

25 - 26 FEBRUARY 2010  
CORK

Festival & Event Management

# Master class





Make a positive difference



Your Tutor - Paul Gudgin



# The Programme

The Festival and Event Management Masterclass is an intensive 2 day programme designed to inform and inspire anyone involved in the business of creating, managing and developing festivals and events. It is a highly practical course that looks to make a positive difference to the participants' approach to festival and event Management. It includes sessions on Marketing, Press, Programming, Evaluation, Sponsorship and Fundraising. It also provides opportunities for one to one sessions with Paul giving a chance to focus on issues of interest to each individual participant.

## The Tutor

Paul Gudgin has over 20 years experience in the management of festivals and events and was for 8 years the Director of the Edinburgh Festival Fringe. This was during an exciting period that saw the event double in scale hosting 12,000 performances and selling over 8 million tickets. Paul is the Visiting Professor of Festivals and Events at Leeds Metropolitan University. This course provides a unique opportunity to work with one of the world's leading festival and event management professionals.

## Who Should Attend

- Festival and event management professionals
- Arts and events consultants
- Managers from festival and event funding and support agencies
- Arts and events management students

## What Is Included

- 2 Days Tuition
- Lunch And Drinks On Both Days
- Course Materials Including Course Handbook

# Feedback

Here are some comments from participants at recent masterclasses in Rotterdam, Vancouver, Abu Dhabi and Amsterdam.

- *I really loved the course and found it informative and stimulating. I think the thing that I gained most from it is a renewed interest in thinking creatively about how we can do things and about how I could involve more of our staff in being creative within their positions*
- *Very fresh, relevant info and examples. Good pace and style. Nice to have a course guide for organized notetaking. Thank you for investing your time with us in Vancouver!*
- *I could develop a lot of new ideas for my festival during the class*  
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- *I found this masterclass very useful and inspiring! It challenged me to think more open and creative, and I received a lot of good ideas from other festivals all over the world. I can't wait to start my own festival!*
- *The mix of anecdotes of personal experience with hard and fast research was excellent. Slides clear and very useful.*
- *It is interesting, because you share so much information. Pleasant that the information and suggestions are all very practical and useful.*
- *What I find very positive is the ease in which you are prepared to share your experience. That is very helpful especially for those who have not so much experience.*
- *Simply a great workshop. It really helps to get out of your own little circle and have a complete fresh view on your own festival.*
- *It was most of all very, very inspiring! The only 'negative' thing is, I want to organise events again, instead of working for the government. After a few days this feeling turned to a positive thought: now I know even better than before how important it is to help and facilitate festival and event organisations as best as we can as a city. It is not only good for them, but also for our city.*
- *Apart from the very valuable information you gave us during the course, I was also inspired by the enthusiasm and energy with which you spoke about festival management.*
- *I like your positive mindset, humour and energy. That is inspiring as much as the content of the masterclass.*
- *it was an open relaxed atmosphere which really let the creative juices flow, very motivating!*



## Course Details

Dates: 25 - 26 February 2010

Times: 09:30 - 16:00

Venue: City Hall  
Anglesea Street  
Cork

Cost: €00 for AOIFE Members  
(€60 if paid by 16 Feb)

€00 non AOIFE Members  
(€40 if paid by 16 Feb)

How to Book:

Bookings for this course can be made through AOIFE by calling:  
+353 (0) 90 964 3779  
info@aoifeonline.com  
Bookings can be made through the website



**For Further  
Information  
Contact  
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**[www.festivalmanagement.org](http://www.festivalmanagement.org)**

