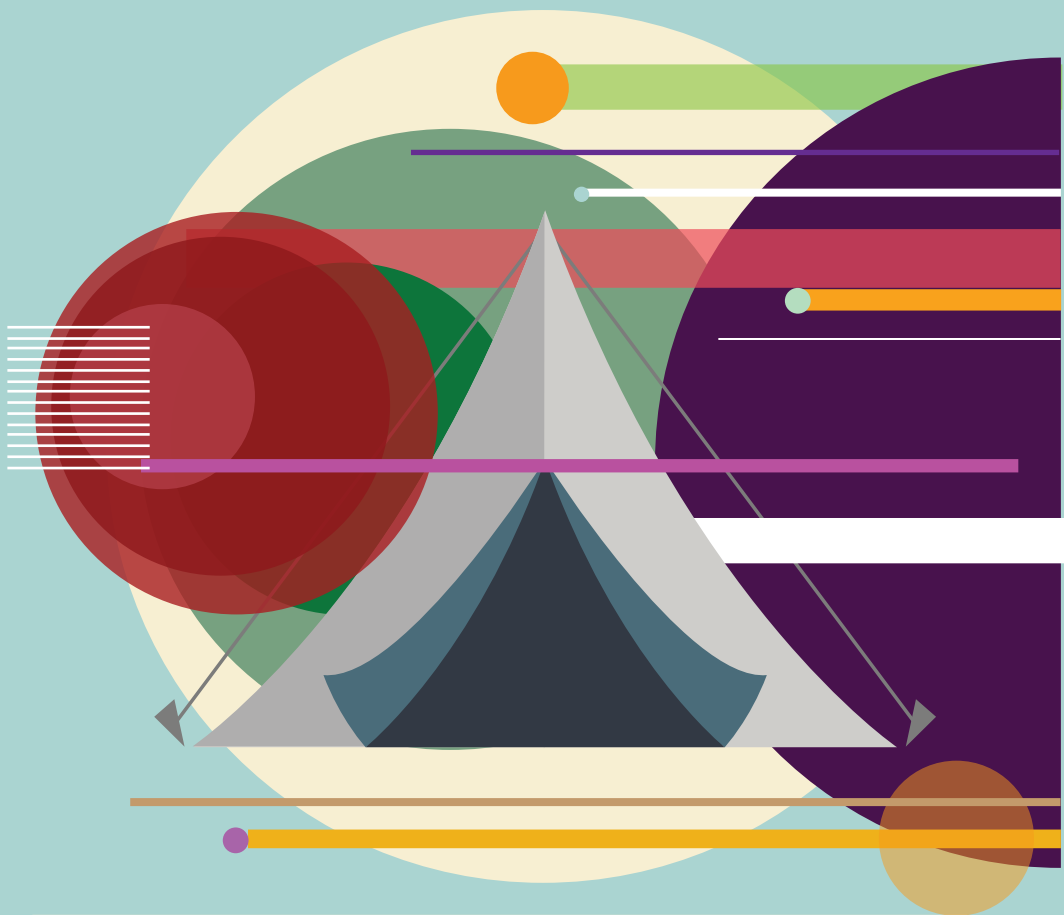


# FESTIVAL CONGRESS

UNITING AND EMPOWERING INDEPENDENT FESTIVALS



**THURSDAY 1ST FEBRUARY 2024**  
**BRISTOL BEACON, BRISTOL**  
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# JOHN ROSTRON

## CEO, ASSOCIATION OF INDEPENDENT FESTIVALS

Festival Congress has always been for all independent festivals - and the suppliers and partners who support these events - and as we step into the 2024 edition, my second, and the Congress's 10th, we should take some pride that AIF has found ways like this to stretch its resource and support beyond its membership.

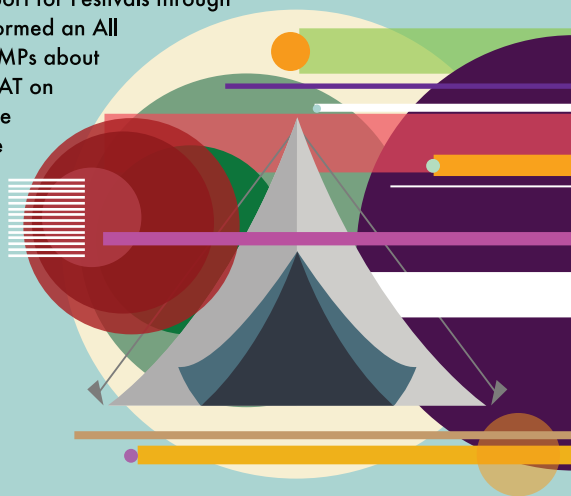
Having spent one year at the Association of Independent Festivals, it's been quite evident that this generosity of spirit is reflected within the festivals that make up the association. These are the best of events, the best of teams, who set themselves apart not only through their wonderful festivals, but also by their actions within this collective, this network, this body. Through our digital channels, our online meetings and our in-person events they call upon each other and they help each other. It's always so uplifting to watch that happen.

Congress is an opportunity to be together. To welcome many of our AIF members, our key supplier friends and some of our partners we believe are vital to delivering events that set the compass for the people we serve. Present too will be other independent festivals, usually smaller in size, or emerging somehow. Congress is commonly an awakening for them, where they benefit from the kindness of others, and - as I found out last year - a catalyst for them to then join AIF once they've experienced the support of their peers through this network. Who wouldn't want to have that support from the best in class every day, all year round?

This year we really do all need each other. 2024 is going to be challenging. For some, it already is. For others, it's already too late. We've lost NASS Festival. Lost Leopallooza. Lost Long Division. This year's Field Maneuvers will be its last. Nozstock The Hidden Valley reluctantly comes to an end in July after 26 years. Without help, there will be more that do not make it. Last year 36 festivals were cancelled. Just one was an AIF Member. We believe our collective work makes us more resilient, makes us stronger, helps us make it through.

Together in 2023 we succeeded in opening up support for Festivals through a new Arts Council England scheme. Together we formed an All Party Parliamentary Group for Festivals to educate MPs about our sector. Together we are now fighting to lower VAT on festival ticket sales to 5%. And we will do some quite brilliant things together this year. I'll announce some of these initiatives, events, campaigns and new ways of working at Congress. Together, with you, with others, like the festivals we all create, it will make for an energising, inspiring, exhilarating day.

John Rostron



# SPEAKERS



IAN EDGLEY  
PRS FOR MUSIC



BETHAN RIACH  
ECOLIBRIUM



ELAINE ALLAN  
PRS FOR MUSIC



CATHY RUNCIMAN  
EARTHPERCENTURE



CRAIG PRYDE  
DIFFERENT BREED



KATE OSLER  
AEI / EL DORADO



WILL HOLDOWAY  
METHOD EVENTS



JO ASTROM  
FLEET RIVER MUSIC



ELAINE MCMAHON  
THE TICKET CROWD



MATTHEW PHILLIP  
CARNEGIE WALLACE TRUST



HARAD SMITH  
VALLEY FEST



ROB SILVER  
NEW CHATELAIN SQUARE TRAIL



KARINA GAERTNER  
AZORRA



CHRIS JOHNSON  
VISION: 2025, SPANMALL



JOHN ROSTROM  
AIF



ADASSA DIXON  
AIF



MILLIE DEVEREUX  
THE FAIR



PAUL BEDFORD  
EDITION CAPITAL



TIM THORNHILL  
TYSERS



CLARE GOODCHILD  
WE ORGANISE CHAOS



JUDY BEC  
BOOMTOWN



CHRIS CARTER  
EVENTWISE LTD



PHIL HAYES  
TICKETSSELLERS



RICHARD PHILLIPS  
JULIE'S BICYCLE



HANNAH COX  
BETTERNOTSTOP



DAN KANABAR  
AIF



LUCY TAMBOURA  
PRS FOR MUSIC



CHARLOTTE BEVAN  
ONE CIRCLE



RICKY OSCROFT  
THE COLLAB AGENCY



ANDREW LANSLEY  
CHELSEHAM FESTIVALS



TIM RUDLAND  
TYSERS



ADAM WAUGH  
THE LOOP



LYNNE MALTMAN  
MUSIC SUPPORT



CHRIS SHORT  
TOGETHER LIVE



BEN PRICE  
TEAM LOVE FESTIVALS

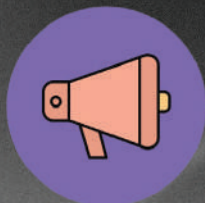


ALEX COVELL  
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# SCHEDULE

**9.45am Doors**

**9.55-10.35 Speed Networking (pre-booked spaces)**

## **L1 - LANTERN HALL**

**10.45am - 11am Opening comments & welcome**

A welcome from AIF Chair Matthew Phillips of Notting Hill Carnival, and some words from AIF CEO John Rostron.

Matthew Phillips, AIF & Carnival Village Trust and John Rostron, AIF

**11am - 11.10am Do you come here often?**

Learn of our plan to carry out the festival industry's largest ever study of crew and supplier travel. The start of a three-year collaboration between TicketSellers and Ecolibrium to make understanding and reporting on travel emissions effortless.

Phil Hayes, TicketSellers/Eventree

**11.10am - 11.20am Music Support: Breaking down barriers in mental ill-health and addiction**

Music Support, the charity that helps anyone who works in UK music and live events impacted by mental ill-health and/or addiction, carried out anonymous wellbeing surveys at UK festivals in Summer 2023, speaking to both artists and crew. Lynne Maltman from the charity will reveal the concerning results along with how the Music Support team help our industry peers to look after the wellbeing of their colleagues (and themselves in the process). She will also reveal AIF's two member festivals that have been chosen to receive a fully-funded Music Support Safe Hub at their event in 2024 and further virtual support the charity can offer to our members thanks to a partnership with the Christopher Meredith Foundation.

Lynne Maltman, Music Support

**11.20am - 11.25am Vision: 2025: Industry Sustainability Briefing + Toolkit Launch**

Vision: 2025 provides a whistle-stop tour of what's hot right now in festival sustainability, including the launch of a new sustainable materials & waste toolkit!

Chris Johnson, VISION:2025, Shambala

**11.25am - 11.35am Stop Asking How To Sell More Tickets And Ask These Questions Instead**

When it comes to selling tickets, most event organisers ask themselves "how can I sell more tickets than I did last year"? And whilst this is a valid question, it's more cost efficient to first look at your positioning, potential roadblocks and what your ticket buyers actually want. Fix the problems, then scale the solution. This is a 10 minute talk on how to change your ticket sales trajectory.

Elle McMahon, The Ticket Crowd





# SCHEDULE

## **11.35am - 11.50am Different Breed - My Stutter, My Strength**

This talk narrates the personal journey of Craig Pryde, detailing his challenges in growing up with a stammer and finding solace in music. Craig faced significant difficulties with inaccessible ticket purchasing systems for music events, a struggle that became the catalyst for founding Different Breed. This company is now revolutionising digital access for people with disabilities. The presentation will explore the transformative impact of addressing accessibility gaps, empowering individuals, and fostering inclusivity in the entertainment industry. Craig's story is a testament to how personal challenges can inspire positive societal change, highlighting the power of resilience and innovation.

Craig Pryde, Different Breed ®

## **11.50am - 11.55am The More Than Music Report 2024**

Announcing a new report that brings all the great work in sustainability through festivals to a wider audience this Summer

Hannah Cox, betternotstop

## **11.55am - 11.58am Open to EDI**

Two fresh new faces in the festival sector on how AIF's EDI Action Plan has sparked very personal change.

Adassa Dixon, AIF and Dan Kanabar, AIF

## **11.58am - 12.03pm Festival Access: The 4 Ts**

Attitude is Everything share their top 4 access tips for 2024: Toilets, Ticketing, Touring and Training. Break down the barriers for disabled people to access your festival this year with some quick wins.

Alex Covell, Attitude is Everything and Andrew Lansley, Cheltenham Festivals

## **12.03pm - 12.08pm Adopting a Harm Reduction Approach to Music Festivals**

The Loop has delivered drug testing and associated harm reduction services at UK music festivals for nearly a decade, during which we have worked with dozens of venues and events. Join us as we briefly discuss the UK drug market as we enter 2024 and what festivals can be doing to adopt a harm reduction approach to drug use at your events.

Adam Waugh, The Loop Drug Checking Service

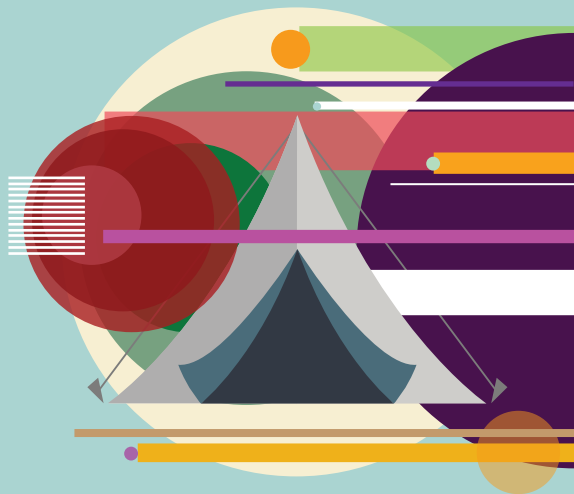
## **12.08pm-12.13pm EarthPercent**

Cathy Runciman, EarthPercent

## **12.15pm - 1.05pm Clause and Effect: Mastering The Fine Print of Festival Contracts and Insurances**

How the right planning, insurance and contracts can protect you and mitigate your exposure when things go wrong. Event insurance specialists Tim Rudland and Tim Thornhill from Tysers host a panel discussing disaster scenarios and how an insurance policy would respond. Guests Will Holdaway from Method Events and Karina Gaertner from Azorra discuss how planning can help you prepare for these disaster scenarios and how contracts can help you mitigate your losses.

Tim Rudland, Tysers, Tim Thornhill, Tysers, Karina Gaertner, Azorra and Will Holdaway, Method Events



# SCHEDULE

## **2pm - 2.45pm How To Beat Down Your Bottom Line**

In a world of rising costs this panel looks at budgeting tactics from forecasting strategies to cost saving efficiencies, and how to seek investment.

Harad Smith, Valley Fest, Paul Bedford, Edition Capital, Chris Carter, Eventwise Ltd. Rob Silver, Consultant (UEFA Champions League Final) and Millie Devereux, THE FAIR

## **3pm - 3.45pm Unlocking songwriter royalties: why PRS festival licences are crucial for creators**

PRS for Music's Ian Edgley (Senior Relationship for Live Music), Lucy Tamboura (Live Music Manager) and Elaine Allan (Head of Strategic Partnerships) are joined by Fleet River Music's Jo Åström to discuss the workings and importance of PRS's festival licence, which ensures that songwriters are paid whenever their music is performed or played on-site at a festival.

Ian Edgley, PRS for Music, Lucy Tamboura, PRS for Music, Elaine Allan, PRS for Music and Jo Åström, Fleet River Music

## **4pm - 4.45pm How To Supersize Your Spend Per Head**

Looking at ways to maximise your earning potential in advance and on site from sponsorship, bars and F&B.

Kate Osler, One Circle, Ricky Osgroft, The Collab Agency, Chris Short, Together Live, Ben Price, Team Love Festivals & Houghton Festival and Charlotte Bevan, One Circle

## **4.45pm - 5pm Announcement of Congress 2025-2027; A Tribute to Independence; Closing Words**

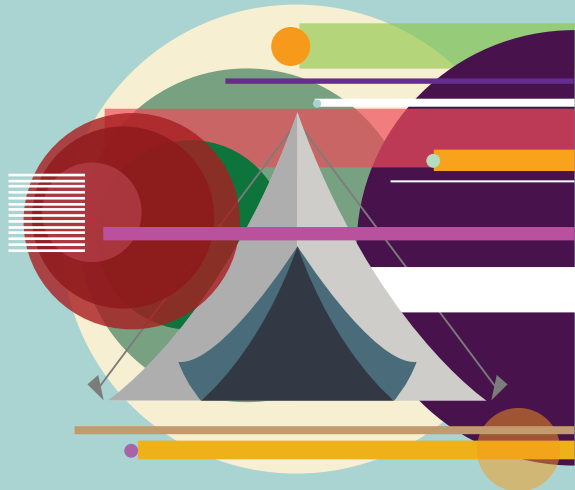
John Rostron, AIF

## **LOWER GROUND FLOOR**

**9.45am - 10.45am Coffee, tea, pastries**

**1.00pm - 2.30pm Lunch**

**3.30pm - 4.15pm Tea and cake**



# SCHEDULE

## L1 - STALLS BAR

### 2.15pm - 3pm Breakout:2024 Operational Challenges Breakout Session

Join Judy Bec (Operations Director, Boomtown) and Clare Goodchild (Director, We Organise Chaos) for their breakout workshop where they will be looking at operational challenges the industry is facing in the coming year, alongside an open discussion for practical solutions.

Clare Goodchild, We Organise Chaos and Judy Bec, Boomtown

### 3.15pm - 4pm Marketing Roundtable

A dive into ticket sales trends and how to run effective paid ad campaign strategies. Bring your questions around event marketing, paid ad campaigns and ticket sales.

Elle McMahon, The Ticket Crowd and Phil Hayes, Ticketsellers/Eventree

ner.

### 4.15pm - 4.45pm Vision: 2025 & Julie's Bicycle present: The Sustainable Materials & Waste Management Toolkit for Festivals

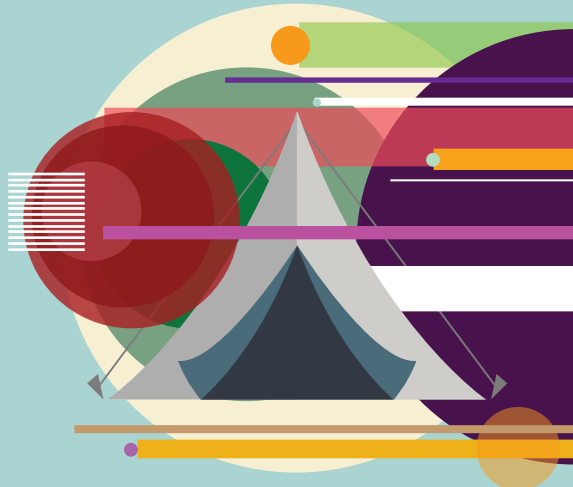
Richard Phillips, Climate Change Specialist for the Music Industry at Julie's Bicycle, and Bethan Riach, Communications Manager at Vision: 2025, walk participants through the new, collaboratively produced Sustainable Materials & Waste Management Toolkit: 10 easy steps for best practice in Materials & Waste Management at your event - with practical tips, templates and checklists customisable for your event.

Richard Phillips, Julie's Bicycle and Bethan Riach, ECOLIBRIUM

## LG - KENNEDY ROOM

### 3pm - 4pm Azorra - Legal Clinic

Pre-booked one-to-one sessions with the team from Azorra






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The authoritative voice for independent music festivals in the UK



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Barn On The Farm  
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Bloodstock Open Air  
Bluedot  
Boardmasters  
Boomtown  
Camp Wildfire  
Camp Kindling  
Cheltenham Jazz Festival  
Collins Barracks  
Deer Shed Festival  
Detonate  
DEVA Fest  
Dot to Dot  
Down at the Abbey  
Eisteddfod Genedlaethol Cymru  
El Dorado  
Elderflower Fields  
End Of The Road Festival  
Fairport's Cropredy Convention  
Field Maneuvers  
Fire In The Mountain  
Forwards

Gloworm  
Gorilla Events  
Green Gathering  
Greenbelt Festival  
Hanwell Hootie  
Harrogate International Festival  
HebCelt Festival  
Hospitality in the Woods  
Kendal Calling  
Kew The Music  
Kings Jam Festival  
Let's Rock  
Liverpool Sound City  
London Remixed  
Lost Village  
Love International  
Love Saves the Day  
LS Events  
Meltdown  
Mighty Hoopla  
Mostly Jazz Funk & Soul  
Mutations Festival  
Noisily  
Notting Hill Carnival  
Nozstock: The Hidden Valley  
Pennfest  
Pete The Monkey  
Pitchfork London  
RADAR Festival  
Readipop  
Rebellion Festivals  
Rhythmtree

Rise Festival  
Sensoria  
Shambala  
Shindig Festival  
Snowbombing  
Standon Calling  
Starry Skies  
Street Eats 'n' Beats Festival  
Stendhal Festival  
Sŵn Festival  
Takedown Festival  
The British Country Music Festival  
The Magic Teapot  
Towersey Festival  
Tramlines  
Truck  
Twisterella  
UK Tech Fest  
Underneath the Stars  
Urdd Eisteddfod  
Valley Fest  
Victorious  
Visions  
Warm Up Festival  
Waterworks  
We Are The Fair  
We Out Here  
Wibbly Woods  
Wild Paths  
Wychwood  
YNot?  
ZENFest

PRS  
for MUSIC



## PRS for Music is proud to support the AIF's Festival Congress

Festival Congress plays a crucial role in the UK music ecosystem, bringing the industry together to celebrate and further develop our acclaimed independent festival sector.

Licensed independent festivals are helping protect the future of music by ensuring that PRS members are paid whenever their music is performed or played on-site.

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## EVENTS

BRISTOL CITY COUNCIL

## EVENTS AND UPCOMING NEWS

If you are an individual, group or organisation wishing to participate in this year's Bristol Harbour Festival, or if you have a ready-made act or activity, or a brand new idea that meets the festival's mission and aims, the event's organisers would love to hear from you. Visit the Bristol Harbour Festival website to find out more and get involved.



**CREATIVE  
YOUTH  
NETWORK.**

Bristol's Old Magistrate's Courts, transformed by Creative Youth Network, offers unique workspaces with heritage features in the city centre. Inquiries and collaboration opportunities for under-represented young talent are welcome. Visit the Creative Youth Network website for information and to enquire about tenancy at The Courts.

The Bristol Light Festival, happening from February 2 to 11, is a free event illuminating the city centre with vibrant installations along familiar and surprising locations. Explore and play with light and colour. Visit the Bristol Light Festival website to find out more.



The countdown to the AJ Bell Great Bristol Run is on and it's shaping up to be an action-packed celebration of running. This run returns to the city on Sunday 19 May! Visit the AJ Bell Great Bristol Run to find out more and how to sign up.

To hold an event email | [site.permissions@bristol.gov.uk](mailto:site.permissions@bristol.gov.uk)



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