



shenanigans

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IT'S GONNA BE GREAT!

That's the promise from Conference Team Leader Karen Bonner: it is going to be a great conference!

"A wide range of speakers that will appeal to festival organisers, local authority decision makers, academics researching the sector and students of event management. Two intensive days of practical and relevant seminars delivered by people who have been there, done that and have a stock of t-shirts!"

"The Granville Hotel at the heart of Waterford City is warm and welcoming. The size and layout of the hotel lends itself to networking. Every thing is close by; the food is good, the bar is inviting and the staff charming. Delegates to past conferences will confirm that the AOIFE Conference is an unrivalled learning and networking opportunity. Nowhere else on this island do you have the chance to share experiences and learn from others' mistakes!"

"Join us in Waterford City on the second weekend in November" is Karen's message to us all!

MAJOR TRAINING INITIATIVE

AOIFE and Fáilte Ireland are collaborating on a major training initiative targeted at festival organisers.

Due to the growth and importance of festival and event tourism, the aim is to provide training for festival organisers, the majority of whom are volunteers, in event finance, marketing, management and production. The workshops will also give the opportunity to hear from European festival producers and how they overcame challenges in peripheral locations, advice from Fáilte Ireland on completing the funding application form and an invitation to join in a twinning project with European festivals.

"This is an exciting and timely development", Colm Croffy told *Shenanigans*, "there are 4 key elements to this programme: we are rolling out a Best Practice Guide for festival organisers; positioning festivals to develop their tourism potential; introducing Irish festival organisers to European festival organisers who have successfully developed their events as tourist attractions and, finally, launching a mentoring project".

Mr. Kevin Moriarty Head of Professional Development with Fáilte Ireland stated "this programme is evidence of our commitment to strengthen and support this exciting sector to maximise its potential and consolidate its presence in the marketplace".

The one-day training programmes will take place in Tralee, (Co. Kerry) on 21 September, in Oranmore, (Co. Galway), on 28 September and in Letterkenny, (Co. Donegal) on 12 October.

The programme runs from 09:15 a.m. until 4:30 p.m. Admission for AOIFE members is €25 and the rate for non-members is €40. Pre-booking is Essential – Contact Eileen Kelly Administrator for further details. (See page 4 for full details).

What:	AOIFE Conference 2005
Where:	Granville Hotel, Waterford City
When:	Friday 11 November
	Saturday 12 November
	Sunday 13 November



Why Waterford?

Máiread Linneen of Visit.net hat (Waterford County Council Tourism Project Office) has been extolling the attractions of Waterford as the venue for Conference 2005.

“Waterford is a historic and cultural city. It is a city of colour and excitement. Above all it is a rapidly developing and progressive city. There are many attractions to Waterford – its Gallery and Museum, its busy streets full of fascinating shops, small lanes to stroll through with 1,000 years of history meeting you on virtually every street corner. With an exciting medieval flavour and riverside bustle Waterford has it all!”

“The Granville Hotel is a traditional hotel, centrally located and ideal for a conference where the emphasis is on networking. The seminar rooms are close to each other, the ballroom will provide an excellent venue for Festive Expo and the gala banquet, the staff is helpful and hotel management is totally supportive and co-operative”

“We are working on a ‘dine out’ package for delegates for Friday night (11 November) that will provide ‘early bird’ dining options for delegates in a number of city restaurants providing a discount to delegates and that will also ensure we are all back in the Granville Hotel in time for the festivities and showcase”.

Máiread also confirmed that both Waterford City and Waterford County councils will make a major input to the conference programme. “In 2005 Waterford City hosted the visit of the Tall Ships in addition to staging both Spraoi and the Waterford Arts Festival. We are fortunate to have a very varied and interesting programme of festivals throughout the county and throughout the year and Waterford County Council are working with other local authorities to develop a “Guideline for Working with your Local Authority”, a draft of which will be presented at Conference”

Sounds like Waterford will be the place to be!

aoifeonline.com

association of irish festival events

CONFERENCE 2005

FRIDAY 11, SATURDAY 12 & SUNDAY 13 NOV.

FESTIVAL ORGANISERS

The primary focus of Conference is the festival organiser.

An imaginative and challenging series of seminars & presentations on topics ranging from funding and sponsorship to event licensing and equal rights means that there is something for everyone, whatever ‘level’ you operate at, from Artistic Director of a major international event to the rest of us volunteers who are the backbone of the festival industry on this island!

The AOIFE Annual Conference is the only training and networking opportunity for everyone in the festival industry on this island to learn at first hand from successful organisers, to pick up ideas on fundraising, to meet with like-minded people and exchange experiences, to explore new challenges and broaden our horizons and, after sundown, to party! ●

FESTIVE EXPO

The AOIFE Conference is the only networking opportunity for suppliers to the festival industry on this island to meet with the decision makers: the festival organisers themselves.

There are limited exhibition spaces available at Conference from Friday morning until Saturday afternoon. Naturally space is allocated on a first-come, first-served basis with priority being given to Corporate and Associate Members.

To book your space at Festive Expo contact Gráinne McLoughlin (086 832 9686) or Dan O’Donoghue (087 931 0444) NOW! ●

LOCAL AUTHORITIES

Event licensing, road closures, added costs, voluntary bodies and emergency planning! This conference is a unique opportunity for both local authorities and the festival sector to interact and learn from each other. A conference stream dedicated to local authorities will include a major review of event licensing and the introduction of a draft ‘Guideline for working with your Local Authority’.

In addition local authority members and officials are invited to attend any of the seminars and workshops on the conference programme. It’s not all work, work, work. ‘Social networking’ is an important part of this conference, culminating in the Conference Gala Banquet on Saturday night. ●

RESEARCH STREAM

The research stream returns to the AOIFE conference for the second time. The academic keynote speakers and workshop paper presenters include academics and researchers from a number of Irish and International third level educational institutions including Leeds Metropolitan University, Napier University in Edinburgh, the University of Ulster and the Dublin Institute of Technology. Practitioners and industry bodies will also be represented with research papers from, for example, Macnas and Fáilte Ireland. The focus of the research stream is on effective marketing approaches for the festival and event sector and papers will cover such themes as the importance of research in planning and organizing events, effective marketing communications for event management, leveraging event potential through online marketing and events and city image. ●



BOOK AND PAY IN FULL BY OCTOBER

WATERFORD CITY GRANVILLE HOTEL

SPEAKERS WILL INCLUDE

- Sylvia Allen**, CEO, Sylvia Allen Consulting, USA
- Tanya Banotti**, Chief Executive, Theatre Forum Ireland
- Glenn Bowdin**, Principal Lecturer in Events Planning, Leads Metropolitan University & Chair of Association of Events Management Education
- Onagh Buckley**, Principal Officer - Event Licensing, Dept. of the Environment
- Claire Bulman**, Equal Rights Officer, SIPTU
- Mary Cloake**, Director, The Arts Council
- John Concannon**, Chief Executive, Ireland West Tourism
- Niall Corcoran**, Director, Creative Inc.,
- Nick Dodds**, Chief Executive, Brighton International Arts Festival
- John Hargaden**, Information Architect
- Paul Keeley**, Director of Marketing, Fáilte Ireland
- Liz Kennedy**, Manager Tourism Research Centre DIT
- Joseph Lillis**, Executive Director, Sausalito Arts Festival
- Máiread Linneen**, Project Manager, Visit.net
- Robert Livingston**, Director, HI-Arts Scotland
- Dr. Phillip Long**, European Centre for Tourism Studies, Sheffield Hallam University
- Róisín McDonough**, Chief Executive, Arts Council of Northern Ireland
- Lali Morris**, Artistic Director, Baboró International Children's Festival
- Conn Murray**, Waterford City Manager
- Tim Owens**, Director of Special Events - Filming & Contingency Planning, Westminster City Council
- Mike O'Reilly**, Fair & Murtagh Solicitors
- Joe Palmer**, SERTA
- Bernadette Quinn**, Dublin Institute of Technology
- Victor Ryan**, Independent Safety Consultant
- Peter Thomas**, Chief Executive, PJT Insurance Services
- Brian White**, Director of Services, Waterford County Council

MODERATOR RETURNS

Delegates to Conference 2004 warmly welcomed Vere Wynn Jones in his role as Moderator.

Vere will continue to act as Moderator for Conference 2005 and will also present a workshop on 'Pointers in Communication' on Saturday (Nov. 12). ●



ROLE OF STUDENTS EXPANDED

Undergraduate students of Event Management at the 3 Institutes of Technology offering degree courses in Event Management (Dundalk, Dun Laoghaire & Limerick) first attended Conference in 2004. A special student rate applied.

"These undergraduates are the future Artistic Directors, Administrators and Event Managers of the festival sector in Ireland. It is essential that AOIFE and our Members support the students through work placements, encouragement and sharing our experiences with them" AOIFE Vice Chair Maria Moynihan emphasises.

"For Conference 2005 we are expanding the role of undergraduates and will be inviting them to act as Rapporteurs at every seminar and workshop. In addition we are encouraging them to interact with Presenters and join in all the Q&A sessions. AOIFE is totally committed to working with the college authorities in all 3 Institutes to assist in whatever way we can in the development and expansion of these key degree courses".

A significantly discounted Undergraduate Student Rate applies. Students who wish to attend Conference 2005 should contact their Senior Lecturer in the first instance. Each Institute will make a block booking, it is not necessary for individual students to register with AOIFE HQ.

CONFERENCE REGISTRATION

A Conference
Registration Form is
enclosed.

Please complete a
registration form for
EACH DELEGATE.

Thank you!

ER 14 AND TAKE A 10% DISCOUNT



Fáilte Ireland

AOIFE & FÁILTE IRELAND TRAINING INITIATIVE

TRALEE 21 SEPTEMBER THE BRANDON HOTEL	ORANMORE 28 SEPTEMBER ORANMORE LODGE HOTEL	LETTERKENNY 12 OCTOBER MOUNT ERRIGAL HOTEL
09:15 Registration	09:15 Registration	09:15 Registration
10:00 Introduction from AOIFE, Fáilte Ireland and Regional Tourism Authority.	10:00 Introduction from AOIFE, Fáilte Ireland and Regional Tourism Authority.	10:00 Introduction from AOIFE, Fáilte Ireland and Regional Tourism Authority.
10:30 'Best Practice Production Guide'.	10:30 'Best Practice Production Guide'.	10:30 'Best Practice Production Guide'.
12:30 Betsan Williams Director of Eisteddfod, Wales – “ The Challenges of locating a major international Welsh Festival in a different place each year, the problems with marketing the event and the complexities of mobile cultural planning”.	12:30 Dave Woolley, Festival Director with the 11 year old Dylan Thomas International Festival Swansea, Wales discusses “ Rebranding a Regional with a cultural festival”	12:30 Paul van Gessel , Director Friesland Marketing , Holland “Developing & Marketing Quality Festivals in the periphery of Holland” .
13:15 Lunch	Town Lunch	13:15 Lunch
14:15 Robert & Dorothy Bruce Founders and current Chair and Vice Chair of Cowalfest – Argyll , Scotland – a vibrant Community Arts & Walking Festival “Developing and Promoting a unique community festival to city and visiting audiences alike”	13:15 Lunch	14:15 Murdo Mc Clennan Chairman of the unique Hebridean Celtic Festival – an award winning 10 year old Celtic Music celebration held in the outer Hebrides - Scotland. “ The Challenges developing and consolidating a strong festival brand for overseas visitor”.
14:45 Funding Applications: – Fiona Gleeson, Fáilte Ireland	14:45 Funding Applications: – Fiona Gleeson, Fáilte Ireland	14:45 Funding Applications: – Fiona Gleeson, Fáilte Ireland
15:15 European Festivals Mentoring Project – Colm Croffy, Operations Director AOIFE	15:15 European Festivals Mentoring Project – Colm Croffy, Operations Director AOIFE	15:15 European Festivals Mentoring Project – Colm Croffy, Operations Director AOIFE
15:45 Open Forum – festival stakeholders discuss topical issues	15:45 Open Forum – festival stakeholders discuss topical issues	15:45 Open Forum – festival stakeholders discuss topical issues
16:15 Close.	16:15 Close.	16:15 Close.

PRE-BOOKING IS ESSENTIAL!

Contact Eileen Kelly at AOIFE HQ today.

Telephone 090 964 3779

Email info@aoifeonline.com

AOIFE Members €25

Non-members €40

Delegates may only attend the seminar in their own region.



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