

# SHENANIGANS



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## ASK NOT WHAT AOIFE CAN DO FOR YOU .....

*Shenanigans* heard a rumour that some members of the National Executive may not be seeking re-election at Conference. We put the rumour to Colm Croffy, AOIFE Chairperson.

"Yes, it would appear that as many as three members of the National Executive may not seek re-election" Colm told *Shenanigans*, "this is to be expected: the demands of meetings, training, delivering the Roadshows and individual projects are immense. You must remember that we are all active members of Festival committees so the double demand can be huge".

"The issue of the demands being made on the individual members of the executive, together with our commitment to achieve consistent improvement in the service AOIFE delivers to its members has been the subject of intensive discussion by the National Executive. Our conclusion is that we expand the Executive from 12 to 14 members. An EGM will take place at Conference to ratify this proposal" the Chairperson explained.

So this means that as many as 5 new faces may grace the National Executive for 2002? "We need new faces from new places so that our association will continue to grow and flourish. I am urging those who are prepared to make the commitment to offer themselves for election to the National Executive" Colm Croffy declared.

"Yes, the commitment is tough. The demands on the National Executive are significant. Despite the fact that we are all volunteers those contemplating

membership of the National Executive must be prepared to devote weekends and nights in addition to attending 10 executive meetings" Colm continued. "I am not waving some banner saying "we are wonderful" but while we need new members, those offering themselves for election must understand the demands of the position" Colm concluded.

A Candidate must be a member in good standing of a Member Festival Committee and a Candidate cannot be nominated by his or her own festival. Candidates must be nominated in writing by 2 Member Festivals. The nomination must be made on the official Nomination Form (available from the Arklow Office). Alternatively a candidate may be nominated on official notepaper by each of the 2 Member Festivals. The nominee must indicate in writing his or her consent to the nomination.

Nominations may be mailed to Elizabeth McLoughlin at the AOIFE Office in Arklow and must be received by 12:00 Noon on Thursday November 1<sup>st</sup>.

Alternatively the nomination may be given to Elizabeth at the Conference Registration Desk. **Nominations close at 7:00 p.m. on Saturday November 3<sup>rd</sup>.** Balloting will take place at the Annual General Meeting, which will be held at 11:15 on Sunday November 4<sup>th</sup> in the Shannon Oaks Hotel & Country Club. Only those Member Festivals represented at Conference may vote. A ballot paper will be issued to each Member Festival at the AGM.



Dhia Dhíobh,

I never thought that in late Autumn the sheer disappointment of cancellation of an event due to risk of Foot and Mouth would visit my very own Festival Committee, but it did. Similar to other Member Festivals, the National Ploughing Championships and a host of significant car rallies the Ballinasloe Horse Fair hit the casualty list with about a fortnight to go!

It has been an experience that few of us wish to go through again and I can only now really comprehend what those Committees had to endure in the Spring and early Summer. After events in the United States however, it pales into relative insignificance.

Well it's that time of year again and the drama that precedes our Annual Conference is being played out by a very, very committed and hardworking Portumna 2001 Team.

This is a critical time in the Festival and Event Industry. Policy developments in Arts and Culture are beginning to impact our Members and while Foot and Mouth Disease caused events to be cancelled, the U.S. terrorist atrocities could ensure we will be staging festivals to very few international tourists.

We need to come together as festival organisers and discuss how we are going to face the

challenges posed by a variety of problems and issues. We need to hear at first hand what those in Government Agencies propose to do and how they can assist our sector. We need to find out how our sector can tap into the LAST round of massive Structural Funds till 2006. We need to listen and to articulate exactly what it is that our Member Festivals would like see encouraged or discouraged over the coming months. We need to hear about your experiences in the field this year.



In short we need to see you at Conference. I particularly want to encourage those who have never been before to make an effort.

Can I thank all you that made an effort to attend the rescheduled Roadshows. We

met some new festivals and committees. You'll note from this issue of *Shenanigans* that a number of longstanding members of the National Executive are stepping down. I'd like to thank them warmly on behalf of all of us in the sector for the wonderful support and effort they made for festivals and events on the island.

In this the Year of the Volunteer I hope that we will see some new faces interested in giving of their valuable time, energy and expertise to AOIFE. We have a huge programme of work ahead of us!

See you in the Shannon Oaks.

Slán agus Beannacht,

*Colm*





## BORD FAILTE PROMOTES IRISH FESTIVALS ABROAD

Marie McKeown of Bord Fáilte's Marketing Department has been in touch to clarify issues relating to their role in marketing our festivals. "We promote Irish festivals in international markets through our annual printed calendar of Events, consumer website (www.ireland.travel.ie) and through communication with international media and the travel trade" she told *Shenanigans*.

"Festivals who wish to be included on the Website should email details, dates and festival contacts to pkelly@gulliver.ie with a copy to me at mmckeown@irishtouristboard.ie Alternatively festivals can write to Patrick Kelly at Tourism Section, Gulliver/FEXCO, Killorglin, Co. Kerry. I would stress that this information is needed immediately" Marie continued.

Festivals are welcome to obtain a copy of "A Guide to Marketing Your Product" from Bord Fáilte. Log on to www.bftrade.travel.ie This provides basic marketing advice to tourism providers and is available free of charge.

"Those festivals who are seeking assistance in promoting overseas are welcome to contact me directly" Marie stressed. "While we are not in a position to assist in promoting festivals within Ireland we are anxious to assist those festivals seeking to generate visitor numbers from abroad".

"Tourism Ireland Limited, when it becomes active in 2002, will deliver Bord Fáilte's marketing plans for the product sectors in overseas markets." concluded Marie, who can be contact by phone at 01-602 4157 or by email at mmckeown@irishtouristboard.ie



## Hospitality Ireland Meeting

Colm Croffy accepted a kind offer from the Hospitality Ireland Board to attend their bi-monthly Belfast meeting last month to brief them on the success and outcomes of the Cross Border Festival Twinning Programme. Hospitality Ireland Chairman Ray Shanks paid tribute to the huge voluntary effort and support of the AOIFE National Executive in delivering the last two years of the programme. Hospitality Ireland is supporting our efforts along with Co-operation Ireland to secure new funding for Year Three of a more advanced and elaborate programme. Chairman Ray and AOIFE Chairperson Colm hope to meet jointly with both Tourism Board Executives in the coming months to examine what areas can be focused on to assist both the domestic and international tourism market. They will be stressing to the Tourism Bodies the economic impact and role festivals and events have - as evidenced by the Loftus Report.



## Roadshows: "A Valuable Listening Exercise"

With 13 venues, spanning five Saturdays the National Executive took the rescheduled Roadshows to the highways and byways over the past few weeks, with some success. Over 25 new festival committees were assisted with their plans and ideas and many are enthusiastically joining AOIFE.

"It was a unique marketing experience for us around parts of the country that have significant festival activity but are unsure of AOIFE's role. What was most rewarding and refreshing for the teams that delivered the Roadshows was the overwhelmingly positive reaction to AOIFE and the support services it provides from people who were just starting their own community events" Colm Croffy told *Shenanigans*.

"We got a significant amount of requests to please bring the Roadshow to their Committee Meeting but when it was explained that with over 385 member committees all expecting a visit our volunteers would never see home!" Colm continued.

"On balance, we did not get many Member Festivals represented. Obviously they did not feel the agenda catered for them, so maybe we have to review the content. We also think that the early Spring is a better time of the year. Overall it was a valuable listening exercise" the AOIFE Chairperson concluded.



## YEARBOOK 2002

We urgently seek the dates of all Member Festivals for 2002. If at this point you cannot state the exact dates then please let us know the month in which your festival takes place.

You can advise your dates and contact details by Email to shenanigans@iol.ie By fax to 0402-91030

By letter to AOIFE, 1 Upper Main Street, Arklow, Co. Wicklow, clearly marking the envelope 'Yearbook Editor'.

Please don't be part of the minority who failed to supply the dates in 2001. If we do not hear from you by the time we go to print you will not appear in Yearbook 2002.



## ONE 2 ONE CONSULTATIONS

Initiated at last year's conference and an overwhelming success, the One-2-One Consultations will take place again at this year's Conference.

Facilities will be available for private consultations with Peter Thomas and his team at PJT Insurances regarding any queries you may have relating to the AOIFE Group Insurance Scheme.

Nicole Mulholland and Nuala McNally of Co-operation

Ireland will be on hand to discuss the Community Festivals Networking Programme and Festival Twinning.

If you have queries on the applications of Information Technology to your festival John Hargaden is on hand to meet with you and explore the possibilities.

To arrange a private 20-minute consultation simply book an appointment at the Conference Registration Desk.

### Shenanigans sends good wishes to Steve and Louise

**Heap** (Steve is the General Secretary of the Association of Festival Organisers) on the birth of their daughter Eleanor Grace (8lbs 6ozs) on 21st August 2001. **Margaret McKeon**, Marketing Manager with Golden Pages and a frequent speaker at AOIFE conferences, gave birth to her first child, Michael Hugh, recently. We are delighted to send our congratulations to Margaret and her husband Brendan.



Shenanigans is produced for AOIFE by Ted Keane & Associates Tel. (066) 712 5748 Fax (066) 718 0107 email tedkeane@iol.ie

Design by Indigo Digital Imagery Tel. (066) 718 0274 email imagery@esatclear.ie



# THINGS YOU NEED TO KNOW

## GOT A GOOD IDEA? WANNA WIN A PRIZE?

"All member festivals are invited to submit a 'Good Idea' for an event that can be borrowed/stolen/adapted by other festivals and the best idea wins a prize!" June Carey told *Shenanigans*.

"In fact the idea for a 'Good Idea' has been stolen from the Community Festivals Networking Programme Conference!" June admitted.

"We are looking for novel ideas for Member Festivals for next year. Christina Magennis of the Glenavy Festival won the prize in Cavan for her Human Fruit Machine, which was featured in the August issue of *Shenanigans*. We want to hear from all other festivals and we will select the 'Best Idea' at Conference. The winner will receive a nice surprise" June added with an air of mystery as to the nature of the prize.

Your Reporter sought clarification about rumours of a prize ranging from a fortnight's cruise for two on the QE2 to a bottle of cheap plonk but June would not be drawn. *Shenanigans* believes this mystery is due to the fact that June has not yet secured a (free) prize but she would not even admit to that!

Anyway if you have a 'Good Idea' for an event submit it to June in writing. You can post it to June at the office in Arklow to arrive not later than 12:00 Noon on Thursday November 1<sup>st</sup>. or alternatively hand her your idea in writing when at the Conference. The deadline for submission of a good idea is 7:00 p.m. on Saturday November 3<sup>rd</sup>. (It is possible that a future issue of *Shenanigans* will feature some of the better ideas received).

The winner will be announced after the AGM on Sunday (November 4<sup>th</sup>). Maybe then we will learn what the prize is ....



*"servicing the festival industry"*

"Staggering" is how Bríd Moriarty describes the reaction to *Festive Expo*. "As of now we have a range of exhibitors including booking agents, display contractors, novelty products, access & security devices, entertainers, sound, lighting and children's activities. This will be both accessible and comprehensive and a mine of information for delegates" on display.

As we go to print Bríd has **a very limited number of stands still available**. It's first come, first served, so contact her today at 066-976 2366 or moriartybrid@eircom.net



## SHOWCASING NEW TALENT

"As of now all Showcase opportunities are officially booked" Dan O'Donoghue told *Shenanigans*. "I am satisfied that Delegates will be introduced to a diverse range of entertainers at Conference 2001 and that the entertainers will 'do the business' also".

Showcases will be featured on Saturday morning and afternoon. Would Dan accept late entries? "Officially no, but if someone was to contact me immediately and mention *Shenanigans* we might be able to fit them in!" Dan laughingly admitted.

Dan can be contacted at danodon@eircom.net or by phone at 066-712 5304 - now!



## SEND US YOUR POSTER, BROCHURE/FLYER OR PROGRAMME

The largesse of AOIFE knows no bounds! This year's Conference will feature awards for the Best Poster, Best Brochure/Flyer and Best Programme - an expansion from the 2 awards given at last year's conference.

"Last year's winners were Waterford Spraoi and Ballina Street & Arts Festival" Gráinne McLoughlin reminded *Shenanigans*. "The level of entries was great and we thought we would expand the awards this year to give brochures/flyers and programmes a category award each".

How does one enter? "Send your poster, brochure/flyer and programme to me at the Arklow Office" Gráinne replied, "you can enter one, two or all three categories. I will appoint a top-level secret review group who will make their choices. Suffice to say that three fast cars will be outside the Shannon Oaks on Saturday night to whisk the selectors away after the results are announced and the awards presented at the Gala Banquet!"

Entries may be posted to Gráinne McLoughlin at the AOIFE Office in Arklow to arrive there by 12:00 Noon on Thursday November 1<sup>st</sup>. Alternatively the entries may be given to Gráinne at Conference. Entries must be received by 3:00 p.m. on Saturday November 3<sup>rd</sup>.

A thought for those attending Conference: why not bring along a supply of brochures, flyers, posters & programmes to distribute to other delegates?



## Notice of Meetings

Notice is hereby given that an **Extraordinary General Meeting of AOIFE will take place at 11:15 a.m. on Sunday November 4<sup>th</sup>** at the Shannon Oaks Hotel & Country Club, Portumna, Co. Galway. The purpose of the EGM is to consider and ballot on the following motion: "That the National Executive be increased to 14 members with immediate effect", proposed by the outgoing National Executive.

Notice is hereby given that the **Annual General Meeting of AOIFE will take place at 11:30 a.m. on Sunday November 4<sup>th</sup>** at the Shannon Oaks Hotel & Country Club, Portumna, Co. Galway.

The Agenda:

- Adoption of the Minutes of the 2000 AGM
- Adoption of the Chairperson's Report
- Adoption of the Secretary's Report
- Adoption of the Joint Treasurers' Report
- Election of the National Executive
- Any Other Business appropriate to the AGM



Send items for inclusion in **SHENANIGANS** to:  
Victor Ryan  
Communications Officer  
AOIFE Administration Office  
1 Upper Main Street  
Arklow, Co. Wicklow  
Fax (0402) 91030  
email shenanigans@iol.ie

## CONFERENCE 2001 PLANNED PROGRAMME

### FRIDAY 02 NOVEMBER

- 09:00 Registration Opens  
11:00 "Festivals & Fundraising - Tax Efficient Giving" - Willie Henderson, Carmichael Training Centre  
12:45 "Providing Ongoing Assistance to the Sector" - Julie T. Brady of Business2Arts.  
13:15 Light Lunch available (*Delegates responsible for their own food arrangements*)  
14:30 "Selling Your Event through New Technologies" - John Hargaden, IT & Multimedia Specialist  
15:30 "Festivals Economic Analysis - The British Experience" British Arts Festivals Association  
16:35 Coffee Break  
16:55 First Plenary Session  
"Perspectives on Festival Development from the Arts Councils"  
- Northern Ireland, Republic and the British Council.  
18:15 Network Facilities for Events promoting International Acts & Performers. (Both the British Arts Festivals Association & the British Council will attend).  
*Bar food will be available and hotel restaurant will be open*  
*(Delegates responsible for their own food arrangements)*  
21:30 "Icebreakers" all delegates introduce themselves & their festivals, etc.  
Facilitator will outline the weekend's activities.  
21:30 Close of Registration.  
22:00 "The Idle Hour Bar" With John P. on the piano. Bring your musical instrument and practice your party piece!

### SATURDAY 03 NOVEMBER

- ONE 2 ONE Workshops running throughout the day (10:30 - 17:00) (a) Websites/IT; (b) Insurance Issues  
(c) Co-Operation Ireland - Festivals Twinning  
07:30 - 10:00 Breakfast  
09:00 Registration re-opens  
09:45 Opening remarks by Colm Croffy, Chairperson of AOIFE  
10:00 "Meeting the needs of the Media"  
10:30 "ADM - Rural Development - the New Structural Funds" - Caoilinn deBairéad, Carrefour Office  
11:00 *First Swapshop - choice of 4*
  - Children's Activities
  - Programming Idea
  - Hospitality - How do you deal with it?
  - Committee Structure & Volunteering12.00 *First Themed Workshop - choice of 5*
  - 'Policing an Event' - An Garda Síochána
  - "FÁS Social Economic Schemes"
  - "Event Licensing - The Local Authority Perspective" - Larry Whelan, Meath County Council.
  - "Sourcing & Retaining Sponsorship" - Noreen Cassidy, CEO, Rose of Tralee International Festival
  - "Street Parades" - Helena Mc Mahon, Powers Irish Coffee Festival.13:00 Lunch & Showcase  
14:00 *Second Themed Workshop - choice of 5 - Repeat of morning's programme*  
15:00 *Second Swapshop - choice of 4 - Repeat of morning's programme*  
15:45 Coffee Break & Showcase  
16:30 Second Plenary Session
  - "Foot & Mouth - Cancellation and Co-Operation" a presentation by Dept. Of Agriculture (Dublin).
  - "Food Safety at Festivals and Outdoors Events" Maura Deely, MEHOA, Environmental Health Officer, Galway County Council19:00 Deadline for Receipt of New Idea Entries  
Deadline for Receipt of Nominations for AOIFE National Executive  
20:00 Pre-Dinner Drinks Reception  
20:30 Gala Banquet  
22:30 'The Racker'  
22:45 Dancing to Joanna & Tequilla Sunrise  
00:45 Disco with Joe Hodnett

### SUNDAY 04 NOVEMBER

- 10:30 Brunch - Full Group  
11:15 Extraordinary General Meeting & Annual General Meeting of the Association of Irish Festival Events  
(Member Festivals Only).  
12:00 Address by Colm Croffy - introducing
  - New Membership Categories
  - Significant Changes in the AOIFE Group Insurance Scheme12:15 "Irish Tourist Board's Developments in the Festival Sector" - a presentation by Bord Fáilte  
12:35 Update on the AOIFE Website - Philip Page of GlobalSalsa  
12:45 Third Plenary Session
  - "Claims in the Festival Industry" - Peter Thomas
  - "Health & Safety - a hands on experience" - Richard Limb TESSA
  - The Northern Experience
  - Fireworks Safety - Donal MacMahon, Phoenix Fireworks14:25 "Create your own Safety Statements and Risk Assessment" - a practical workshop  
15:10 Winner of Best New Idea announced  
New National Executive announced  
15:30 Conference Concludes