



2009 AOIFE 16th ANNUAL CONFERENCE PROGRAMME

Festivals & Cultural Events Helping Ireland's Recovery

November 5th - 6th 2009
Carlton Shearwater Hotel Ballinasloe, Co. Galway, Ireland.

DAY 1 Thursday November 5th 2009

12.00 noon

Registration Desk opens

12.30 p.m. – 1.10 p.m.

Light Lunch for arriving delegates sponsored by Shields Mobile Staging Systems

1.15 p.m. – 1.45 p.m.

Conference Opening Remarks Curator Fergus Linehan
Irish Festivals & Cultural Events

With their high profile, adaptability and international outlook, festivals are ideally placed to respond. The 2009 conference will focus on the festival sector's role in Ireland's recovery. We will look at how we can work together effectively, our role in promoting Ireland internationally and how we measure success in changed circumstances.

1.45 p.m. – 2.45 p.m.

Keynote Working Together Faith Liddell

The session will be led by Faith Liddell, Director of Festivals Edinburgh. Faith is one of Scotland's most admired arts leaders. Festivals Edinburgh is the high-level organisation, created and managed by the directors of Edinburgh's 12 major Festivals, to take the lead on their joint strategic development. It works closely with the Festivals to enable, facilitate and deliver new, significant projects in a number of key strategic areas: joint marketing, programming, sponsorship, technology, environmental sustainability and professional development.

2.45 p.m. – 3.30 p.m.

Session A Promoting Ireland Eugene Downes

In addition to drawing visitors to Ireland, festivals act as springboards for Irish art to travel overseas. International festival directors, curators and presenters use festivals as their window to Irish culture and, while many events have structured ways of facilitating these 'cultural gatekeepers', more can be done. In recent years Culture Ireland has played a key role by increasing the number of visits by international presenters and working with festivals to ensure these visits are as effective as possible. This session will be led by the Chief Executive of Culture Ireland Eugene Downes.

3.30 p.m. – 3.45 p.m.

Tea/ Coffee

3.45 p.m. – 4.45 p.m.

Session B Using The New Media Landscape Hugh Linehan, John Crumlish & David McLoughlin

With festivals setting up their own 'online TV channels', interactive forums and online festival content, it would seem that we have more control over 'editorial' than ever before. In addition, these resources give us the capacity to reach beyond our usual audiences. However, the demise of traditional media is also throwing up enormous challenges with the decline of criticism, the explosion of small media entities and the arrival of new forums such as Twitter and Facebook. This session will be led by Hugh Linehan, online editor of The Irish Times, featuring John Crumlish Manager Galway Arts Festival and David Mc Loughlin CEO Wexford Opera and will focus on how we can ready ourselves for a very different media landscape.

4.45 p.m. – 5.20 p.m.

Session C Research Measuring the Right Things ONLINE Consulting/ Guinness® Cork Jazz festival

Principals from ONLINE Consulting and the Guinness Cork Jazz Festival present a summary of their Research findings & Economic Impact Report into the 2008 Guinness Cork Jazz Festival.

5.20 p.m. – 6.00 p.m.

Session C Research Measuring the Right Things panel discussion

Heather Maitland will lead a panel discussion on how to best use at lot of the research already undertaken and how its shared analysis might assist with platforming our festivals and events better.

6.00 p.m. – 6.30 p.m.

Call to Arms Gerry Godley

As a Key figure in the Committee for the "National Campaign For The Arts" Gerry Godley will provoke us all into understanding better our key attributes that can assist in returning Society and an economy to recovery. Gerry has been responsible for bringing some of the most exciting international music performers to Ireland in recent years. He has curated the music strand of Kilkenny Arts Festival since 2005 and presents "Reels to Ragas" on Tuesdays on Lyric FM.

7.30 p.m.

Mayor of County Galway Welcome Reception

8.30 p.m.

Conference Barbeque Marina Suite

9.30 p.m.

Where in the Festival World Table Quiz

DAY 2 Friday November 6th 2009

8.45 a.m.

Registration Desk opens

9.30 a.m. – 10.30 a.m.

Opening Day 2 – Opening Remarks Chair **Miriam Dunne**

Keynote 1 Season 2009 Audience Benchmark National Survey **Heather Maitland**

Forty-seven members of Theatre Forum, supported by Fáilte Ireland, participated in the fourth project to benchmark audience engagement and ticket sales. All the organisations sell tickets through box office computer systems so consistently collect information about their ticket buyers. The project analysed the purchases of 358,543 ticket buyers and 1,761,308 tickets worth €36,789,203 for 8,650 performances in 2008. This overview report authored by Heather Maitland (Arts Consultant, Author and Research Associate at the Centre for Cultural Policy Studies in Warrick) containing the aggregated data will help programmers to assess the effectiveness of their work to engage audiences.

10.30 a.m. – 11.15 a.m.

Keynote 2 The Volvo Ocean Race Galway Overnight Success **Maria Moynihan Lee**

The targets for the Galway Volvo Ocean Race stopover were to generate €43m for the local economy and to deliver over 140,000 visitors to Galway from 23 May to 06 June 2009. A whirlwind behind the scenes peek at the effort required for one of the Events of the season. Maria Moynihan was Port Stopover Director for the Galway Volvo Ocean Race

11.15 a.m. – 11.30 a.m.

Tea/ Coffee

11.30 a.m. – 12.15 p.m.

Strand A – Audiences and Economics

Annette White

The market for festivals in Ireland - who goes; who does not; and what we can do to grow the market. A broad look at festival attendance: who goes, what type, & how often.

Strand B – Festival Survival Skills

Panel Discussion

Workshop reviewing How To's of the 80' and 90's issues around Programming, Sharing, Outsourcing & Resourcing

12.15 p.m. – 1.00 p.m.

Strand A – Audiences and Economics

Rory McCarthy

Continued moderated discussion on pointers from Research with presentation from Rory McCarthy Festivals and Cultural Events Officer with Fáilte Ireland on their involvement in the Sector.

Strand B – Festival Survival Skills

Panel Discussion

Workshop reviewing working with third-level college students: recruitment, policies, procedures & supervision.

1.00 p.m. – 2.15 p.m.

Best of Festival Marketing Awards Lunch sponsored by **Carlton Group Hotels**

2.15 p.m. – 3.00 p.m.

Festivals Funding – It's Life but Not as We Know It **Panel Discussion**

Panel discussion to include presentation by Una McCarthy Head of Festivals Arts Council

3.00 p.m. – 4.00 p.m.

Multi Choice Workshops sessions run in parallel

(i) **Fundraising**

(ii) **Working With Street Spectacle & Performance Companies**

(iii) **Event Safety**

(iv) **Volunteers**

(v) **Marketing & PR**

4.00 p.m. – 4.15 p.m.

Tea/ Coffee

4.15 p.m. – 5.00 p.m.

Strand C – Unsocial Behaviour at our Community Events

Panel discussion with Senior Police, Vintners, Local Authority & Community Representatives – combating and containing difficult situations for festival publics.

Strand D – Festival Forums in Action

Experiences from Cork and Belfast Festival Forums

5.00 p.m. – 5.45 p.m.

The Inaugural Milwaukee Festival Volunteer Experience

Participants from the first Scholarship Programme for Young Students of Event Management and Traditional Music – report on serving two weeks as Festival Assistants at the largest Irish American Festival.

5.45 p.m. – 6.30 p.m.

Conference Wrap Up
AOIFE Annual General Meeting

8.30 p.m. – late

Showcase '09 and Rocket Pyrotechnics Suppliers Awards Buffet

Saturday November 7th 2009

10.45 a.m. – 1.45 p.m.

Pre-registered Master Classes