



FESTIVALS AND EVENTS INTERNATIONAL IS A SPECIALIST CONSULTANCY PROVIDING ADVICE AND PROJECT MANAGEMENT TO FESTIVALS AND PUBLIC EVENTS ACROSS THE WORLD.

FEI'S DIRECTORS AND ASSOCIATES, ALL FORMER SENIOR MANAGERS WITH MANY YEARS EXPERIENCE ORGANISING AND LEADING SOME OF THE WORLD'S GREAT FESTIVALS, ADVISE ORGANISATIONS BOTH LARGE AND SMALL ON HOW TO GET THE BEST FROM THEIR EVENTS.

WE UNDERSTAND THE FESTIVAL BUSINESS - FROM ARTS FESTIVALS TO SPORTS EVENTS, FROM OPERA TO ROCK, FROM FOOD FESTIVALS TO STREET ARTS, FROM COMMUNITY CELEBRATION TO INTERNATIONAL SPECTACULAR - FEI HAS UNRIVALLED EXPERIENCE.

OUR CLIENTS ARE LOCAL AUTHORITIES, PUBLIC AGENCIES AND EVENT ORGANISERS WHO WISH TO USE FESTIVALS TO ACHIEVE THEIR CULTURAL, SOCIAL AND ECONOMIC AMBITIONS, BE THEY LOCAL, NATIONAL OR INTERNATIONAL.

FEI CONSULTING SPECIALISES IN THE PERFORMING ARTS OF MUSIC, DANCE AND THEATRE WITH PARTICULAR EMPHASIS ON ORGANISATIONAL DEVELOPMENT, GOVERNANCE, FINANCIAL ANALYSIS AND EVALUATION. WE ARE EXPERT IN THE MANAGEMENT OF BOTH PERMANENT AND TEMPORARY VENUES.

FROM STRATEGIC CONCEPT AND PROGRAMMING, THROUGH FEASIBILITY STUDY AND BUSINESS PLANNING, FUNDRAISING AND MARKETING TO EVENT PRODUCTION AND EVALUATION, FEI HAS THE EXPERIENCE TO DELIVER.



## FESTIVALS AND EVENTS

FEI can help public agencies to:

- Shape their cities and regions and raise their profile
- Assist in economic and social regeneration
- Create destination marketing strategies that generate cultural tourism
- Develop the quality of life of their citizens and enhance social inclusion

FEI works with existing festivals and events to:

- Develop and build their own capacity
- Increase success through project management or operational outsourcing
- Facilitate organisations and stakeholders in a process of peer assessment and organisational development.

FEI can help and support:

- Cultural festivals
- Outdoor events
- Sports events
- Public celebrations

## REGENERATION AND TOURISM

The economic impact of major events is well recognised. Cultural and sporting events can drive economic regeneration by establishing attractive environments and cultural amenity, thereby attracting visitors and cultural tourists to an area. Event-led cultural tourism is becoming big business.

- Brighton Festival generates £20m a year
- Notting Hill Carnival brings in £93m from a three-day event
- Edinburgh's festivals generate £184m for the Scottish economy

FEI's directors have been at the heart of regeneration projects and event-led marketing in the UK for over 20 years, developing practical and sustainable approaches to these issues.



## PROJECT PLANNING

Successful and sustainable festivals and events require careful planning. FEI can help articulate the vision and provide an objective and informed transition from concept to reality including:

- Market Analysis
- Feasibility Study
- Business Planning

The FEI team has experience of delivering projects at the very highest international level.

## FUNDRAISING AND COMMERCIAL

Creating the right financial model within which the festival or event will operate is vital and striking a realistic balance between public and private investment is key to success. Festivals and events offer many other commercial opportunities including:

- Catering and merchandise concessions
- Intellectual property and rights
- Recording and broadcast

FEI's network includes some of the UK's most successful fundraisers and commercial managers. They are experts in creating bids for a specific event, private sector investment plans including sponsorship proposals and naming rights.



## SALES, MARKETING & AUDIENCE DEVELOPMENT

Without effective sales and marketing, even the most exciting event will fail to reach its potential both in terms of earned income and profile for the festival and its location. Many Festivals and their stakeholders have ambitious social targets to attract new and non-traditional audiences of all age ranges.

FEI's directors have much hard-won experience in ticketing and sales partnerships, customer relationship management, marketing plans, media relations, arts education, community and outreach projects.

## ORGANISATIONAL DEVELOPMENT

As well as the most compelling vision, tremendous public and private support and a fantastic audience, a festival or event must have a workable organisation without which it has little chance of success.

FEI's directors have set up and managed numerous organisations appropriate to the scale of the event and dealt with issues of governance and leadership structures. They have instigated numerous operating, fundraising, marketing, finance and IT systems.



## EVENT PROGRAMMING AND DELIVERY

FEI's international experience is extensive, having produced and collaborated with some of the world's greatest festivals and events. It represents some of the most accomplished programmers and producers working today.

FEI's areas of expertise include commissioning of new work, coproduction and production development, project and tour management, technical production and event management.

## FEI CONSULTING AND VENUE MANAGEMENT

As well as their festivals and events background FEI's directors have many years experience managing venues and arts organisations.

We specialise in the performing arts of music, dance and theatre with particular emphasis on organisational development, governance, financial analysis and evaluation. We are expert in the management of both permanent and temporary venues from capital project management through operating systems to programming.

## RECENT PROJECTS AND CLIENTS

**North East Festivals and Events Service**  
Outsourced sports and cultural event advisory service for One North East, the Regional Development Agency

**Lamp of Lothian Festival** Programme development and business planning for this proposed new rural arts festival in East Lothian

**Birmingham's Festivals Strategy 2008-2012** A feasibility study, economic impact appraisal and business plan for festivals and events for Birmingham City Council

**Loch Ness Marathon and Festival of Running** An assessment of the current event, competitor analysis and development proposals for Caledonian Concepts

**Singapore Festivals** Research and development advice for four major arts and cultural festivals for PwC in Singapore

**Temporary Structures for Cultural Events**  
Research project looking at the market potential for venues at outdoor events for South East England Development Agency

**Scotswood Expo Cultural Programme**  
Business plan for a visionary urban regeneration project in the West End of Newcastle for Newcastle City Council

**Developing Swale's Festivals and Events Programme** Review of programme and development of a new vision and delivery plan for Swale Borough Council in Kent

**Blair International Horse Trials and Country Fair** A commercial review to help secure the financial future of this long established sporting event for Atholl Estates

**Venue development plans** For The Venue, Stocksbridge; CatStrand Arts Centre, Dumfries; Royal Lyceum Theatre, Edinburgh; The Apex, Bury St Edmunds

**Arts Council England Sustain Programme**  
Organisational development and assessment of clients for this substantial new funding programme

**Broadstairs Folk Week** A festival Heath Check and Peer Review for this 44 year old folk music and dance festival

**Sittingbourne Cultural Infrastructure**  
A report considering the feasibility of developing culture as part of Sittingbourne's town centre regeneration scheme

**Greenwich Festival Options** An options appraisal for developing festivals and events for the London Borough of Greenwich



## DIRECTORS AND CONSULTANTS

**NICK DODDS** Managing Director  
Previously Chief Executive  
Brighton Dome and Festival

**JAMES WATERS** Director  
Previously Associate Festival Director  
Edinburgh International Festival

**PAUL GUDGIN** Associate Director  
Previously Director  
Edinburgh Festival Fringe

**NIGEL HINDS** Associate Director  
Previously Executive Director  
The Place, London

**WILLIAM CULVER-DODDS** Associate Director  
Previously Chief Executive  
Harrogate International Festivals

**JUDITH SEROTA, OBE** Associate Director  
Previously Executive Director  
Spitalfields Festival, London

**NELSON FERNANDEZ, OBE** Associate Director  
Previously Director of Cultural Operations  
Visiting Arts

Holland  
**JOHAN MOERMAN** Associate Director  
Currently Managing Director  
Rotterdam Festivals Ltd

Denmark  
**ALLAN GRIGE** Associate Director  
Previously General Manager  
Danish Radio Copenhagen Concert Hall

Ireland  
**COLM CROFFY** Associate Director  
Currently Chief Executive of the  
Association of Irish Festivals and Events

## MORE INFORMATION AND CONTACT

FEI's website is full of useful festival and events information [www.feiuk.com](http://www.feiuk.com)

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**Festivals & Events International**

BRIGHTON • EDINBURGH

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