Festival & Event Management

Masterclass

8 - 9 October 2014
Helsinki

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 as 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

New light through old windows.

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

Utrecht
The two day masterclass really stirred things up in a positive way. And we look forward to showing our audience what we have got for them.

Great stories, enormous amount of useful information and I met a lot of interesting people. But above all it has given me a much wider view on my events.

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 asolute must for an event planner.
The Festival and Event Management Masterclass has been presented in the following Cities:


For Further Information Contact

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