

FESTIVALS AND EVENTS

NATIONAL AND INTERNATIONAL TRENDS & OPPORTUNITIES

INVITATION - NORTH EAST FESTIVALS AND EVENTS SERVICE - NETWORKING EVENT

North East Festivals and Events Service invite colleagues from across the region to a networking session to explore national and international trends and opportunities in sporting, arts and cultural events.

WHERE AND WHEN

Wednesday the 30th March, 2011
9.30am to 5.00pm
Royal Station Hotel, Neville Street,
Newcastle upon Tyne. NE1 5DH

The morning will see IMG & UK Sport outline the possibilities for sporting events in the region.



Lunchtime keynote speaker - Johan Moerman, Managing Director of Rotterdam Festivals and Chairman of the International Festivals and Events Association, who will speak about worldwide trends in Festivals and Events.



This will be followed in the afternoon by BAFA's national road show of workshops.

Places are limited so please email: helen@culturecreative.co.uk to book your place or call Helen on 01665 833751- including your workshop preferences

RSVP: Friday March 18th



WEDNESDAY 30TH MARCH, 2011 - 9.30am - 5.00pm
Royal Station Hotel, Newcastle

Colleagues are invited to attend for either half or the full day

9.30 - Coffee / Registration

10.00 - IMG - James Robinson, Managing Director, Challenger World, IMG UK Ltd - Discussing the impact of an event to a region

11.00 - UK Sport - Simon Morton, Head of Events - Discussing their ongoing major events strategy

12.00 - LUNCH & Afternoon delegates registration

13.00 - Introduction to the afternoon programme: BAFA

13.15-14.00 - BAFA - Keynote Speaker Johan Moerman - Director, Rotterdam Festivals Limited & Chair, International Festivals and Events Association. **Worldwide Trends in Festivals & Events** -

14.00 - 14.15 Break

14.15 - 15.30 Workshop 1

15.30 - 15.45 Coffee

15.45 - 17.00 Workshop 2

Delegates will be asked to choose 2 out of 3 workshops below:
Workshop A - Diversification of Income - How is the event and festival sector meeting the challenges of these difficult financial times? Debate new approaches to sustainability - economic as well as social and environmental.

Workshop B - Community Resources - Should an event be rooted to its location? This session will focus on the two way dialogue between an event and its location, with both volunteer stewards and specific projects aimed at local participation.

Workshop C - Cultural Tourism - Blue Sail will give an insight into cultural tourism, explore what it offers events and festivals and provide some ideas on how best to exploit those opportunities working with the tourism sector

17.00 - Round up & End

NORTH EAST FESTIVALS AND EVENTS SERVICE

NEFES is a consortium of three companies, led by FEI, who can provide support to various aspects of the events industry in the North East. FEI provides advice and project management for festivals, public events, the performing arts and venues worldwide. Blue Sail is a destination management and marketing consultancy specialising in tourism and the visitor economy. Culture Creative is a project, event and production management company working across the cultural sector.