

With over 20 years of involvement in the festival and events sector, Miriam Dunne can be considered an expert in the field. As Programme Director with Spraoi in Waterford for almost two decades Miriam has clocked up many miles of experience both at home and abroad. She has also played a very active part at executive level for the Waterford Tallships Festival, Dublin Docklands Festival, and most recently the Waterford Festival of Architecture and Winter, the inaugural Christmas Festival in Waterford last year.

17:15

2013 – 300% More Events but is the Vintage better?

Mark Graham, blogger, author and festival & event reviewer who undertook a project to visit three festivals and events a week since last winter relates what he found, what he liked, what he saw the audiences and attendees enjoyed and his analysis on the Irish Festival & Events scene of 2013 in comparison to 2012!

18:15

AOIFE Annual General Meeting

19:15

Welcome Reception hosted by Mayor of Ballinasloe & Mayor of Galway

20:00

Showcase – Master Jugglers and Acrobatic Performers

20:45 **Dine Around (delegates can dine uptown or at the hotel at their own leisure) – Music and singing – songs in Marina Bar till late. Speaker Supper in Hotel available with supplement.**

22:45 Showcase – Macey South – Hotel Main Bar

FRIDAY

9:00 **Registration Desk Opens**

9:30 **Opening Remarks and Review of Day One, Chair Miriam Dunne**

9:45 **'How to Make Your Festival Famous – 5 Tips to Get Media Coverage'**

What is the secret of media success when you are running a festival? How do you get your story across in an engaging and interesting way? And why do some events make the news and others fade into obscurity?

This keynote, by one of Ireland's leading media experts, will enlighten you with 5 practical tips to improve your media coverage

Jack Murray is a graduate of the University of Limerick. He is a media innovator with over 18 years experience at the most senior level in the Irish communications industry. He has worked in marketing, journalism, and media relations. He is a former political spokesperson and government advisor.

10:30 **Europe for Festivals and Festivals for Europe?**

Secretary General of the European Festivals Association, Kathryn Deventer, outlines the increasing role Europe is playing in culture and in particular how the National Federations are assisting the Commission and Parliament in making the case for culture and access to culture as a citizen's right. She will also be announcing details of a new €1.3 mill Commission funded - European Cultural Festivals Promotional and Branding project at European and Regional level with AOIFE as project partners.

11:00-11:20 **Coffee Break**

11:20-12:10 **Workshop Sessions**

a) The Visitors' Profile – Who is Coming to Our Events and Why?

How do you compile data, track visitor numbers; what do you bench mark them against? Find out how you can track and map simply and effectively and see how your could work to your advantage .

b) Fundraising/Commercial Income – Trying to Become Sustainable

Even after getting all the plant for free, we still have trouble balancing the books; how can we get more from the pockets and tills?

c) How to Write a Great Press Release

Increase the chances of your press release standing out from the crowd and getting noticed focusing on the writing techniques required to compose a great press release.

d) Social Media – The Shortlisted Three

Let's meet and view what this year's Festival and Event Short listed for Best Social Media campaign were up to and how it drove attendance and reach for their stakeholders and programmes.

e) Lifestyle

Everyone is fried! Finding greater life balance through time management: How can we translate the time lines, deadlines and production strategies into a successful blueprint to add more personal time and balance into our lives? Focusing on tactics that yield the greatest returns; planning versus reacting; procrastination roadblocks and achieving the elusive 'balance'; are examples of the tips to be covered.

12:10-13:10 **Irish Festival & Event Licensing Regulations – Consistency in Application?**

Elaine O' Connor, MSc Magnum Events, previously Production Executive for Bavaria City Racing, Production Manager for Tall Ships 2012 Dublin and Operations Manager at the Festival of World Cultures, will present her key findings from some research on the way some of our Local Authorities engage in this zone. The Panel of Mary Weir Dublin Corporation Events, Louise Tangney Director Vantastival, Michael Raftery Galway County Council Chief Fire Officer , and Tadgh Moriarty, Event Controller (Director of Approved Productions) will reflect on where we are all at in this critical juncture.

13:10-13:30 **Insurance Key New Developments in the Events and Leisure Sector**
Niall O' Driscoll, Managing Director O' Driscoll O' Neill Insurances

13:30-14:30 **Lunch**

Sector Future Tables – grab your table depending on the brainstorming topic for the next decade of development in Ireland's Festival and Event sector .

14:30-14:45 **Responsible Drinking At Our Festivals and Events**

Fionnula Sheahan CEO of M.E.A.S. (Mature Enjoyment of Alcohol in Society) outlines what the sector can do to educate our volunteers, crews and audiences in this topical space.

14:45 -15.45 **The Gathering 2013 Some Initial Legacy Issues**

Jim Miley, Chief Executive of The Gathering will present a preliminary review of some of the legacy issues from the project and then Paraic Breathnach, Director of Cúirt International Festival of Poetry, chairs a sector panel of Paraic Cribben CEO Vintners Federation of Ireland, Mark Graham A Year of Festivals and Maria Moynihan Director Milestone Inventive on just what the sector has learnt from

delivering significant increases in international visitor traffic and an explosion of events in our second run of a homecoming type event.

15:45-16:00 **Tea & Coffee**

16:00-16:35 **LEADER Funding a Ghost of Christmas Past or a Bright New Future?**

Since 2009 in the last three years of the LEADER programme more and more festivals and events have been funded by this EU/Dept of Agricultural Structural Fund, diverting more than €5million into local, regional festivals and events as well as clusters. The 2007-2012 programme is winding down and the Government wish to transfer the monies from LEADER Companies to Local Authorities with far reaching implications. Seamus Boland, CEO of Irish Rural Link, casts his eye on the machinations in this critical area.

16:35-17:00 **The Decade of Commemoration 2014-2024**

Senator Mark Daly will detail the work and some of the concepts being fleshed out by the Oireachtas Committee on the centenaries and what that might entail for festivals and events in the lead up and delivery of all the 100ths.

17:00 **Conference Closing Remarks**

20:30 **Dinner and Carlton Best of Festival Marketing Awards .**

22:30 ***Showcase Synergy***

****Please note: programme is subject to slight change****

FRIDAY – ALL Day Festive EXPO – Meet some of the suppliers and performers to the sector