

efc

europa
FESTIVAL
CONFERENCE

www.europeanfestivalconference.com

Program

December 2-5, 2015

Gradonna

Mountain Resort

Kals, Osttirol / Austria

www.gradonna.at



★★★★★

GRADONNA
MOUNTAIN
RESORT
KALS
OSTTIROL



**A CONFERENCE
FULLY DEDICATED
TO FESTIVALS**

Wednesday • December 2, 2015

until 6.00pm arrival of participants in kals (AT)

07.00pm–08.15pm welcome reception

08.30pm–10.00pm 5-course dinner

Thursday • December 3, 2015

07.30am–09.00am breakfast

09.00am–09.30am welcome speech & key note

10.00am–11.30am the scientific arena: crowd collapse & crowd dynamics
presented by the yes group

10.00am–11.30am harmonisation in the eu
(new legislation, future initiatives, cultural value)

10.00am–11.30am marketing, sponsoring and communication – efc focus
“The differences in europe and how exchange can be value”

12.00am–01.00pm new technologies
“tools to manage your festival”

12.00am–01.00pm “It’s only teenage wasteland – ways to solve the trash
problem on camping”
presented by the go group

12.00am–01.00pm marketing, sponsoring and communication – efc focus
“social media – the new platforms and how to use them”

01.00pm–02.15pm lunch

02.15pm–04.15pm the carrousel sessions: three sessions with 40’ each about
the audience:
“how can audience involvement change audience behaviour”
“knowing your audience”
“audience segmenting”

04.30pm–05.30pm reports from day 1 incl. conclusions

06.00pm–07.00pm talking shop: june / july / august meetings

07.00pm–08.15pm wellness & outdoor activity

08.30pm–10.00pm 5-course dinner

Friday • December 4, 2015

07.30am–09.00am breakfast

09.15am–09.45am key note

10.00am–11.30am are we prepared for the unexpected?
serious weather conditions at festival and events
presented by the yes group

10.00am–11.30am food, drinks & rock'n'roll – quality and sustainability
presented by the go group

10.00am–11.30am marketing, sponsoring and communication – efc focus
to be announced

12.00am–01.00pm new technologies
“cashless payment and rfid solutions”

12.00am–01.00pm the vision – a mission statement for european festivals

12.00am–01.00pm marketing, sponsoring and communication – efc focus
conclusion – time to build a european think tank about
marketing, sponsoring and communication

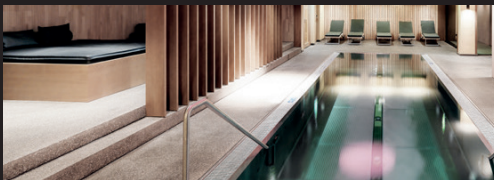
01.00pm–02.15pm lunch

02.15pm–04.15pm the carousel sessions: three sessions with 40' each about
the content:
“how to give your festival a soul”
“how to plan your site with aesthetic, safety and comfort”
“art, design & youth culture at festivals”

07.00pm–10.00pm farewell dinner combined with outdoor activity

Saturday • December 5, 2015

07.00am–09.00am breakfast



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FESTIVAL
CONFERENCE

yourope presents the 1st european festival conference, a gathering and summit of festival promoters in a new conference format related to all the festival topics.

two full days of seminars and workshops in an outstanding conference and wellness hotel in the austrian alps. meet, exchange, experience and learn!

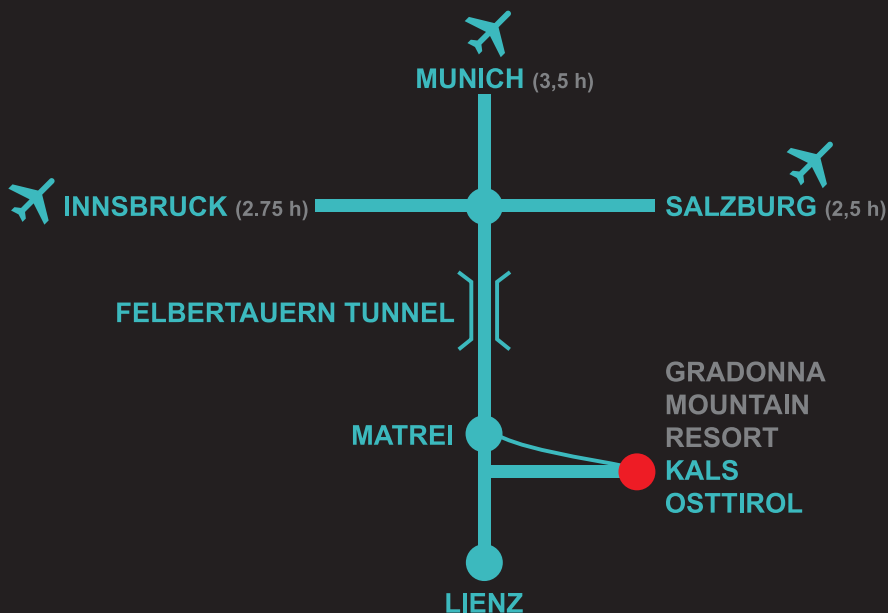
FESTIVAL CONFERENCE PACKAGE

3 hotel nights including breakfast and dinner & wellness

2 day conference fee incl. coffee, lunch menu, w-lan

€ 600 for use of double room / € 700 for single use of a double room
plus airport transfers, special activities & beverages

yourope members get a discount of € 100 for a maximum of 2 persons.



Registration at:

www.europeanfestivalconference.com | info@europeanfestivalconference.com