

# Conference for Festivals 2018

**Wednesday 21st November**  
**from 11.30am to 5.15pm**

**Thursday 22nd November**  
**from 9am to 1pm**



**Fazeley Studios, 191 Fazeley Street**  
**Birmingham, B5 5SE**

## ***Change Up: The Art of Transformation***

**Two days of discussions with sector specialists, networking with fellow festival professionals and opportunities to think, breathe out, reconnect and revitalise...**

# Change Up: The Art of Transformation



## WEDNESDAY 21 NOVEMBER

**11.30 - 12.00: Registration and Coffee**

**12.00 - 12.45: Life Begins at 50**

BAFA Director Fiona Goh discusses the future of BAFA and how members can get involved in shaping BAFA's development, including research, lobbying, advocacy and member services

**12.45 - 1.30: Lunch and Networking**

**1.30 - 2.30: The Art and Graft of Transformation**

Keynote Speech by Peter Florence, Director of Hay Festival and Tamar Brüggemann, Managing Director of Netherlands' Wonderfeel Festival

**2.30 - 3.00: BAFA AGM and Awards**

**3.00 - 3.30: Coffee and Networking**

10 minute 1:1 slots with specialists available: Nick Smith of BAFA insurers Graham Sykes LTD; Jacqueline Benton of WorldCast Live; Phill Picton of TicketSource; David Jacobs of Festyvent; Maxie Gedge of PRS Foundation

# Change Up: The Art of Transformation



**3.30 - 4.45: Look Up: Changing Landscapes for Festivals (Chair: Professor George McKay, University of East Anglia)**

Our opening panel discussion presents four takes on the changing landscape for festivals:

- *Sarah Gee of Indigo LTD; How to Reach Audiences and Raise Money* - Based on research with over 250 UK Arts Organisations, Sarah Gee thinks she may have uncovered the Holy Grail: ways to sell more tickets AND raise more money without compromising artistic values
- *Richard Heason of St John's Smith Square; Beating Brexit* - International Touring and Programming Networks and how to access these
- *Maxie Gedge of PRS Foundation; Keychange* - Keychange is a pioneering European initiative which is empowering women to transform the future of the music industry and encouraging festivals to achieve a 50:50 balance by 2022. Keychange will accelerate change and create a better, more inclusive music industry for present and future generation. Maxie will talk about Keychange, its evolution and key findings from the past year
- *Louise Emerson of Take the Current* - In times of change it is even more important to know who you are as an organisation. New ventures, new opportunities and new income streams are a prompt to check that you are on the right track and if/how you need to change

## **4.45 - 5.15: Festival Forum**

Your chance to drive the agenda with your issues, solutions and queries. Submit your issues in advance to help structure the session. (1:1 slots with specialists available)

## **7.30: Conference Party**

Our conference party will be held at [Brown's](#) Birmingham, 7 Spiceal Street, St Martin's Square, B5 4BH

# Change Up: The Art of Transformation



## THURSDAY 22 NOVEMBER

### 9.00 - 9.30: Registration and Coffee

### 9.30 - 10.30: Round Tables

Two 30 minute sessions to give you the chance to move between tables.

Sign up to have structured conversations with specialists on a range of topics:

- *Building Loyalty to Increase Income*: Louise Emerson, Take the Current
- *How to make University Partnerships*: Professor Nicholas Gebhardt, Birmingham City University & Emily Jones, Cheltenham Jazz Festival
- *An Introduction to PRS Foundation Festivals Funding*: Maxie Gedge, PRS Foundation
- *Everything you need to know about festivals insurance*: Nick Smith, Graham Sykes LTD
- *Data Collection, Best Practice and Tools Available*: Chris France, Audience Agency
- *Programming opportunities through Rural Touring*: Holly Lombardo, National Rural Touring Forum

### 10.30 - 11.00: Coffee and Networking

10 minute 1:1 slots with specialists available: Nick Smith of BAFA insurers Graham Sykes LTD; Jacqueline Benton of WorldCast Live; David Jacobs of Festyvent; Maxie Gedge of PRS Foundation

# Change Up: The Art of Transformation



## 11.00 - 11.45: Choice of Session

### *Session A: The Art of Creating and Developing an Effective Board*

Chief Executive Officer of DanceXchange, Debbie Williams Jardine will lead an open session to discuss issues around board development, including how to recruit, develop and facilitate a strong board

## OR

### *Session B: Technology Matters (Chair: Dr Jane Ali-Knight of Edinburgh Napier University)*

We have four speakers presenting a range of technical opportunities for festival development:

- *James McVeigh* of Festivals Edinburgh on opening up digital opportunities through a Festivals API. By building a listings API (application programming interface) - a technology by which one data source makes itself available for outside parties making software applications - the Edinburgh Festivals were able to develop an open data platform by which internal staff and external developers could create new digital products and services
- *Jacqueline Benton* introduces WorldCast Live (WCL), an online communication application that provides comprehensive, one-way and two-way audio live/ video streaming solutions that empower content creators to reach and interact with live audiences anywhere, at any time. The WorldCast Live team believe that the platform can help Festivals incorporate an affordable state of the art technology and will also assist cash constrained Festivals to attract new and younger audiences
- *David Jacobs* of Festyvent: Engage, Analyse, Monetise - How live events can use audience engagement data to segment their audiences into life stage, affluence, digital fluency and age range for better monetisation through brand activations and sponsorship
- *Craig Hamilton* of Birmingham City University will talk about the free festivals app BCU has developed in partnership with a number of European jazz festivals, as part of the CHIME research project. The app enables festival organisers to have a real-time interface with audiences, and to share feedback, gather data and build online communities

# Change Up: The Art of Transformation



## 11.45 - 1.00: Closing Panel: Resilience and Creativity (Chair: Professor George McKay, University of East Anglia)

In challenging times, resilience is becoming an increasingly vital attribute for successful festivals. Four speakers present their takes on how festivals can be resilient, using creativity and sustainability to develop

- *Sophia Woodley, The Audience Agency*: What is Resilience Anyway? What is the meaning of resilience for the arts and culture sector and how might it become more resilient in the future? Sophia Woodley will share some findings from the recent report for Arts Council England by Golant Media Ventures and The Audience Agency, and discuss what lessons it might hold for arts festivals
- *Willie Cooper, Deal Music and the Arts*: Exploring Deal's journey from Summer Festival to year round arts organisation without losing its identity or compromising its standards
- *James McVeigh, Festivals Edinburgh*: Embedding environmental sustainability in festivals working practices. Working through their spin-off company Creative Carbon Scotland, Edinburgh's Festivals are committed to not only minimising their impact on the environment but also exploring with participants and audiences as to how we move towards a more sustainable way of life
- *Stewart Collins, Henley and Petworth Festivals*: Festivals come and go and many would argue there is a natural life span to any event, but festivals can, have and do adapt to changing pressures, fashions, and financial environments and staying light on your feet to steer through these challenges is a vital skill and requirement of the contemporary festival.

**1.00: Conference close**

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## PRACTICAL DETAILS

### TRAVEL

#### Main railway station:-

Birmingham New Street, Birmingham, B2 4QA

#### Distance between Birmingham New Street railway station and Premier Inn:-

8mins walking

#### Distance between Premier Inn and Fazeley Studios:-

27mins walking or 11 mins in taxi

#### Distance walking from Birmingham New Street railway station and Fazeley Studios:-

16mins walking

[Access the map online here](#)

### DESIGNATED CONFERENCE HOTEL

#### Premier Inn

Birmingham Broad Street, Canal Side  
20 Bridge Street, Birmingham, B1 2JH  
T 0871 527 8078

#### Parking

Paid parking is available at this hotel.

### CONFERENCE VENUE

#### [Fazeley Studios](#)

191 Fazeley Street, Birmingham, B5 5SE

### CONFERENCE PARTY

Food, drink, entertainment!

7:30pm onwards

Wednesday 22 November

#### [Browns Bullring Birmingham](#)

Spiceal Street, St Martins Square, B5 4BH





**Thank you for attending BAFA's  
2018 Conference for Festivals!  
We hope to see you next year.**

**Please can you take a few moments to fill out a [short survey](#)  
about your experience at BAFA's conference**