



THE ASSOCIATION OF

AFO

FESTIVAL ORGANISERS

AFO CONFERENCE

8-10 NOVEMBER 2019

AGENDA

Stratford Manor, Warwick Road,
Stratford-upon-Avon, CV37 0PY

festivalorganisers.org

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Sponsors and Supporters

The AFO is very grateful for the support offered by our sponsors, without whom the Conference would not be possible.

ticket sellers

Est. 1998 and now one of the (many) ticket selling agencies in the UK. However, AFO is attracted to the personal, easy-going systems they provide. Recommended!



A leading Association for independent catering businesses helping, supporting and working with the mobile and street working world for 13 years.



APS have wide experience of festivals and events finance, and how to present the resulting figure.

ACCESS ALL AREAS

One of the top industry magazines for up-to-the-minute stories and contacts.



Insurance for events is crucial. EVS understands our industry and gives AFO discounts and support.



Standout, one of the industry's leading publications bringing news and views to the festival and events industry and offering support to AFO.



Suppliers of lanyards and delegate passes to AFO Conference and wristbands and ID to the events industry.



Award-winning specialist solicitors for your festival or event, LSL offer advice in most areas of law including Alcohol & Entertainment licensing, Contracts, Environment and Safety.



Festyvent provide live event apps that enhance audience engagement, enable audience analysis and improve event monetisation.



The Events Industry Forum provides an informal organisation that brings together event industry trade associations and similar bodies to discuss issues of common interest. EIF are the publishers of 'The Purple Guide'.

Welcome to the 2019 AFO Conference

Build a Strong Team. Deliver a Professional Production

In years gone by at AFO Conference we have come up with a title that has covered the general trend of the agenda. However, for 2019 I could say no more than it's wide-ranging, and focus on the title above.

You are very welcome to join this discussion, questions and answers and to many, a training weekend. We will visit Sustainability, Twenty-first Century Communication, Opportunities to sell more Tickets, Safety at our Events, the fantastic rise in Leadership Roles of Women. We look at Programming, going without Cash, and great Production. You can have fun with Room 101 and enjoy a simple interview with a singer who has made her mark across several genres. And on Sunday get down to some real training in our Workshop Day. Meet the Specialists in legal, insurance, funding and how to get started.

Yes, the 2019 Conference is definitely wide-ranging and plans for 2020 are already underway for a major re-vamp thanks to many members writing to us telling us how best they would like to have their Conference and Training Sessions. We intend to hire a large venue, fill it with dividers, tables and chairs, street food, a good bar and a concert stage. We will put on music and the spoken word Showcases throughout each day and give you more access to free flow from one space to another. Watch this space for plans for Conference 2020 which will take place 6, 7 and 8 November in Birmingham.

For now, enjoy this year's Conference, take away what you can, give to others what you can spare in your knowledge, ideas and experience and I look forward to speaking with you all.

Steve Heap, *General Secretary, AFO*

Relaxing at Conference

Fancy a break from the hectic Conference schedule? The hotel Health Club will be open until 8pm on Friday and from 8am to 8pm on Saturday and Sunday.

AFO CONFERENCE 2019

The Agenda

Friday 8 November

Time	Event	Venue
6:30 - 8pm	Registration	Foyer
8pm	New Festivals Welcome <i>This is where you get to know AFO.</i> Host - Steve Heap (AFO Gen. Sec.)	Avon
8:20pm	A Festival Story - Keswick Mountain Festival <i>A unique event in a unique setting</i> Speaker - Nicola Meadley (Director, Keswick Mountain Festival) Chair - Simon Care (Moulton Festival)	Avon
9:10pm	AFO Reception <i>Sponsored by ticketsellers</i> <i>Join in for a FREE glass of wine or juice, and pints of hellos, welcomes and networking.</i>	Upper Bar

Saturday 9 November

Time	Event	Venue
9am	Registration open	Foyer
10am	How does Conference work? <i>Agenda, Notes, Systems and You</i> Chair - Dave Watmore (The Hawth, Crawley)	Warwick
10:15am	AFO Welcome from the General Secretary <i>Was it a bumper year? Or not so good? Maybe in the middle. Was it B...T? Or the weather that made it better or worse? Has it dampened or boosted our enthusiasm. Certainly not! Now we have the researched evidence.</i>	Warwick
10:30am	EVS Insurance - Darren Vickery <i>An alternative company who understand our industry.</i>	Warwick

Time	Event	Venue
10:35am	Are you using the AFO website? <i>Jon Sloper (Alacrify) shows you how (see more in Trade Area).</i>	Warwick
10:40am	Angela Chappell (Arts Council England) <i>Available for ONE2ONEs up to 12noon</i>	Bar
10:45am	KEY SESSION A - VISION 2025 <i>What did you do to save the world? MkII. Trends and innovations in sustainable events in 2019 and exploring solutions: Eco wristbands, smart power management, and food waste</i> Speakers - Jone Nuutinen (Nordic Wristbands) Tim Benson (Smart Power / Powerful Thinking / ZAP Concepts) Mark Laurie (NCASS) <i>along with AFO Member Festivals</i> Chair - Chris Johnson (Vision:2025)	Warwick
10:45am	SESSION B - NO WIFI!? We're not coming <i>Connection is a demand from customers. Hear how.</i> Speakers - Morgan Denton (project manager, attend2IT) Dominic Hampton (CEO, attend2IT) Tom McInerney (Etherlive) Chair - Andy Stafford	Avon
11:40am	Tea and Coffee Break <i>Drink it, eat it, then get back at it</i>	Trade area
12:10pm	KEY SESSION C - Sell More Tickets - Easy! <i>Five quick wins, including a social media marketing masterclass</i> Speaker - Mo Jones ticketsellers and Eventree Chris Williams (Noisily Festival) Chair - Dave Watmore (The Hawth, Crawley)	Warwick
12:10pm	SESSION D - So you think it can't happen to you? <i>Accidents will happen, the disease known as CLAIM CULTURE is here to stay (sadly).</i> Speakers - Darren Vickery (EVS) John Sursham (Cropredy) Simon James (TESS) Chair - Sue Torres (Wicked Events)	Avon

Time	Event	Venue
12:10pm	SESSION E - This Is How You Get a Grant <i>A case study presented by Louisa Davies (Warwick Folk Festival)</i> Speakers - Louisa Davies (<i>Warwick Folk Festival</i>) Angela Chappell (<i>ACE, see also 10:40</i>) Chair - Roger Jackson (<i>Sing!</i>)	Leamington
1:05pm	LUNCH <i>FREE to all badged delegates and staff.</i>	
2:15pm	SESSION F - Women in the driving seat <i>Since the 1960s men have been the directors. Times are changing and exciting new ideas are flowing.</i> Speakers - Sandra Surtees (<i>Shrewsbury Folk Festival</i>) Jo Tuffs (<i>Broadstairs Folk Week</i>) Rowan Riley (<i>Oundle International Festival</i>) Sue Torres (<i>Wicked Events</i>) Chair - Sarah Bird (<i>Wild Rumpus</i>)	Warwick
2:15pm	SESSION G - Markets Will Improve Your Income (If they're run properly) <i>Learn how from NMTF's Chris Savage. NMTF will also launch the publication of their 'Best Practice Guide'.</i> Speaker - Chris Savage (<i>Project Manager, NMTF</i>) Chair - Simon Care (<i>Moulton Festival</i>)	Avon
2:15pm	SESSION H - Off-The-Wall Programming <i>Go on, take the risk, be brave...</i> Speakers - John Cumming (<i>ex Serious</i>) Gavin Sharp (<i>Band on the Wall</i>) Chair - Joe Heap (<i>Towersey Festival</i>)	Leamington
3:05pm	Take a breather – move on	
3:15pm	SESSION I - CASH <i>Once it was cash only, then cheques began to disappear. We use Visa / MasterCard, tokens at the bar... Now get rid of them ALL.</i> Speaker - Martin Newell (<i>Lakefest</i>) Steve Jenner (<i>Playpass</i>) Gavin Barnard (<i>independent cashless advisor</i>) Chair - Geoff Leon (<i>Festival Vision</i>)	Avon

Time	Event	Venue
3:15pm	KEY SESSION J - Quality Production Counts <i>Good sound, lighting, stage set and management are as good as a headline. (Double session to 4.55pm).</i> Speakers - Kelly Wood (<i>Musicians' Union</i>) Tom Rowlands (<i>Extreme Productions</i>) Ian Jones (<i>High Sound</i>) Jim McLaughlin (<i>Musicport</i>) Chair - Joe Heap (<i>Towersey Festival</i>)	Warwick
4:05pm	Tea and Coffee Break	Trade area
4:25pm	SESSION K - Compostable Plates <i>We really don't need PLASTIC! Or washing up... or even paper. Hear the companies that will work with your caterers.</i> Speakers - Sam Walker (<i>Biopac</i>) 'Rupin' (<i>Leafware</i>) Sally Cornelius (<i>The Happy Ocean</i>) Chair - Mark Laurie (<i>NCASS</i>)	Leamington
4:25pm	ROOM 101 <i>A light hearted look at what really bugs us in the festival and events world – and why?</i> Hosted by Simon Care (<i>Moulton Festival</i>)	Avon
5pm	Gen. Sec. Round Up of the day	Warwick
5:10pm to 6:10pm	Colin Irwin interviews Maddy Prior. <i>Founder Member of Steeleye Span</i>	Warwick
6:30pm	DINNER	Restaurant
9pm	SHOWCASE CONCERT <i>See p.10.</i>	Warwick

WORKSHOP DAY

Time	Event	Venue
10am	Registration Opens	Foyer
10:30am	Welcome back - Dave Watmore <i>(The Hawth, Crawley)</i>	Warwick
10:40am ↓ 12noon	<p><i>Sunday morning is the time to get down to the nitty gritty of issues that need more detailed attention.</i></p> <p><i>Join our experts for your chance to ask the questions that concern you in discussion with others, or ONE2ONEs if that's what you need.</i></p> <p><i>See the speaker and book a slot...</i></p> <hr/> <p>1) Legal Jon Payne (LSL) <i>In his regular slot to advise on all things legal (with thanks to LSL Solicitors).</i></p> <hr/> <p>2) Insurance Darren Vickery (EVS) <i>Join Darren, who will bring you up to date on insurance issues and the AFO discounts.</i></p> <hr/> <p>3) PRS (Foundation) Funding Becci Scotcher (Senior Grants and Programme Manager) <i>Becci will give up-to-date tips, good advice and guidance on Festival Grant Schemes from PRS(F).</i></p> <hr/> <p>4) The Beginner's Guide to Festival Management Steve Heap (Gen. Sec. AFO) <i>Steve Heap has been in this game for over 40 years. He wants to unload topical tips, answer questions and share dreams and stories before he falls off his perch.</i></p> <hr/>	<p>Avon (shared)</p> <p>Avon (shared)</p> <p>Leamington</p> <p>Warwick</p>
12noon	<p><i>How about I put the kettle on and we reflect, plan and chat before we journey home?</i></p> <p><i>SH, Gen. Sec</i></p>	Warwick

Thanks for joining us.

I hope you have found what you wanted here at AFO Conference 2019.

Remember the AFO office is open all year round to offer help, support and advice to its members. Give us a call on 01629 827014 or drop us an email at info@festivalorganisers.org

*Good luck in the next season and don't forget to use **the NEW AFO logo on your publicity** and put Conference in your budget and diary.*

The 2020 AFO Conference will be held 6, 7, 8 November in Birmingham, with more open space, trade stands, street food units, breakout rooms, a showcase, great local ale and food and, as always, the very best networking opportunity for anyone in this festival and event business. BE THERE.

Steve Heap, General Secretary, AFO



Saturday Showcase 9pm

MC - Cate Haynes

Stage Manager - Nick Haynes



The League of Ukulele Gentlemen

www.leagueofukulelegentlemen.com

The League of Ukulele Gentlemen are an exciting and dynamic Ukulele Quartet from Cumbria who play all genres of music. They have a portfolio of their own acclaimed originals, as well as covers performed with the Leagues own twist. Over the past year they have been thrilling audiences all over the UK and on the continent; playing concerts in Portugal, Ibiza, Czech Republic, Germany, Finland and Austria. They are delighted to have the opportunity to be playing this wonderful showcase.

andrew.webster21@gmail.com



Dan the Hat Juggler, Comedian & Stupid Stuntman

www.danthehat.co.uk

Dan has been performing for the last 17 years, all over the world. He has worked at festivals, stages and on the streets in front of thousands of people. His quick wit and on the button 'improv' silliness is a sure fire hit with any audience! Let Dan the Hat take you on a frenzied journey of skills and comedy.

"An infectious mix of Mirth, Mayhem & Manipulation" - Haggis Mcleod, Theatre and Circus, Glastonbury Festival

info@danthehat.co.uk

Joe Topping

www.joetoppingmusic.com

Joe is a singer-songwriter from the UK. He has developed his own unique bottleneck guitar style which he employs in many of his original songs and has a voice that can move from velvet soft to steely and powerful.

He has played on stage and in the studio with many legends of the British folk scene including members of Fairport Convention, While and Matthews, Andy Irvine and toured as stand in lead vocalist in the BBC2 award winning "Best live Act" Home Service.

joseph_topping@talk21.com



Searson

www.searsonband.com

Translating Canada's old-time, traditional sounds into contemporary roots music; seamlessly blending spirited fiddling, energetic dancing, and gorgeous harmonies.

For over a decade now, Searson has toured the world with their unique combination of high-energy fiddling, passionate vocals, and intricate step-dancing. At the core of Searson are Colleen and Erin Searson, two sisters who hail from the Ottawa Valley, Ontario, Canada.

Their talents are complimented on tour by Kian Byrne, a multi-instrumentalist and singer-songwriter from Kansas City.

searsonband@gmail.com



Guest Speakers

Gavin Barnard
*(independent cashless
advisor)*

Tim Benson
*(Smart Power / Powerful
Thinking / ZAP Concepts)*

Angela Chappell
(ACE)

Sally Cornelius
(The Happy Ocean)

John Cumming
(ex Serious)

Louisa Davies
(Warwick Folk Festival)

Morgan Denton
(attend2IT)

Dominic Hampton
(attend2IT)

Colin Irwin
(Journalist)

Simon James
(TESS)

Steve Jenner
(Playpass)

Chris Johnson
(Vision:2025)

Ian Jones
(High Sound)

Mo Jones
ticket sellers / Eventree

Mark Laurie
(NCASS)

Tom McInerney
(Etherlive)

Jim McLaughlin
(Musicport)

Nicola Meadley
(Keswick Mountain Festival)

Martin Newell
(Lakefest)

Jone Nuutinen
(Nordic Wristbands)

Jon Payne
(LSL)

Maddie Prior
(Steeleye Span)

Rowan Riley
*(Oundle International
Festival)*

Tom Rowlands
(Extreme Productions)

'Rupin'
(Leafware)

Chris Savage
(NMTF)

Becci Scotcher
(PRS Foundation)

Gavin Sharp
(Band on the Wall)

John Sursham
(Cropredy)

Darren Vickery
(EVS)

Sam Walker
(Biopac)

Chris Williams
(Noisily Festival)

Kelly Wood
(Musicians' Union)

Conference Team:

Lioux Heap, Freya Oliver, Simon Care, Nick Haynes, Cate Haynes and Joe Heap

Conference Agenda compiled by Steve Heap with support from AFO Advisory Group

Conference Agenda designed by Wallis Agency www.wallisagency.co.uk

Thanks for supporting AFO. Please note the dates for Conference 2020 are 6-8 November

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