

**NOVEMBER
22–25, 2017
FARRIS BAD**

Larvik, Norway
www.farrisbad.no



presents

2nd

efc
EUROPEAN
FESTIVAL
CONFERENCE

www.europeanfestivalconference.com



A CONFERENCE FULLY DEDICATED TO FESTIVALS

Day Attendance

Day attendance at the 2nd EFC (European Festival Conference) is now open for booking at only €250.

The Day attendance rate includes all the full conference programme, which is to be delivered over the two days, lunch, coffee and refreshments.

This second edition of the EFC has inspiring keynotes, insightful discussions and hands-on workshops, put on by some of the best minds in live entertainment and set in an exceptional venue.

“The Future of Festivals” is the main conference theme and health & safety, weather, terrorism, mobile technology, secondary ticketing, audience and artist expectations are just a few of the topics that are going to be addressed in various formats.

The conference is managed by Christof Huber, General Secretary of Yourope, Europe’s main festival association. Yourope members developed the conference agenda in close consultation with the wider industry to end up with a program that is custom-made for the festival business.

The curators of the conference program are the same people working on site every festival season to make sure the audience, the bands and the crews are happy and safe.

To book your day attendance place at this exciting event, please email:

fabienne.wolfschlaeger@incognito.ch

Full Day Programme

Thursday • November 23, 2017

09.00 am–09.30 am welcome speech & program information

10.00 am–11.30 am emac session: digital marketing presentation & workshop – part 1

10.00 am–11.30 am legal session: standard terms for insurances hosted by ben challis

10.00 am–11.30 am the right work life balance in our business with musicsupport.org

12.00 am–01.00 pm emac session: digital marketing presentation & workshop – part 2

12.00 am–01.00 pm go group session: let’s go beyond green – it’s about us, our teams, our future

12.00 am–01.00 pm tech & innovation-presentation: internal and public facing technology

01.00 pm–02.15 pm lunch

02.15 pm–04.15 pm the carousel sessions: yes group
the future of festivals – towards 2020:
“what are the real dangers facing festivals & events”
“speaking to the masses”
“futureproofing the festival”

04.30 pm–05.30 pm yes group: the future of festivals – towards 2020:
discussion and conclusion hosted by chris kemp

06.00 pm–07.00 pm talking shop

Friday • November 24, 2017

09.15 am–10.00 am keynote – to be announced

10.00 am–11.30 am emac session: How can you make the most out of your sponsorships?

10.00 am–11.30 am legal session: direct licencing hosted by ben challis

10.00 am–11.30 am yes group panel: threads and risks at festivals

12.00 am–01.00 pm go group session 2: no escape – our responsibility – when will festivals be required to meet the international carbon emission goals?

12.00 am–01.00 pm emac session: digitalized media and content rider: is it a realistic goal to set up minimum requirements towards artists to promote our festivals?

12.00 am–01.00 pm tech & innovation-presentations

01.00 pm–02.00 pm lunch

02.00 pm–02.30 pm take a stand: the first year – results, achievements & examples

02.30 pm–03.15 pm take a stand session: group discussion “how political should festivals be?”

take a stand session: group discussion “how to make take a stand more influential”

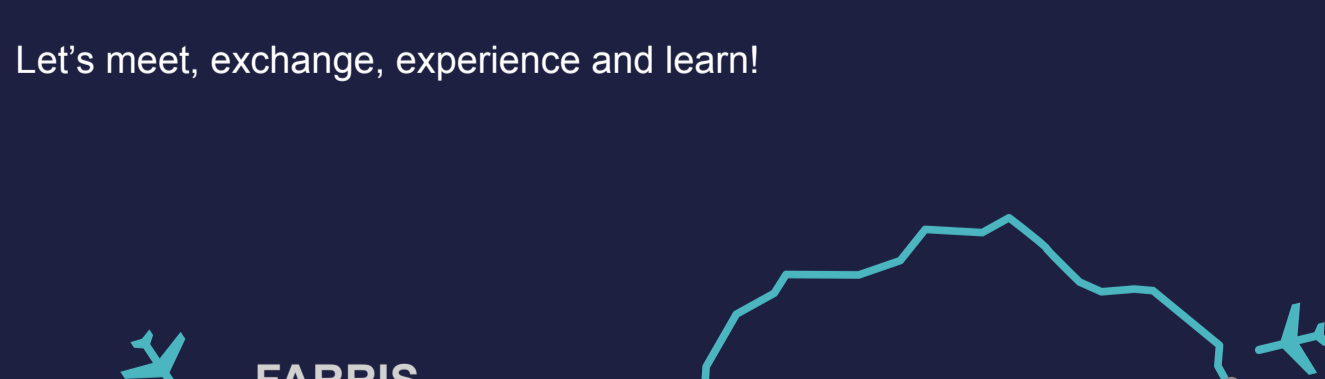
03.15 pm–04.00 pm take a stand session: summary & plans 2018

04.15 pm–06.00 pm creating & design session incl. efc summary

Further Information

Yourope presents the 2nd european festival conference. A gathering and summit of festival promoters in a unique conference format related to all the festival topics. Two full days of seminars and workshops in an outstanding and intimate conference and wellness hotel in the south of norway.

Let’s meet, exchange, experience and learn!



Register now under:
www.europeanfestivalconference.com/info@europeanfestivalconference.com

**CONFERENCE PROGRAM
“THE FUTURE OF FESTIVALS”**

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