

# Your Programme on an (iPhone) Smartphone

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# The Idea

- Please appreciate that this is a session to discuss an idea with you that we think will really improve the festival experience.
- This is by no means the finished product

**YET!**

- We are very interested to hear your views too.

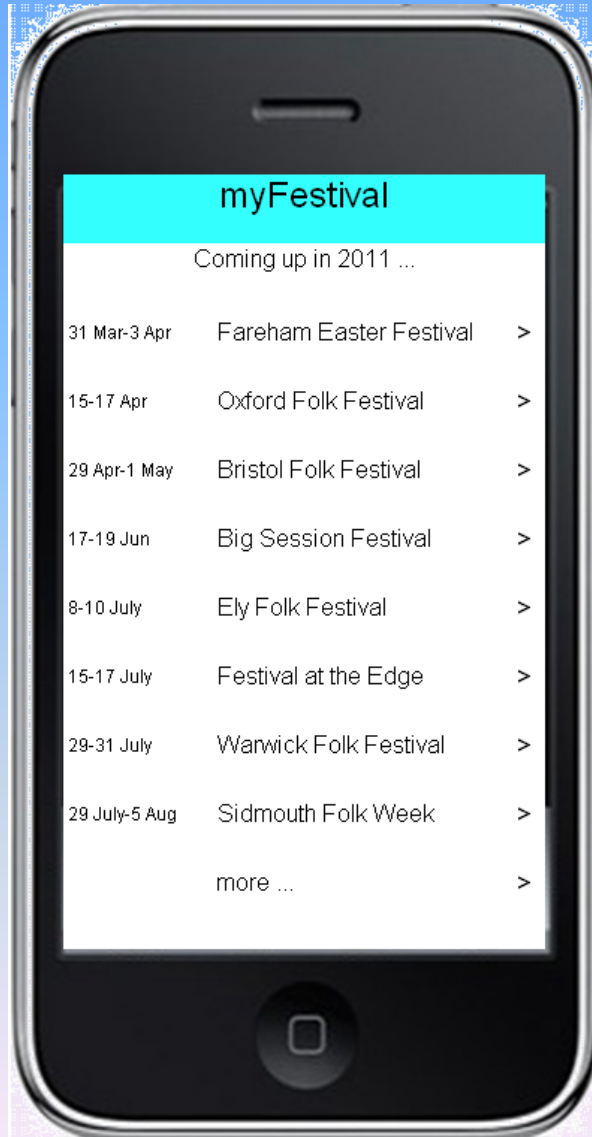
# Today

- Present our ideas
  - Get your feedback
- Which festivals will pioneer this in 2011?

# What is this about?

- Most people at a festival have a mobile phone
- Many of these are “smartphones”
  - Can access the Internet (Web Sites)
  - Can run ‘applications’ (iPhone, Blackberry, etc)
- People want to know
  - What’s happening
  - What’s changing
  - What’s new
- A printed programme is important but:
  - It’s never completely up-to-date
  - It’s not dynamic
- A smartphone app:
  - Can advertise your festival
  - Can push out changes and other important news
  - Allows people to create their own personal programme

# How would it look?



The initial 'Home' page advertising upcoming festivals

Each festival has its own page with links to its web site and for advance ticketing

# Programme Information

<b>SP Holdings</b>	5pm Closed for setup	7pm Doors Open	7.30 Adrienne Young	8.30	8.40 Richard Shindell & Lucy Kaplansky	9.45	10.00 Dervish & Guests
<b>Boxfresh</b>	5pm Closed for setup	7pm Doors Open	7.30 The Old Dance School	8.30	8.40 The Tom McConville Band	9.40	9.50 Heidi Talbot & Boo Hewerdine
<b>Sabrina</b>	5pm The Wilson's	6pm Closed for setup	8pm Fairfield	8.45	8.55 Mick Ryan & Paul Downes	9.40	9.50 The Kittiwakes

*Information taken from Shrewsbury Folk Festival Programme 2010*

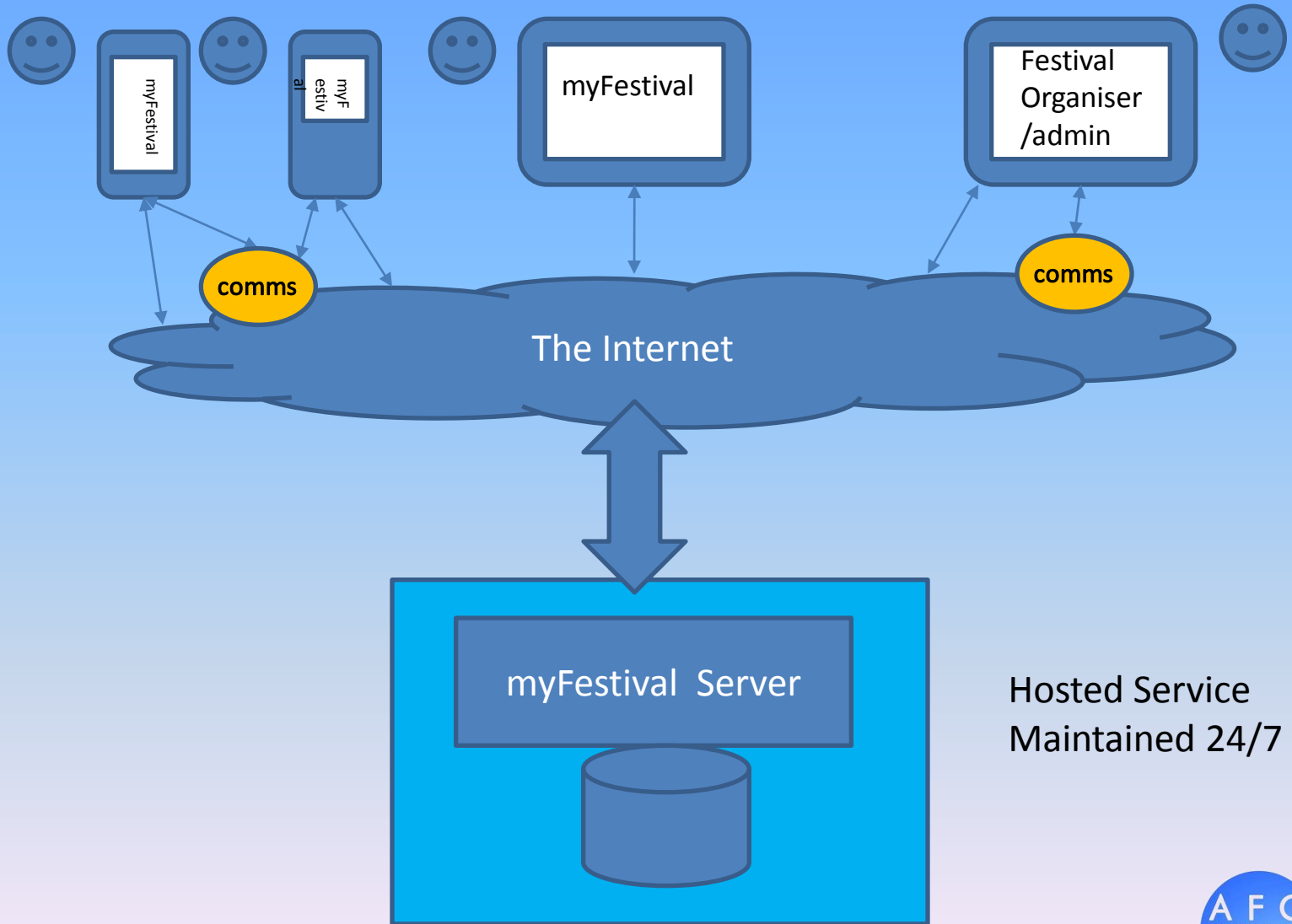
# Benefits for the Festival

- Initial advertising
- Links to website, advance ticketing
- Complements the printed programme
  - You need to keep the deadline for the festival timetables
  - But you can then publish changes as they occur
- *Be part of the evolution of communication, taking advantage of modern technology*

# Benefits for Festival-goers

- Find out what's on as events are announced
- Information tailored to the phone display (rather than web sites that are designed for larger screens)
- Customise their personal schedule for the festival
- Information in the palm of your hand – mobile phone owners are rarely without their phone.

# How it would work



Thank you for your time.

Please direct any  
questions to  
Tom and Simon ...



# Q & A

# What will it cost you?

This is a suggested annual subscription to advertise your Festival and have your programme available online

Festival size and duration	Less than 2000	2000 to 5000	5000+
3 days	£150	£300	£450
4 days	£300	£450	£600
5 days	£450	£600	£750
6 days	£600	£750	£900
7 days	£750	£900	£1050