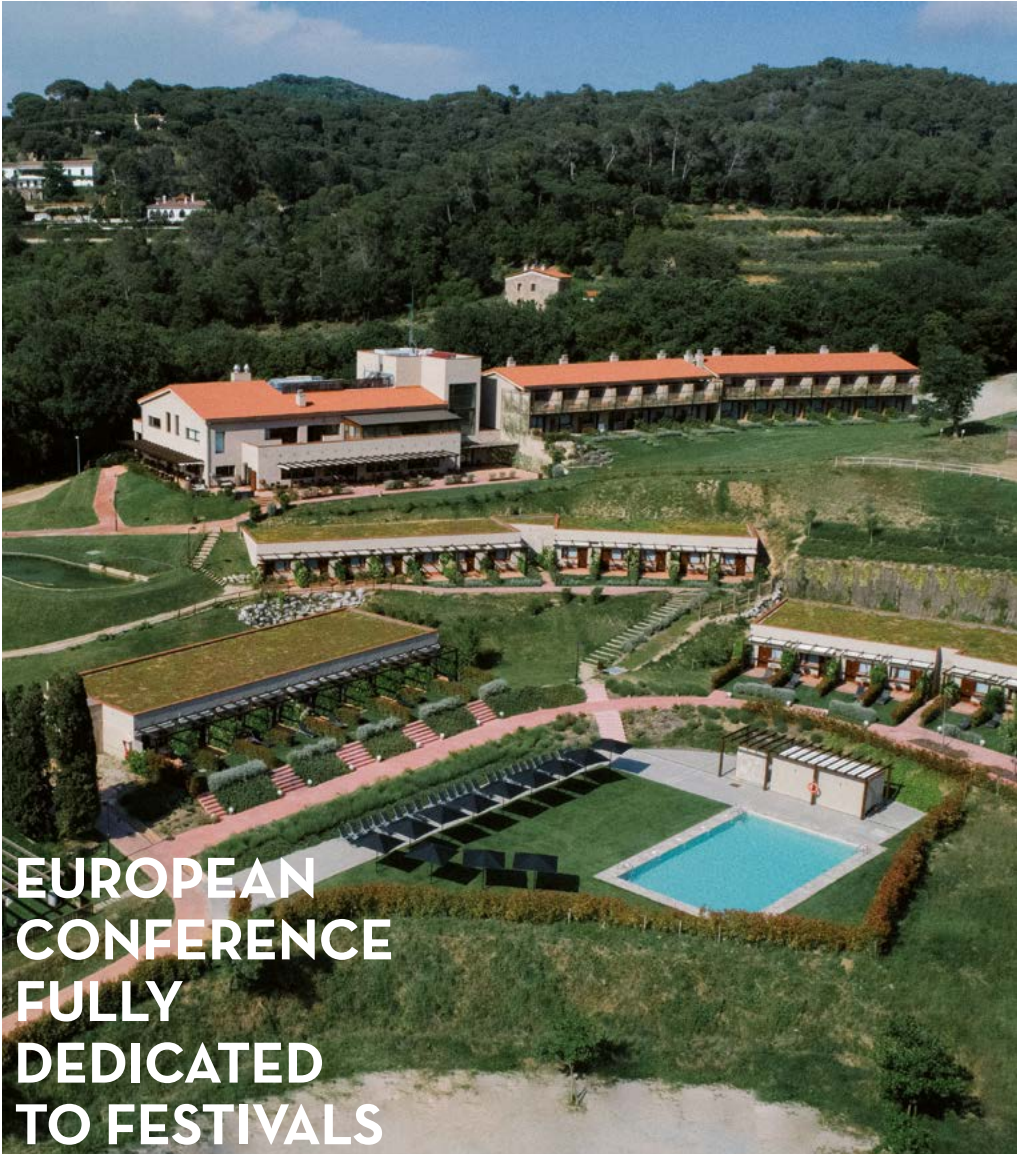




presents 3<sup>rd</sup>

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# November 20-23, 2019 Mas Salagros EcoResort



**EUROPEAN  
CONFERENCE  
FULLY  
DEDICATED  
TO FESTIVALS**

# Conference Program

## 3<sup>rd</sup> European Festival Conference

### Mas Salagros EcoResort

#### Vallromanes (Spain), November 20–23, 2019

### Wednesday, November 20, 2019

until 6.00 pm	arrival of participants in vallromanes, spain
07.00 pm – 08.15 pm	welcome reception
08.30 pm – 10.00 pm	dinner

### Thursday, November 21, 2019

07.30 am – 09.00 am	breakfast
09.00 am – 09.30 am	welcome speech & program information
10.00 am – 11.30 am	emac session 1: online appearance – a workshop with iles nagy (sziget festival) – which platforms are relevant, how to set up your online appearance
10.00 am – 11.30 am	sound-check yourself – preserve (mental) health and creativity in an industry that never sleeps, guest speaker: prof. dr. katja mierke (hochschule fresenius cologne)
10.00 am – 11.30 am	go group session: revolution! now! – greta, plastics & the green momentum, guest speaker: meegan jones (the ocean race & sustainable event alliance)
12.00 am – 01.00 pm	emac session 2: influencer marketing of music festivals – a workshop with felicitas cardenas carbajal (wunderkidz)
12.00 am – 01.00 pm	the new normal – gender equality at primavera sound festival, guest speaker: marta pallarès (primavera sound festival)
12.00 am – 01.00 pm	how to source and implement new technology for festivals
01.00 pm – 02.00 pm	lunch
02.00 pm – 03.45 pm	yes group session – incident planning: ensuring that communication, health & safety are efficient and effective across a festival
03.45 pm – 04.15 pm	yes group session – incident planning: conclusion
05.00 pm – 07.00 pm	outdoor activity – wine tasting
08.30 pm – 10.00 pm	dinner

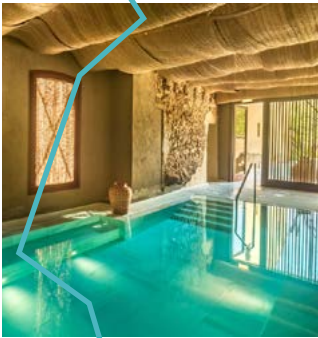
### Friday, November 22, 2019

07.30 am – 09.00 am	breakfast
09.15 am – 10.00 am	keynote with tamás szücs (director for culture and creativity, european commission, dg eac)
10.00 am – 11.30 am	emac session 3: marketing and actions at fc porto – where are the similarities and differences between festivals and sport events? guest speakers: pedro albuquerque and tiago gouveia (fc porto)
10.00 am – 11.30 am	audience of the future: who are the consumers – how to reach them? what are their demands and how do we need to change? – livechat with customers
10.00 am – 11.30 am	social inclusion: redefine responsibility for festivals
12.00 am – 01.00 pm	keynote interview with a high level police officer – what can festivals learn from parallel crowded space arenas?
12.00 am – 01.00 pm	dog eat dog – changes in the music industry: the investor always rings twice
12.00 am – 01.00 pm	workshop: creating a mission statement for diversity management at festivals
01.00 pm – 02.00 pm	lunch
02.00 pm – 03.30 pm	charging europe with positive energy – guest speaker: assoc. prof. dr. özgehan senyuva (middle east technical university)
02.00 pm – 03.30 pm	programming your festival – changes in artist booking and developing side events at your festival site
03.45 pm – 05.45 pm	the efc workshop – the interactive and creative group experience to round it all up
05.45 pm – 06.15 pm	efc wrap up & apéro
08.00 pm – 10.00 pm	farewell dinner
10.00 pm – 01.00 am	farewell party

### Saturday, November 23, 2019

07.30 am – 12.00 am	breakfast and check out
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Mas Salagros EcoResort



Barcelona

Barcelona Airport  
30min

**Yourope presents the 3<sup>rd</sup> European Festival Conference. A gathering and summit of festival promoters in a unique conference format related to all the festival topics. Two full days of seminars and workshops in an outstanding and intimate conference and 100% eco-friendly hotel 20 minutes from Barcelona.**

**Let's meet, exchange, experience and learn!**

## Festival conference package

3 hotel nights including  
breakfast, dinner and wellness  
2 day conference fee including  
coffee, lunch and wifi.

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Euro 700 for sharing a double room  
Euro 800 for a single room  
Plus airport transfers, special activities  
& beverages.


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Yourope members get a discount  
of Euro 100 for a maximum of 2 persons.

**Please note that the rooms are limited up to 60 and will be allocated on a first come first served basis.**

Registration under:  
[europeanfestivalconference.com](http://europeanfestivalconference.com)

or mail at:  
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