

2nd European Festival Marketing Seminar

Groningen, 16-17 January 2019

Best Western Groningen Centre (3 min walking from Oosterpoort)

Radesingelzaal



Detailed program

Day 1 - 16 January

Time	Session	Topic	Host	Speakers
10:00	Arrivals, registration			
10:30	Topic 1	Festivals and tourism – how to upgrade your ticket sales with tourism services (case study), host: Andras Berta (EMAC), speaker: Ruud Bongaerts (Festival Travel)	Andras Berta (EMAC)	Ruud Bongaerts (Festival Travel)
11:30	Break 1			
12:00	Topic 2	Girls talk: female communication managers targeting female festival goers (presentation), host: Ola Krakowska (Open'er), speaker: Magdalena Jensen (Chimes Agency)	Ola Krakowska (Open'er)	Magdalena Jensen (Chimes Agency)
13:00	Lunch break	buffet lunch		
14:00	Topic 3	Intelligent pricing of festivals, with a special focus on accommodations (presentation and roundtable discussion), host: Mads Mikkelsen (Roskilde), speaker Viktor Novák (Hostelprofessionals)	Mads Mikkelsen (Roskilde)	Viktor Novák (Hostelprofessionals)
15:00	Break 3			
15:30	Topic 4	Feedback session: the future of EMAC (workshop), hosted by EMAC committee	EMAC Committee	-
16:30	Topic 5	EMAC committee elections		

Day 2 - 17 January

Time	Session	Topic	Host	Speakers
10:00	Topic 1	Learn from the nominees – best practices of brand activations from the nominees of the 2017 European Festival Awards (case studies), host: Linnéa Svensson (By:Larm), speakers: Marcel Surendonk (Lowlands), Andi Vanca (Electric Castle)	Linnéa Svensson (By:Larm)	Marcel Surendonk (Lowlands), Andi Vanca (Electric Castle)
11:00	Break 1			
11:30	Topic 2	ETEP meets EBU meets EMAC - how to make the most out of the European Talent Exchange Program for all of us (roundtable discussion), host: Nikki McNeill (Global Publicity) Andras Berta (EMAC), speakers: Laurent Marceau (EBU), Herve	Nikki McNeill (Global Publicity, ETEP), Andras Berta (EMAC)	Laurent Marceau (EBU), Herve Riesen (Radio France), Manfred Tari (ETEP)
12:30	End of seminar			

We keep the right to make changes to the program, if necessary.