

18 & 19 APRIL 2023
TALLINN

Festival & Event Management

Master class





The Programme

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

The Tutor

Paul Gudgin has been involved with the festival industry for 30 years working on a wide range of large-scale and smaller events including the Aldeburgh Festival, City of London Festival, Durham International Brass 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 was the first recipient of the Arts and Business (Scotland) Award for Leadership and awarded an Honorary Degree by the University of Edinburgh. He has become widely regarded as a leading expert in the field of festival and event management being appointed Visiting Professor of Festivals and Events for the UK Centre for Events Management at Leeds Beckett University. Paul has been engaged to deliver training by many organisations including the British Council, Events Tasmania, Festivals and Events Ontario, Rotterdam Festivals, the Australian Centre for Event Management and the National Arts Council of Korea.

Who Should Attend

- Festival and Event Managers
- Culture and Event Consultants
- Festival and Event Funding and Support Agency Managers
- Festival and Event Board Members
- Municipal Event and Culture Managers
- Tourism and Economic Development Managers

What Is Included

- 2 Days Tuition
- Tea and Coffee
- Course Handbook
- Lunch

Feedback

Here are some comments from Masterclasses participants 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! *City of Sodertalje*

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. *bazART, Center for Arts & Interculture*

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

Stavanger

I found the workshop both interesting, inspiring and helpful. I have gained new ideas for my own festival and also important confirmation of things we have done that seems to be the right thing to do. In short: I loved it! *Nordlysfestivalen, Tromsø*

I enjoyed very much the opportunity to be able to establish a new approach to my festival with a renewed energy. *Fartein Valen-festival*

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 on that! *Sirkusfestivalen, Sarpsborg*

The masterclass on festivals gave food for thought, presented in an inspiring and refreshing way. - *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 *Culture Export Management and PR Lounge*

Bergen

The course was well planned and insightful. Paul has loads of experience, is confident in himself, yet informal and easy to talk with, and great at involving the participants. I would recommend the course both for learning and motivational purposes. *Nordland Music Festival*

Winnipeg

The masterclass provided a solid understanding of event management, clarified key aspects, and provided the keen insight that could only come from a high level of direct experience. I'm inspired to put the ideas gleaned from the course into practice as our event grows in the years ahead. *Actif Epica*

Melbourne

Amazing ideas to not only reinvent my events, but also reinvent our town. *Rural City of Wangaratta*

It was a packed two days of activities and information and even seasoned festival managers will come away with new ideas and new approaches to their event. *Feast Festival*



Course Details

Dates: 18 & 19 April 2023

Times: 09:30 - 16:30

Venue: Original Sokos Hotel Viru
Viru väljak 4
10111 Tallinn

Cost: €350 if booked by 7 April
€390 if booked after 7 April
€280 for more than one delegate

How to Book:

Bookings for this course can be made on our website www.festivalmanagers.com through the following link:

<https://tinyurl.com/yf845sx5>

If you would like any further information about the course please contact:

info@festivalmanagers.com

The Schedule

Day 1

Festivals and Events in a Post-Covid World

The past year has been a huge challenge for festivals and events and the next twelve months will be crucial as we revive our events and reconnect with our audiences. This session considers strategies and options to help face up to the challenges of running festivals and events in a post Covid-19 world

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 valuable 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 is one of the world's most popular professional development workshops for festival and event managers. It has been presented in 25 countries including the following the following cities:

Aarhus, Abu Dhabi, Adelaide, Amsterdam, Antwerp, Basel, Bergen, Brussels, Calgary, Canberra, Cork, Dubai, Edmonton, Eindhoven, Gothenburg, Helsinki, Hong Kong, Imatra, Leksand, Malmo, Melbourne, Montreal, Niagara Falls, Oslo, Ottawa, Oulu, Philadelphia, Perth, Pori, Raleigh, Regina, Rocky Harbour, Rotterdam, Singapore, Stavanger, Stockholm, Sydney, Tallin, The Hague, Toronto, Tromso, Utrecht, Valetta, Vilnius, Vancouver, Waterford, Winnipeg, Zurich

For Further Information Contact

info@festivalmanagers.com

