

THE ASSOCIATION OF FESTIVAL ORGANISERS

# AFO

## CONFERENCE

10-12 NOVEMBER 2017

# AGENDA



Ettington Chase Conference Centre  
Stratford-upon-Avon Warwickshire CV37 7NZ

[festivalorganisers.org](http://festivalorganisers.org)

onebigstar



aps accountancy  
chartered certified accountants

Eventbrite



stand  
for life



## Contents

|                         |    |
|-------------------------|----|
| Welcome                 | 3  |
| Friday AFO Conference   | 4  |
| Saturday AFO Conference | 4  |
| Sunday AFO Conference   | 9  |
| Friday Showcase         | 12 |
| Saturday Showcase       | 14 |
| Guest Speakers          | 16 |

## Sponsors

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



Stages, lights, power, PA, decor, staff - all from OneBigStar



World Music Engineer provide concert audio systems for festivals specialising in acoustic music.



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



International internet ticket agency kindly handling AFO Conference delegate passes.



AFO has a special insurance arrangement with La Playa that has successfully kept festival and event premiums down for many years.



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.



The home for PRS and MCPS representing the rights of 118,000 members (writers and publishers). Working with its members and promoters to deliver music and licence their copyright.



Festival and Event Managers, Record Label and Consultancy.

# The Nuts & Bolts of Festival Planning

## Welcome to the 2017 AFO Conference.

A is for Artist, C is for Camping, I is for Insurance, M is for Marquees, T is for Toilets and so on. This is the A-Z of the **Nuts & Bolts** and the rest is a session later in this Conference.

I call it the “Beginners Guide” but really it’s an aide memoir for all of us no matter how much experience we have. How many of us with years of festival and event management under our belts have arrived at opening time and suddenly remembered...??

This year’s Conference is packed with those reminders, from choosing your power fuel, through how to handle a crisis, from programming outside of just music to opening our taste buds in the world of food on our sites.

I am delighted to welcome a TV star from sporting festivals and a Colin Irwin Interview with a wizard guitarist.

You can enjoy two Showcases concerts, chosen to expand your programme beyond your comfort zone and stay

with us to Conference end on Sunday to capture that elusive extra cash.

2017 festival season was, in the main, a success despite an unusually wet July. Could it be the start of a decade of profitable festivals or will government faffing around bring new non-European challenges.

Whatever they throw at us we are the most resilient of workers and through our belief in what we do and our dedication we will continue to survive and grow as an industry that delivers tens of millions of pounds to the UK economy each year. AND make a lot of people happy :)

With many of the agents and managers of artists visiting a different gathering this year, our agenda is about the background stuff, the kind the customers need know nothing about – make good use of these “tools” here at AFO Conference. They are the **Nuts & Bolts** of what we do.

Steve Heap  
*General Secretary*  
AFO

# AFO CONFERENCE 2017

## Conference Title

### Friday 10 November


| <i>Time</i> | <i>Event</i>  | <i>Venue</i> |
|-------------|---|--------------|
| 5 - 8pm     | Registration  |              |
| 8pm         | <b>New Festivals Welcome</b><br><i>A chance for new (to AFO) festivals to say hello.</i><br>Host - Steve Heap (AFO)   | Bronte       |
| 8.20pm      | <b>A Festival Story... Sark (Channel Islands) Roots Festival</b><br>Wordsworth 1<br>Speaker - Roz Rolls<br>Chair - Dave Watmore ( <i>The Hawth, Crawley</i> ) |              |
| 9pm         | <b>Showcase Concert</b><br><i>Booking your festival line-up starts here - see p12</i><br><i>Sponsored by Rob Ellmore (World Music Engineer)</i>               | Bronte       |



### Saturday 11 November


| <i>Time</i> | <i>Event</i>  | <i>Venue</i> |
|-------------|---|--------------|
| 9am         | Registration  |              |
| 10am        | <b>Agendas, Notes and Systems</b><br><i>This is how it works. How to get the best out of Conference.</i><br>Chair - Joe Heap ( <i>Towersey Festival</i> ) | Bronte       |
| 10.15am     | <b>AFO Update</b><br><i>You may wonder what we do all year.</i><br>Speaker - Steve Heap (AFO)   | Bronte       |

| <i>Time</i> | <i>Event</i>   | <i>Venue</i>   |
|-------------|--|--|
| 10.35am     | <p><b>Session A The Power to Choose Power</b><br/> <b>Sponsored by Powerful Thinking</b><br/> <i>Will you cut red diesel and reduce your carbon footprint?<br/> You could learn from...</i></p> <p><b>Speakers -</b> Alastair Gregson (<i>Powerline</i>)<br/> Barry Hughes (<i>Hybrid Power Hire</i>)<br/> Paul Day (<i>Power Logistics / Aquafuel</i>)<br/> Tim Benson (<i>ZAP Concepts</i>)</p> <p><b>Chair -</b> Andy Lenthall (<i>PSA / Powerful Thinking</i>)</p> | <p>Bronte</p>  |
|             | <p><b>Session B Link to Your Local Music Venues</b><br/> <i>Don't just drop into a field and ignore the local scene.</i></p> <p><b>Speakers -</b> Mark Davyd (<i>Music Venues Trust</i>)<br/> Kelly Wood (<i>Musicians' Union</i>)</p> <p><b>Chair -</b> Andy Stafford (<i>Chippenham Festival</i>)</p>  | Wordsworth 1   |
|             | <p><b>Session C Crisis Management</b><br/> <i>Rain, wind, staff sickness, main act missing, power cut,<br/> you name it, it could be a crisis.</i></p> <p><b>Speakers -</b> Marie Lacey (<i>DRP</i>)<br/> Eddie Barcan (<i>Splendid Events</i>)</p>  | Wordsworth 2   |
| 11.30am     | <p><b>Tea / Coffee Break</b><br/> <i>Probably the best networking opportunity in the world<br/> and a blanket collection for <b>The Jasper King Trust.</b></i></p>   |              |
| 11.45am     | <p><b>Session D I Don't Programme Music</b><br/> <i>There's more going on than just music, and I can<br/> programme it..</i></p> <p><b>Speaker -</b> Mark Clarke (<i>Community Artist</i>)</p> <p><b>Chair -</b> Dave Watmore (<i>The Hawth, Crawley</i>)</p>  | Wordsworth 1   |

| <i>Time</i> | <i>Event</i>  | <i>Venue</i>   |
|-------------|---|--|
| 11.45am     | <p><b>Session E Engaging Your Community -</b><br/><i>If you involve the people, the people will come.</i></p> <p><b>Speakers -</b> John Marshall-Potter (<i>FolkEast</i>)<br/>Mike Kirrage (<i>Gate to Southwell</i>)</p> <p><b>Chair -</b> Rebecca Stewart (<i>Cambridge Folk Festival</i>)</p>                            | Wordsworth 2   |
|             | <p><b>Session F The Social Impact of Events on Local Communities</b><br/><i>We will look at both positive and negative social impact issues for organisers and communities.</i></p> <p><b>Speaker -</b> Teresa Moore (<i>A Greener Festival</i>)</p> <p><b>Chair -</b> Sandra Surtees (<i>Shrewsbury Folk Festival</i>)</p> | Bronte   |
| 12.40pm     | <p><b>Lunch</b><br/><i>FREE to all badged delegates.</i><br/>Walkabout with <b>Markmark Productions</b></p>   |  |
| 2.15pm      | <p><b>Session G The World is Your Plate -</b><br/><i>Customers expect a variety of food, delivered safely</i></p> <p><b>Speakers -</b> Mark Laurie (<i>NCASS</i>)<br/>Sam Christie (<i>PKL</i>)</p> <p><b>Chair -</b> Dave Watmore (<i>The Hawth, Crawley</i>)</p>  | Bronte   |
|             | <p><b>Session H Do You Really Know How to Write? - Formal Copywriting</b><br/><i>AI will delve into the art of promotional copywriting, finding ways to more effective and engaging responses.</i></p> <p><b>Speaker -</b> Al Best (<i>ENTSWEB</i>)</p> <p><b>Chair -</b> Andy Schofield (<i>Costa del Folk</i>)</p>        | Wordsworth 1   |
|             | <p><b>Session I Let's Assume Wet Weather</b><br/><i>This is the UK in summer time. You must prepare for...?</i></p> <p><b>Speakers -</b> Peter Chegwyn (<i>Wickham Festival</i>)<br/>Nick Russell (<i>Autotrak</i>)</p> <p><b>Chair -</b> Joe Heap (<i>Towersey Festival</i>)</p>   | Wordsworth 2   |

| <i>Time</i> | <i>Event</i>   | <i>Venue</i> |
|-------------|--|--------------|
| 3.10pm      | <i>Five minutes to move around</i>   |              |
| 3.15pm      | <p><b>Session J Customers Dancing Strictly –</b><br/> <i>A look at how your audience can get involved with dance.</i><br/> <i>Dha Dha Dha Dha Dha Duh Duh</i></p> <p><b>Speakers -</b> Kerry Fletcher (<i>Community Dance Artist</i>)<br/> Damien Barber (<i>Breaking Tradition</i>)<br/> Mike Courthold (<i>Chippenham Festival</i>)<br/> Madelaine Price (<i>Dance Teacher</i>)</p> <p><b>Chair -</b> Simon Care (<i>Moulton Festival</i>)</p> | Bronte       |
|             | <p><b>Session K A Beginners Guide to Festivals -</b><br/> <i>If you are new to festival organisation, this is for you!</i></p> <p><b>Speaker -</b> Steve Heap (<i>AFO</i>)</p>   | Wordsworth 1 |
|             | <p><b>Session L How and Why You Should Speak to Your Local Council</b><br/> <i>One way or another, authority will want to talk to you, so you may as well get in first.</i></p> <p><b>Speaker -</b> Andy Grove (<i>Highgrove Events</i>)</p> <p><b>Chair -</b> Bob Adams (<i>Arts &amp; Events Management</i>)</p>   | Wordsworth 2 |
| 4.10pm      | Tea / Coffee Break   |              |
| 4.25pm      | <p><b>Bits and Pieces Session</b><br/> <i>You would not believe how much stuff we learn on your behalf.</i></p> <p><b>Chair -</b> Steve Heap (<i>AFO</i>)</p>  | Bronte       |
| 4.35pm      | <p><b>The Festivals I Have Been To (and Missed)</b><br/> Mike Bushell (<i>BBC Breakfast</i>)</p>   | Bronte       |
| 5.10pm      | <p><b>The Colin Irwin Interview</b><br/> <i>Guardian journalist, Colin Irwin interviews world renowned guitarist <b>Martin Simpson</b></i></p>   | Bronte       |

| <i>Time</i> | <i>Event</i>  | <i>Venue</i> |
|-------------|---|--------------|
| 6.10pm      | <b>Dinner in the Conference Centre or elsewhere</b><br><i>Not included in delegate fee - please book directly at hotel reception.</i> |              |
| 8.30pm      | <b>Showcase Concert</b><br><i>Booking your festival line-up continues here - see p14</i><br><i>Sponsored by OneBigStar</i>            | Bronte       |





## Sunday 12 November

| <i>Time</i>             | <i>Event</i>   | <i>Venue</i> |
|-------------------------|--|--------------|
| 10am                    | Registration Opens   |              |
| 10.30am                 | Welcome Back and Intro to Round-tables<br>Chair - Joe Heap ( <i>Towersey Festival</i> )  | Bronte       |
| 10.40am<br>↓<br>10.55am | AFO's new website<br><i>It's almost ready. See it now on screen.</i><br>Presented by Jon Sloper ( <i>Alacrify</i> )  | Bronte       |
| 10.50am                 | Round-tables are open<br><i>for one2one chats or open discussions.</i>   | Wordsworth 1 |
|                         | <b>1) Fund Your Festival</b><br><i>Pounds may be hard to come by, but imaginative applications can produce good results</i><br><i>Arts Council England,</i><br><b>Chloe Brookes</b> ( <i>Relationship Manager ACE</i> )<br><b>Anita Dinham</b> ( <i>Relationship Manager ACE</i> ) |              |
|                         | <b>2) Legal Advice</b><br><i>That worry lifted by our own (very kind) legal beagle</i><br><b>Jon Payne</b> ( <i>LSL Solicitors</i> )   |              |
|                         | <b>3) Presenting Your Accounts</b><br><i>VAT man, tax man, beggar or thief. You have to do it properly</i><br><b>Deborah Garvey</b> ( <i>APS Accounting Ltd</i> )  |              |
|                         | <b>4) Your Insurance Issues</b><br><i>The clue is in the title. The unlikely will probably happen.</i><br>Write your questions and puzzles at this table and we will get La Playa to answer.   |              |

| <i>Time</i>          | <i>Event</i>   | <i>Venue</i> |
|----------------------|--|--------------|
| 11am<br>↓<br>11.55am | <b>Session M Stewards Accreditation</b><br><i>Who do you sign on? How do they sign on? How do you know they'll be OK, or even turn up?</i><br><b>Speakers -</b> Sue Torres ( <i>Wicked Events</i> )<br>Peter Knaggs ( <i>Warwick Folk Festival</i> )<br><b>Chair -</b> Eddie Barcan ( <i>Splendid Events</i> )   | Wordsworth 2 |
| £ £ £ £              | <b>Session N There is £xtra Ca\$h For You In Here</b> £ £ £ £<br><i>You are always chasing new sources of income. Well, here they are!</i><br><b>Speakers -</b> Lee Hawksworth ( <i>Glampit</i> )<br>Jake Watson ( <i>Landpod</i> )<br>Jodie Boyd ( <i>Pic 'n' Mix Festival Kit</i> )<br>Tim Rhodes ( <i>Aquaforno</i> )<br><b>Chair -</b> Bob Adams ( <i>Arts &amp; Events Management</i> ) | Bronte       |
| 12noon               | <b>Session O The CredAbility Access Card online registration for disabled people, once and for all</b><br><i>Nimbus are uniquely placed to help you register and secure disabled customers. Be accessible, be there.</i><br><b>Speaker -</b> Martin Austin ( <i>Nimbus Disability</i> )<br><b>Chair -</b> Danny Kilbride ( <i>trac</i> )   | Bronte       |
| 12.40                | <b>Conference Round-up (earlier by popular request)</b><br><b>Speaker -</b> Steve Heap ( <i>General Secretary, AFO</i> )   | Bronte       |

**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](mailto:info@festivalorganisers.org)**

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

**Next year's AFO Conference: 9-11 November 2018. Venue: The Midlands...**

**SH**

# AFO MEMBERSHIP IS ESSENTIAL FOR ANYONE WORKING IN THE FESTIVAL AND EVENT INDUSTRY

**270+**  
MEMBERS  
ALREADY  
BENEFIT  
FROM:

**Help, advice and support from people who know festivals and events**  
**Members Only Resources • Festival Ticket Swap**  
**Reduced Insurance Premiums • Industry News**  
**Discounted Delegate Rates**

## **There are three types of Membership of AFO**

### **Event / Organisation Membership** **£100 (£90\*)**

Open to festivals and events, arts development organisations etc. Any size or organisation both professionally or voluntarily run is welcome.

### **Individual Membership** **£50 (£40\*)**

Aimed at anyone who works independently as a consultant, performer, organiser, tutor or advisor in arts development or is studying a related subject.

### **Associate Membership** **£175 (£165\*)**

For services and companies who work with the Industry, eg: infrastructure suppliers, record companies, publishers, caterers, agents and other associations.

*\* discount price if paying by recurring BACS or Standing Order.*

**JOIN AFO  
TODAY!**

**[www.festivalorganisers.org](http://www.festivalorganisers.org)**

## Friday Showcase 9pm (Bronte)

Sponsored by



MC - Cate Haynes (*AFO / Urban Folk Theory*)

Stage Manager - Nick Haynes (*AFO / Urban Folk Theory*)



### Hot Rock Pilgrims

[www.hotrockpilgrims.com](http://www.hotrockpilgrims.com)

Hot Rock Pilgrims are an old-time/bluegrass super-group featuring some of the most exciting young pickers in the South East of England. The line-up features the twin lead vocals of Hubert Murray (guitar) and Dan Edwards (banjo), backed up by Bruno Pichler (dobro), Kieran Towers (fiddle) and all held together by Sam Rose (double bass). Together they will take you on a high-energy pilgrimage of Appalachian music and its descendants.

Agent: [kierantowersfiddle@gmail.com](mailto:kierantowersfiddle@gmail.com)



### Jack Carty

[www.jackcarty.com](http://www.jackcarty.com)

Award winning, critically acclaimed Australian singer-songwriter Jack Carty has recently relocated to the UK. Jack has toured extensively and co-written with the likes of Dan Wilson (Adele, Taylor Swift, Semisonic), Josh Pyke & Blair Dunlop.

Agent: [johnhartmusic@mac.com](mailto:johnhartmusic@mac.com)

## Kit Hawes & Aaron Catlow

[www.kithawesandaaroncatlow.com](http://www.kithawesandaaroncatlow.com)

Kit Hawes and Aaron Catlow are a Bristol based duo playing acoustic, folk and roots music. Best known as the virtuoso guitar and fiddle players from the band Sheelanagig, they draw on their many influences to create unique arrangements of traditional music, as well as their own compositions.

Agent: [henry@midnightmango.co.uk](mailto:henry@midnightmango.co.uk)



## Dan Wilde

[www.danwilde.net](http://www.danwilde.net)

Dan Wilde has been performing his own brand of richly observant folk both in the UK and around the world for the past seven years.

2017 has been a busy year for Dan, with a UK support tour with Welsh band Calan as well as solo shows, a single release and new video. Work on the fourth studio album will also commence shortly.

Agent: [leila.cooper@stradamusic.com](mailto:leila.cooper@stradamusic.com)



## Roving Crows

[www.rovingcrows.com](http://www.rovingcrows.com)

Roving Crows' powerful live performance and unique sound has seen them receive several awards and achieve national airplay on BBC Radio 2. They have achieved a 'ones to watch' status in the UK folk scene performing alongside artists such as Kate Rusby, Steeleye Span, Levellers, Jamie Cullum and Bellowhead.

Agent: [bigdpromotions@gmail.com](mailto:bigdpromotions@gmail.com)



## Saturday Showcase 8.30pm (Bronte)

Sponsored by



MC - Cate Haynes (*AFO / Urban Folk Theory*)

Stage Manager - Nick Haynes (*AFO / Urban Folk Theory*)



### Banter

[www.banter.band](http://www.banter.band)

Bursting on to the Festival scene in their first year, Banter are all about having a great night of traditional English dance tunes and songs, played with a cheeky twist...

With festivals including Glastonbury, Towersey, Bromyard, Southwell and Sidmouth already under their belt they promise a great show that is guaranteed to leave you smiling.

Agent: [simoncaremusic@me.com](mailto:simoncaremusic@me.com)



### Harbottle & Jonas

[www.harbottleandjonas.com](http://www.harbottleandjonas.com)

Harbottle & Jonas are a stunning young folk duo based in Totnes, Devon, playing eclectic music always accompanied with a great story.

They have received plaudits from folk royalty including Seth Lakeman, Jon Boden, Rod Clements, Declan Sinnott and *BBC Introducing*.

Agent: [d.m.harbottle@hotmail.co.uk](mailto:d.m.harbottle@hotmail.co.uk)



## The Great Fiasco

[www.markmarkproductions.co.uk](http://www.markmarkproductions.co.uk)

One of Britain's leading festival and street theatre companies presents their stage show.

Agent: [info@markmarkproductions.co.uk](mailto:info@markmarkproductions.co.uk)



**Klonk**  
[www.klonk.co.uk](http://www.klonk.co.uk)

Kick ass gypsy funksters KLOONK bring you their East European dance riot. Full tilt horns, wild strings and a powerhouse rhythm section go Faster Louder Klezmer.

Agent: [klonkmusic@yahoo.co.uk](mailto:klonkmusic@yahoo.co.uk)

## Opera-lele

[www.opera-lele.co.uk](http://www.opera-lele.co.uk)

In 2016, Opera-lele burst onto the music scene with a performance at the Grand Northern Ukulele Festival. They are a crossover act specialising in singing music from opera and musical theatre accompanied by the emotionally powerful yet understated twang of the ukulele.

Agent: [info@opera-lele.co.uk](mailto:info@opera-lele.co.uk)



## PLUS...

a special surprise guest! You really won't want to miss this

# Guest Speakers

**Martin Austin**  
*(Nimbus Disability)*

**Damien Barber**  
*(Breaking Tradition)*

**Eddie Barcan**  
*(Splendid Events)*

**Tim Benson**  
*(ZAP Concepts)*

**Al Best**  
*(ENTSWEB)*

**Jodie Boyd**  
*(Pic 'n' Mix Festival Kit)*

**Chloe Brookes**  
*(Relationship Manager ACE)*

**Mike Bushell**  
*(BBC Breakfast)*

**Peter Chegwyn**  
*(Wickham Festival)*

**Sam Christie**  
*(PKL)*

**Mark Clarke**  
*(Community Artist)*

**Mike Courthold**  
*(Chippenhams Festival)*

**Mark Davyd**  
*(Music Venues Trust)*

**Paul Day**  
*(Power Logistics/ Aquafuel)*

**Anita Dinham**  
*(Relationship Manager ACE)*

**Kerry Fletcher**  
*(Community Dance Artist)*

**Deborah Garvey**  
*(APS Accounting Ltd)*

**Alastair Gregson**  
*(Powerline)*

**Andy Grove**  
*(Highgrove Events)*

**Lee Hawksworth**  
*(Glampit)*

**Steve Heap**  
*(AFO)*

**Barry Hughes**  
*(Hybrid Power Hire)*

**Colin Irwin**  
*(Freelance Journalist)*

**Mike Kirrage**  
*(Gate to Southwell)*

**Peter Knaggs**  
*(Warwick Folk Festival)*

**Marie Lacey**  
*(DRP)*

**Mark Laurie**  
*(NCASS)*

**John Marshall-Potter**  
*(FolkEast)*

**Teresa Moore**  
*(A Greener Festival)*

**Jon Payne**  
*(LSL Solicitors)*

**Madelaine Price**  
*(Dance Teacher)*

**Tim Rhodes**  
*(Aquaforno)*

**Roz Rolls**  
*(Sark (Channel Islands) Roots Festival)*

**Nick Russell**  
*(Autotrak)*

**Martin Simpson**  
*(Musician)*

**Jon Sloper**  
*(Alacrify)*

**Sue Torres**  
*(Wicked Events)*

**Jake Watson**  
*(Landpod)*

**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

Conference Agenda designed by Wallis Agency [www.wallisagency.co.uk](http://www.wallisagency.co.uk)

*Thanks for supporting AFO  
Please note the dates for Conference 2018 are 9-11 November*