

# BAFA Conference 2019:

## *The Future is Connected: BAFA at 50*

The Foundry, 17 Oval Way, London SE11 5RR



Join us for two days of debate, discussion and looking up, in the company of a broad mix of invited guests, speakers, festivals, arts professionals and sector partners. The BAFA conference is an ideal opportunity to re-connect with colleagues from the festivals sector, share ideas and help shape the future of UK festivals. Please join us!

### Wednesday 13 November

1pm - 1.30pm: registration and arrival

1.30pm - 1.40pm: *Welcome* - **Fiona Goh**, BAFA Director

1.40pm - 2.30pm: *A tale of two cities* - Bradford Literature Festival director **Syima Aslam** and Manchester Jazz Festival director **Steve Mead** reflect on the special places that festivals occupy in their respective cities, and what the future holds for festival development.



Syima Aslam



Steve Mead

2.30pm - 3pm: coffee/tea break

3pm - 4pm: *A sense of place* - **Catherine Mitton**, Director of The BID Foundation will give an overview of how BIDs work across the UK with festivals; **Roddy Smith**, Chief Executive of Essential Edinburgh and **Sophie Moxon** of Edinburgh International Book Festival talk about how the Edinburgh BID works with Edinburgh's festivals to support the city's development



Catherine Mitton



Sophie Moxon



Roddy Smith

4pm - 5pm: *Amplifying your message* - **Lydia Wakefield** of Creative Industries Federation talks about how the Federation and its members support and promote the creative sector in the UK through their lobbying and advocacy work, and how festivals can be part of this process; **James McVeigh** explains how Festivals Edinburgh manages its stakeholders and the tools it uses to convince and communicate with them.



James McVeigh



Lydia Wakefield



7.30pm - 9.30pm: *BAFA at 50* - join us at the Circus Bar, Southbank, to celebrate our 50th birthday and to toast the winners of the BAFA awards for Exceptional Service and Outstanding Contribution to Festivals. Tickets are £23 and include food and a glass of wine - please join us!

**Thursday 14 November**

**9am - 9.30am:** Coffee/tea and registration

**9.30am - 10am:** **BAFA AGM** - for BAFA members only. Please join us as we will be passing a special resolution to convert to a CIO and we need to be quorate. Thank you!

**10am - 11am:** *Diversifying your festival* - **Kate Danielson** of Weston Jerwood Creative Bursaries talks about the work of this national programme since 2010 in supporting entry into arts jobs for those facing socio-economic barriers and in broadening arts organisations' socio-economic profile, and introduces its Toolkit to support the arts in becoming more inclusive, equal and diverse;



Kate Danielson

**Jocelyne Underwood** from Manchester International Festival talks about the work she is leading around The Factory Academy and their aim to diversify their workforce and **Syima Aslam** from Bradford Literature Festival tells us how her festival worked as Creative Bursaries Hosts to drive organisational diversity, and how the initiative fits into their overarching aim to be inclusive and diverse organisations.



Syima Aslam



Jocelyne Underwood

**11am - 11.30am:** coffee/tea break

**11.30am - 12.30pm:** *Shaping the future:* we are delighted to welcome **Suzanne Griffiths-Rees** from Arts Council of Wales and **Joan Parr** from Creative Scotland to talk about different UK perspectives on festivals, the role of festivals in the UK arts ecology and what the future might look like for festival development.



Joan Parr



Suzanne Griffiths-Rees

**12.30pm - 1.30pm:** lunch

**1.30pm - 2.30pm:** *Reaching out:*

**1.30pm - 2.00pm** *Festivals and loyalty:* international cultural consultants TRG Arts teach marketers, fundraisers, and executive leaders how to grow sustainable revenue and patronage. What more could your Festival be doing to grow the love of your patrons, from first-time ticket buyers to long-time donors? TRG will share some practical tips and international examples of good practice.



David Brownlee

**2.00pm - 2.30pm** *Festivals and wellbeing:* **Lee Knifton** created and directs the Scottish Mental Health Arts Festival and talks about how this event, now in its 12th year, connects artists and audiences, including those considered hard to reach.



Lee Knifton

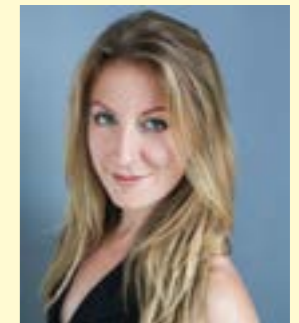
**2.30pm - 3pm:** *Roundtables 1:* There will be a choice of roundtables to attend in each 30 minute slot:

- *PRS* - feed into BAFA's consultation on the proposed changes to the LC tariff and hear about BAFA's work as part of a grouping of UK arts organisations responding to the
- *Staying Connected in Europe* - meet members of EUNIC (EU National Institutes for Culture) to talk about opportunities for festivals to develop partnerships and initiatives beyond borders, following the successful BAFA/EUNIC event in June
- *Diversity* - learn more about the Weston Jerwood's Socio-Economic Diversity and Inclusion in the Arts: A Toolkit for Employers and how your festival could use this to support its organisational diversity
- *Festivals Mean Business 4* - hear about BAFA's plans for the next iteration of this crucial research and give your input on its scope and methodologies
- *Leading a culture of resilience* - using a new tool from TRG Arts this session will explore how to assess your culture of resilience, and where there is (or isn't) alignment between the executive leader, the senior leadership team and the staff. Go back to your festival equipped to understand and improve your own culture of resilience.

**3pm - 3.30pm:** *Roundtables 2:* See above - delegates choose another roundtable to attend.

**3.30pm - 4pm:** coffee/tea break

**4pm - 4.45pm:** *Sustainability matters:* **Claire O'Neill** is Co-Founder and Director of A Greener Festival, assessing and advising events of all shapes and sizes regarding sustainability since 2007, and certifying over 550 events worldwide with the "A Greener Festival Award". She gives a unique insight and understanding about where to start, what works, what doesn't, what are the pitfalls, and what next, for achieving greener events.



Claire O'Neill

**Ben Waddington**, Director of the Still Walking Festival, talks about the development of his Birmingham-based festival of walking and how it encourages audiences to change their awareness of their cultural and built environments.



Ben Waddington

**4.45pm - 5pm:** Conference close



## Conference partners:

BAFA is delighted to have a range of conference partners in attendance throughout the 2019 event and we would encourage you to network with them to discuss how you might be able to work together. Conference partners include:

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