



How to get to Ballinasloe, Co. Galway  
Ideally located on the M6 motorway, Ballinasloe is easily accessible for everyone.

By car:

From Dublin - under 2hrs  
From Cork - under 3.5hrs  
From Belfast - under 3.5hrs  
From Galway - under 1 hr

By train:

Less than 2hrs by train from Dublin Heuston  
Less than 4hrs from Cork, Killarney, Belfast, Waterford and Wexford  
Visit [www.irishrail.ie](http://www.irishrail.ie) for more information

By bus:

Regular bus services from all major towns and cities  
[www.citylink.ie](http://www.citylink.ie) [www.gobus.ie](http://www.gobus.ie) [www.buseireann.ie](http://www.buseireann.ie)

Further information on how to get to Ballinasloe or for updates on speakers and other conferences events visit [www.aoifeonline.com](http://www.aoifeonline.com), email us on [info@aoifeonline.com](mailto:info@aoifeonline.com) or go to [www.shearwaterhotel.com](http://www.shearwaterhotel.com). You will also receive GPS coordinates for the hotel from their website.

Early bird discount group rate available if payment received by Oct 17<sup>th</sup>, 2014.



**Association of Irish Festival Events**  
Town Hall Theatre, Ballinasloe, Co. Galway



**14<sup>th</sup> – 15<sup>th</sup> November**

**Irish Festivals and Events**  
**Theme**

Carlton Shearwater Hotel,  
Ballinasloe,  
Co. Galway

*Revitalising communities and the visitor experience through sustainable and thriving festivals and events.*



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## AOIFE celebrates its 20th Annual Conference this year on November 7th & 8th.

AOIFE - Association of Irish Festival Events - is an all-island voluntary organisation that connects experienced and novice festival organisers, suppliers, funders and influential policy-makers as well as the invaluable knowledge and skills gained over AOIFE's 20 year establishment.

Founded in March, 1993, AOIFE now has close to 400 member festivals and almost 100 corporate, associate and individual members, incorporating all kinds of festivals from international festivals to local street festivals. This conference gives you the chance to network, gain useful contacts and rub shoulders with some of the more influential and established members of the industry, as well as gain fresh insight from those recently joining the sector.

This conference will focus on the best practice and innovations from festival specialists, policy-makers and expert commentators involved with the arts, culture and tourism sector.

More and more local authorities and municipalities are engaging with, promoting and producing their own civic cultural tourist and community festivals and events. This is an event which will help your local authority share best practice and recognise the new trends.

Festivals, culture and sporting events are occasions where the identities of people and places are performed, celebrated and shared. Community pride and economic development go hand-in-hand as people gather to celebrate their cultural identity.

**The Capacity to Endure 2013 Conference** is for progressive thinking practitioners of the festival and event industry.

It is a unique, interactive and engaging two-day event that provides an exclusive environment for the leaders and stake-holders of the festival and event sector to gain as much knowledge as possible to review the Gathering, lessons learned and possible legacies.

## Invited speakers include:

### What previous delegates thought...

*"Everything was covered excellently,"* ~ Louisa Condon, Thurles Chamber

*"Conference was fantastic, great speakers who never lost the attention of their audience,"* ~ Anne Marie McCormack, Shannon Development

*"Speakers were excellent communicators. Their presentations and information handouts were valuable and useful,"* ~ Mary Houlihan, Waterford County Council

*"Great Conference! Very informative,"* ~ Emma Day, Ballyhoura Fáilte

### Visit our Conference Blog:

[thecapacitytoendure.wordpress.com](http://thecapacitytoendure.wordpress.com)

