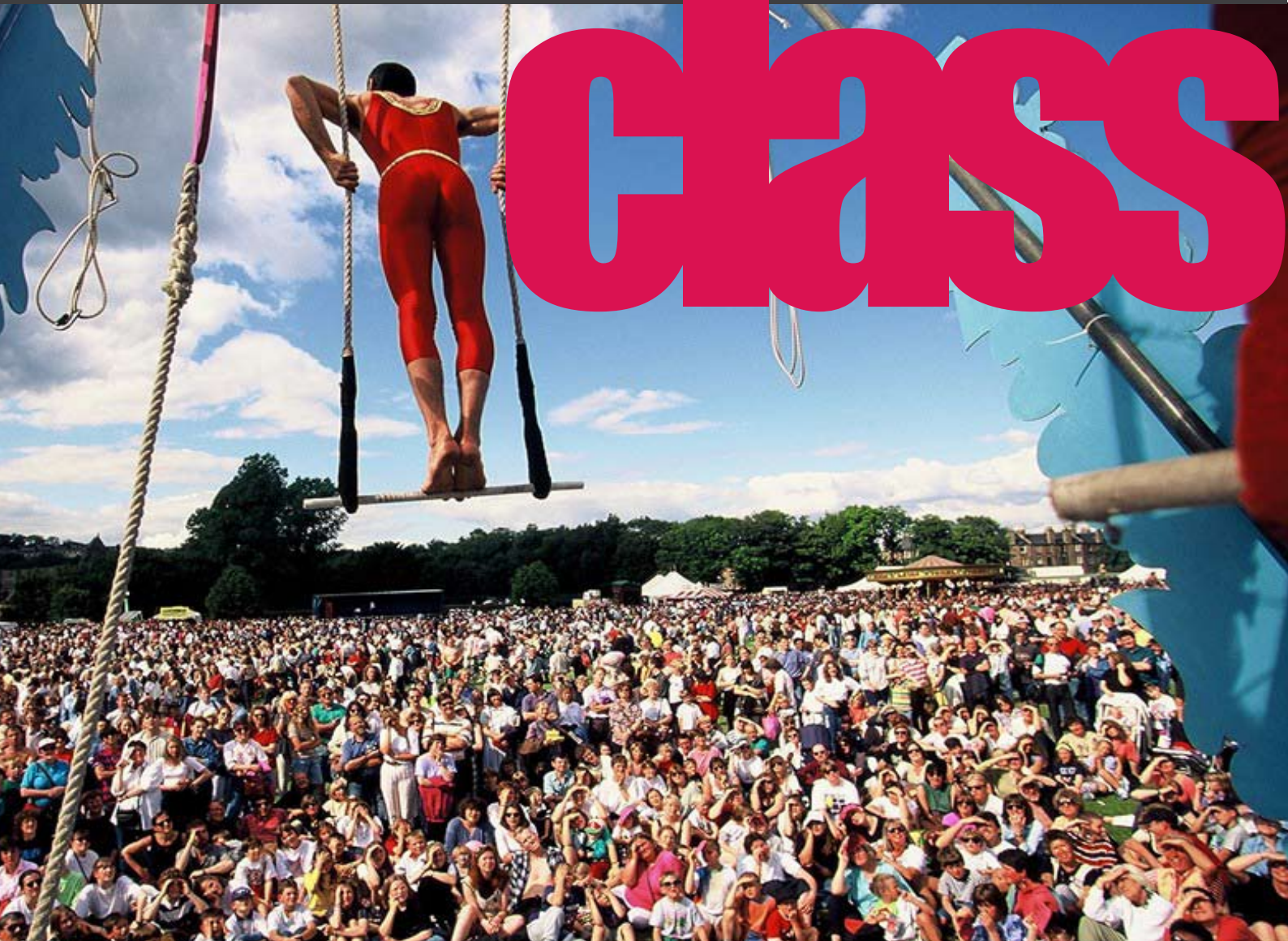


**14 - 15 JANUARY 2015
HELSINKI**

Festival & Event Management

Master class



**'GREAT, INSPIRATIONAL COURSE. WORKED MIRACLES FOR US!'
- MALMÖ EID-FESTIVAL**



The Programme

The Festival and Event Management Masterclass is an intensive 2 day programme designed to inform and inspire anyone involved in the business of creating, managing and developing festivals and events. It is a highly practical course full of ideas and examples to increase participants knowledge and improve their events. It includes sessions on key tasks and challenges for festival organisers such as Marketing, Press, Programming, Evaluation, Sponsorship and Fundraising.

The Tutor

Paul Gudgin has over 20 years experience in the management of festivals and events including the Aldeburgh Festival, City of London Festival and 8 years as the Director of the world's largest arts festival, The Edinburgh Festival Fringe. This was an exciting period that saw the event double in scale hosting an incredible 12,000 performances and selling over 8 million tickets. Paul has become widely regarded as a presenter and lecturer in the field of Festival and Event Management. He is the Visiting Professor of Festivals and Events at Leeds Metropolitan University and he has presented festival workshops in seventeen countries. He has also been a key-note speaker at leading event conferences in Ireland, Canada, Australia, South Korea, New Zealand, The US and China.

Who Should Attend

- Festival and Event Management Professionals
- Arts and events consultants
- Managers from festival and event funding and support agencies
- Festival and Event Board members
- Tourism and Economic Development Executives

What Is Included

- 2 Days Tuition
- Tea and Coffee
- Course Handbook

Feedback

Here are some comments from participants at recent masterclasses. They are taken from the post course survey.

Stockholm

The course was a vitamin injection in how to manage a festival and also how to evolve it. In short: The ultimate Crash Course in festival management! *Eduardo Morris City of Sodertalje*

The second I got back to the office I could start using some of the things I learned in class. This masterclass is a great way of getting my own events and festivals one step ahead of competition.

I've been working with festivals, events and culture for 10 years now, and this gave me some new energy, new ideas and I got my ambition back again.

Copenhagen

I'm happy I participated this class. It gave me new energy and inspired me to think about my own events and projects from another perspective - because sometimes you can get stuck in your own way of doing things and then it's good to get new input. Furthermore, the class has given me a good overview of the entire process of festival/event planning from development of ideas to press and evaluation. I will definitely make use of the different steps of the class while going on with the planning of my events. *Maja Spangsberg Jakobsen bazART, Center for Arts & Interculture.*

Thank you for a lot of important information and a lovely opportunity to rethink my own Salaam Film festivals challenges and possibilities in Denmark. I'll recommend the course to everyone - high and low in the business. *Director, Salaam Filmfestival*

Oslo

The sky is the limit! The course confirmed in many ways that our little festival is on the right track, and that gives us so much renewed energy. You can't put a price in that! *Guro Elise Berg, leader of Sirkusfestivalen, Sarpsborg.*

The masterclass on festivals gave food for thought, presented in an inspiring and refreshing way. - *Magne Antonsen, CODA Oslo International Dance Festival*

Helsinki

'Paul has the amazing ability to coach event management professionals participating in his Masterclass without them even knowing it! He inspires participants to think and connect the dots in a creative way in order to create stronger programmes, partnerships and networks for their festival and events. His passion is contagious *Chryssa Skodra of Culture Export Management and PR Lounge*

Thank you Paul, I found your class very inspiring and it gave me a lot of food for thought in many areas. I will go back to my projects full of inspiration and with great developmental ideas for the future. *Annina*

Sydney

The masterclass was excellent. Paul was generous with his time and shared ideas that would benefit any event, large or small.

A brilliantly practical course for anyone in the event management industry, no matter how experienced!

Dublin

The whole course was well thought out and expertly delivered. An absolute must for an event planner.



Course Details

Dates: 14 - 15 January 2015

Times: 10:00 - 16:30

Venue: Ilkantie 4,
00410 Helsinki

Cost: €400
€350 if booked by 5 January
€215 single day

How to Book:

Bookings for this course can be by credit card through the Eventbrite website via the following link:

<http://goo.gl/3a9dbr>

For other payment methods or if you would like any additional information about the course please contact:

festival.management.masterclass@gmail.com

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The Schedule

Day 1

Festivals and Great Festival Destinations

Understanding what makes outstanding festival destinations work and assessing how to make the most of your own festival environment

People and Partnerships

Looks at how effective festival organisations manage themselves, their relationships with stakeholders and collaborations with partners.

Programming

The key to the success of any festival is the strength of the programme. This session explores a number of successful programming approaches

Sponsorship and Fundraising

This session considers how to approach sponsors and explores other ways of generating much needed income.

Festivals, Tourism and Destination Branding

This session considers how festivals can play a crucial role in raising the profile of a destination.

Day 2

Festival Marketing

This session examines a number of successful marketing approaches adopted by leading festivals

Venues and Festival Infrastructure

This session considers how to make the most of the venues available to your festival and the infrastructure required to run festivals successfully

Working with the Media

Every festival needs good press coverage and this session considers how best to achieve this aim.

Festivals - Impact and Evaluation

This session considers how festivals should look to maximise and evaluate their impact economically, socially and culturally.

The Festival and Event Management Masterclass has been presented in the following Cities:

Aarhus, **Abu Dhabi**, Adelaide, **Amsterdam**,
Antwerp, **Bergen**, Brussels, **Calgary**,
Canberra, **Cork**, Dubai, Dublin, **Edmonton**,
Eindhoven, **Gothenburg**, Helsinki, **Hong Kong**,
Imatra, **Leksand**, Malmo, **Melbourne**, Montreal,
Oslo, Ottawa, **Philadelphia**, Pori, **Raleigh**, Regina,
Rocky Harbour, Rotterdam, **Singapore**, Stockholm,
Sydney, Tallin, **Toronto**, Tromso, **Vancouver**,
Waterford, **Winnipeg**, Zurich.

For Further Information **Contact**

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