

THE ASSOCIATION OF FESTIVAL ORGANISERS

AFO

CONFERENCE

9-11 NOVEMBER 2018



what who where when How why



AGENDA

Embrace change, but don't lose sight of your values

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

festivalorganisers.org

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



One of the UK's largest independent ticket agencies who deliver a service used by over 100 different festivals across the country. Gigantic provides AFO Conference ticketing.



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.



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



With over 35 years in insurance GS have a knowledge of the event industry and offer 20% discount on premium to AFO members.



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.



A turn-key solution event production company providing Sound, Lighting, Staging, Rigging, AV, Set & Power Distribution. Sponsors of Saturday Showcase.

Embrace change, but don't lose sight of your values

Welcome to the 2018 AFO Conference

They say the word '**Plastic**' is/has been the most repeated word in the English language since David Attenborough showed us the cluttered seas on **Blue Planet**. It has clearly been an issue for many years with only a few people knowing that this crisis was coming our way – such is the power of Western Television to drag us all screaming and shouting at users, manufacturers, local councillors and governments (and Mr Trump).

So, if you haven't joined the revolution, now is your chance to be informed, or maybe astonished at the facts and figures of the whole issue. In Session A we have THE most respected speakers on the whole subject of **sustainability**. We, in the festival and events industry, can take action NOW, make a difference and be proud to tell our grandchildren that we saved their planet from further pollution.

This year's Agenda will also give you a chance to view some alternative **ticketing agencies**, discover your **real worth** not only in artistic terms but your **local economy**.

Site Planning, Agents and Managers helping to sell tickets?! Two rounds of **woodland events, Cancellations, GDPR** and by popular request – **A Focus on Town Based Festivals**.

On Friday instead of a Showcase we offer you a **free drink** and more networking time, just as you requested.

Then Saturday will round off with **Colin Irwin** interviewing the founder of 'British Folk Rock' before a **Showcase** that bears some reference to his work.

In previous Conferences some delegates had to leave on Sunday morning, but this year I would heartily recommend staying and taking advantage of **oneZones, Roundtables** and **Cosy Chats** with experts in **Legal, Insurance, Funding** and **Glamping**.

Then round off your Conference just before lunch with **PRS** and **MU**, discussing the **new LP Tariff**. (Your chance to find out how it will be in the 2019 season).

Someone said, "It's not so much a Conference as a Training Weekend". Call it what you will, **AFO Conference** is THE place to be for up to the minute **NEWS, Expert Opinions, Learning, Sharing, Music, Real Ale and Food** and the best **networking** opportunity of the year.

Welcome and Enjoy!

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 2018

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Friday 9 November

Time	Event	Venue
6.30 - 8pm	Registration	Foyer
8pm	New Festivals Welcome <i>A chance for new (to AFO) festivals to say hello.</i> Host - Steve Heap (AFO)	Avon
8.20pm	A 'New' Festival Story <i>Gill Tee, Co-founder of Black Deer Festival, talks about many years in the events business but her first in ownership of a festival.</i> Speaker - Gill Tee (Black Deer Festival) Chair - Joe Heap (Towersey Festival)	Avon
9pm	AFO Reception <i>Shakespeare (as we are in Stratford-upon-Avon) said 'Let the warmth, welcome and drink flow' so join us for a glass on us to start the best networking opportunity of the year.</i>	Upper Bar


Saturday 10 November

Time	Event	Venue
9am	Registration open	Foyer
10am	Agendas, Notes and Systems <i>This is how it works. How to get the best out of Conference.</i> Chair - Dave Watmore (The Hawth, Crawley)	Warwick
10.15am	AFO Opener Speaker - Steve Heap (AFO)	Warwick

Time	Event	Venue
10.30am	Session A Blue Planet wakeup call - <i>Festivals must take responsibility for the waste they create. What will you tell your grandchildren about how we polluted their planet?..</i> <i>...and this is what you can do.</i> Speakers - Teresa Moore (A Greener Festival) Mary Corfield (Greenbelt Festival) Tim Benson (Smart Power Ltd) Chris Johnson (RAW Foundation) Mark Laurie (8th Plate) Liz Warwick (Lansdowne Warwick) Chair - Chris Johnson (Powerful Thinking / Shambala)	Warwick
11.50am	Tea / Coffee Break (Leamington) <i>Probably the best networking opportunity in the world in the company of Dan The Hat.</i>	
12.10pm ↓ 2.10pm	Session B A load of wristbands - A ticket agency showcase <i>What can ticket agencies offer you? This showcase is where you can pick the best deals. Featuring - Eventim, TicketSellers The Ticket Factory, Future Ticketing, Chip and PIN, Ticketsrv and Red Box Tickets</i> Introduced by Dave Watmore (The Hawth, Crawley)	Leamington
12.10pm	Session C Can / should Agents and Managers help sell the ticket? - <i>Joe Heap puts the case that they should.</i> Speakers - Joe Heap (Towersey Festival) Adam Slough (JSL Productions) Stew Simpson (Musician) Matt Bartlett (Midnight Mango) Chair - Joe Heap (Towersey Festival)	Warwick
12.10pm	Session D And this is what we do with the waste - <i>Follow up to Session A</i> Speaker - Jonathan Taylor (Grist Environmental) Marcus Grist (Grist Environmental) Chair - Simon Care (Moulton Festival)	Avon



Festivals will lead the way

Time	Event	Venue
1.05pm	Lunch in the restaurant <i>FREE to all badged delegates. in the company of Dan The Hat and The Jersey Girls</i>	
2.10pm	Session E Into the Wild - <i>The Wild Rumpus story from a woodland in Chesire</i> Speakers - Sarah Bird (JustSo Festival / Wild Rumpus) Rowan Hoban (JustSo Festival / Wild Rumpus) Chair - David Agnew (Manchester Folk Festival / Bury Met)	Avon
	Session F How much are you really worth? - <i>Nick Morgan (CEO We Are the Fair) proposes that we are worth a lot more than THEY, or even US believe. Then - how will we prove it? = Research.</i> Speakers - Nick Morgan (We Are The Fair) Caroline Jackson (Bournemouth University / EIF) Chair - Simon Care (Moulton Festival)	Warwick
	Session G Just Stick it in a Field - <i>A site plan full of tips and ideas on how to make the most of your venue.</i> Speakers - John Radford (JR Event Services) Tim Benson (Smart Power Ltd) Chair - Bob Adams (Independant Arts Consultant)	Salmon
3.05pm	<i>Five minutes to move around</i>	
3.10pm	Session H ...And what if it's Cancelled? - <i>Could be you, could be them, or could be a storm. And a brief look at GDPR.</i> Speaker - Phillip Day (Lacey's Solicitors) Chair - Rowan Riley (Oundle International Festival)	Warwick
3.10pm	Session I You can't run a Festival here - <i>Yes you can says Ian Pease, Director of National Trust WoodFest.</i> Speaker - Ian Pease (National Trust WoodFest) Chair - Sarah Bird (JustSo)	Salmon

Time	Event	Venue
3.10pm	Session J Selling the ticket - <i>Still the toughest job; here are some tips. There are 32 million people employed in the UK. Only 12.5% have been to a festival. Here is the target.</i> Speakers - David Jacobs (Festyvent) Tom Hall (Mash Media) Stevie Horton (Iconic Music & Media) Chair - Joe Heap (Towersey Festival)	Avon
4.05pm	Tea and coffee break <i>With a chap and a hat...</i>	Leamington
4.25pm	Session K We do it in the town - <i>A gathering of those with a town-based festival venue. What is different? Is it better? And what do the Council think?</i> Speakers - Those who do it...	Salmon
4.25pm	Session L Income Diversification David Agnew (Head for the Hills / Manchester FF) in conversation with Sarah Bird (Wild Rumpus, Timber and JustSo) and you, if you want to share your worries and ideas on income	Avon
5.15pm	The Colin Irwin Interview <i>Who started this British folk / rock movement? - I did (with my friends) says Ashley Hutchings, founder of Fairport Convention, Steeleye Span, The Albion Band (still in) and a cred list that would take up five more pages.</i> <i>He is interviewed by the Music Press hero Colin Irwin (who knows everyone)</i>	Warwick
6.30pm	DINNER <i>Book at hotel reception</i>	Restaurant
8.30pm	Showcase Concert <i>Sponsored by Moonlite Productions Ltd see p10 for four great acts. Be there, be entertained and make your bookings</i>	Warwick

Sunday 11 November

Time	Event	Venue
10am	Registration Opens	Foyer
10.30am	Welcome Back and Intro to Sunday Agenda and AFO Round-tables Chair - Dave Watmore (<i>The Hawth, Crawley</i>)	Warwick
<i>At 11am on the 11 / 11 / 1918 the world breathed a sigh of relief, then... ?</i>		
10.40am	Session M The AFO Round-tables <i>for one2ones, comfy chats and real professional advice.</i>	Avon
↓		
12.25am	1) Legal Jon Payne (<i>LSL Solicitors</i>) is on hand with help and advice for all things legal, licensing and more.	
	2) Insurance Nick Smith (<i>Graham Sykes</i>) will introduce you to the AFO special deal and help you understand what cover you need.	
	3) Funding Anita Dinham (<i>ACE</i>) with Angela Chappell (<i>ACE</i>) will give you tips, good advice and guidance to the ACE grant schemes.	
	4) Improve your income with glamping Tara Wakeman (<i>Hearthworks / TIPIS</i>) Sacha Massie (<i>Yurts for Life</i>) Hannah Batt (<i>The Shire Huts</i>) Lee Hawksworth (<i>Glampit / Tents</i>) Jodie Boyd (<i>Pic'n'Mix Festival Kit</i>) Chair - Tally Wade (<i>OpenAir Business</i>)	
10.40am	Session N Beginners' Guide, A-Z - <i>Steve Heap gives a career's worth of tips for the relatively new festival organiser</i> Speaker - Steve Heap (<i>AFO</i>)	Salmon

Time	Event	Venue
10.40am	Session O Crowd Care, Security and Volunteers <i>You have them all and you need to hear the latest rules, regs and good practice.</i> Speaker - Mark Harding (<i>UK Crowd Management / Showsec</i>) Chair - Sue Torres (<i>Wicked Events</i>)	Warwick
11.20am	Tea and coffee break <i>Grab a coffee and a notepad for...</i>	Leamington
11.25am	Session P After three years of 'chatting' - PRS tells us the story of the new LP tariff and distribution. The Musicians' Union are working with AFO to encourage better set list collection. Speakers - Rob Kirkham (<i>PRS</i>) Martin McGuire (<i>PRS</i>) Kelly Wood (<i>MU</i>) Chair - Dave Watmore (<i>The Hawth, Crawley</i>)	Warwick
12.30pm	Conference Round-up (good news and thanks) Speaker - Steve Heap (<i>General Secretary, AFO</i>)	Warwick
12.40pm	CLOSE	

Thanks for joining us.

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

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 your **AFO logo on publicity** (winner of that prize goes to Enjoy Travel. Thank you) and put Conference in your budget and diary.*

Next year's AFO Conference: 8-10 November 2019. Venue: The Midlands...

Steve Heap, General Secretary, AFO

Saturday Showcase 8.30pm, Warwick

MC - Cate Haynes

Stage Manager - Nick Haynes



Hadrian's Union

www.hadriansunion.co.uk

Hadrian's Union are a five piece Contemporary Folk Rock band from Northumberland and Cumbria. The name originates from the locality and mind-set of the band, as individual members are based along various points of Hadrian's Wall. They all come from many musical backgrounds including Folk, Punk, Rock, Blues, Celtic, and Ska, which reflects in the music they create together.

hadriansunion@hotmail.com



Hannah Sanders and Ben Savage

www.hannahbenmusic.com

A chance meeting at their local Black Fen Folk Club in Cambridge uncovered Hannah and Ben's shared musical passions and sympathies, that over time has developed into a unique and intimate show of American roots and English folk music. Their unique unplugged presentation creates a widescreen, cinematic soundscape with open spaces and atmosphere.

'An exquisite soundscape, which is the result of passion, precision and unbridled intimacy'
R2 Magazine

chris.wade@stradamusic.com



PerKelt

www.perkelt.com

Winners of the Best Live Act in the UK Exposure Music Awards 2014 and finalists of the Best Live Act International Bastaard Fantasy Awards in Holland 2017. PerKelt draw inspiration from pagan spirituality, ancient folklore melodies and poetry.

"...spectacular live shows and dropping jaws within the audience!" - Paul MacArthur Celtic Radio, USA /Canada

info@perkelt.com

Sponsored by



Cut Throat Francis

www.cutthroatfrancis.com

Formed in Bristol in the summer of 2017, Cut Throat Francis are a four-piece band combining Folk, Swing and upbeat Eastern European flavours who also bring an array of interesting instruments as well as great vibes to any situation!

cutthroatfrancis@gmail.com

Appearing throughout the venue during Saturday...



The Jersey Girls

www.danthehat.co.uk

Daisy & Buttercup, a pair of 'Buxom Bovine Beauties' get in amongst the Human Herd. Hoof loose and fancy free, the girls chew the cud and ruminate on the goings on around them. Catch these 'Udderly' fabulous, brand new 'Cowacters' throughout Saturday.

info@danthehat.co.uk

Dan the Hat - Juggler, Comedian & Stupid Stuntman

www.danthehat.co.uk

Dan has been performing for the last 16 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



Guest Speakers

Matt Bartlett
(Midnight Mango)

Hannah Batt
(The Shire Huts)

Tim Benson
(Smart Power Ltd)

Sarah Bird
(JustSo Festival)

Jodie Boyd
(Pic'n'Mix Festival Kit)

Angela Chappell
(ACE)

Mary Corfield
(Greenbelt Festival)

Phillip Day
(Lacey's Solicitors)

Anita Dinham
(ACE)

Marcus Grist
(Grist Environmental)

Tom Hall
(Mash Media)

Mark Harding
(Showsec)

Lee Hawsworth
(Glampit / Tents)

Joe Heap

(Towersey Festival)

Steve Heap
(AFO)

Rowan Hoban
(JustSo Festival)

Stevie Horton
(Iconic Music & Media)

Ashley Hutchings
(Musician)

Colin Irwin
(Freelance journalist)

Caroline Jackson
(Bournemouth University / EIF)

David Jacobs
(Festyvent)

Chris Johnson
(Powerful Thinking)

Rob Kirkham
(PRS)

Mark Laurie
(8th Plate)

Sacha Massie
(Yurts for Life)

Martin McGuire
(PRS)

Teresa Moore
(A Greener Festival)

Nick Morgan
(We Are The Fair)

Jon Payne
(LSL Solicitors)

Ian Pease
(National Trust WoodFest)

John Radford
(JR Event Services)

Stew Simpson
(Musician)

Adam Slough
(JSL Productions)

Nick Smith
(Graham Sykes Insurance)

Jonathan Taylor
(Grist Environmental)

Gill Tee
(Black Deer Festival)

Tara Wakeman
(Hearthworks / TIPIS)

Liz Warwick
(Lansdowne Warwick)

Kelly Wood
(MU)

Conference Team:

Lioux Heap, Freya Oliver, Simon Care, Nick Haynes, Cate Haynes, Eleanor Heap 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 2019 are 8-10 November

