

TUESDAY, 24 NOVEMBER 2015.

Aula Magna. Facultat d'Economia i Empresa

Universitat de Barcelona

Av. Diagonal 696

08034 Barcelona

(Building 696, In front of Metro Zona Universitaria)

The number of festivals has grown exponentially in recent years, despite the crisis and the reduction of public resources. Some voices argue that the ceiling has been reached sustainability of the system. Only Barcelona held over 150 annual festivals and summer concentrated 44% of 386 cultural festivals that take place in Catalonia. One third of these events have been created in the last seven years. Obviously, not all respond to the same reality or strategies are homogeneous, but we believe that the time has come to reflect together on what we want and how the system is structured with regular programming and public policy support culture.

The Professional Intersectional day Festival has the objective to analyze the dynamics that recently contextualize the European festivals and evaluate strategies. The journey is divided into three sessions that seemed particularly relevant: development strategies and audience's artistic programming, marketing and communications and the creation and optimization of participation in exchange networks collective group. For this reason, we have invited an external speaker to help and locate the current dynamics in each of these fields, then start a discussion on successful experiences among managers of festivals.

The Cultural Management Program at the University of Barcelona has a long history of research and management training festivals, provides an open forum to debate and discuss about the different issues and problematic. We hope you are interested and we are many that on Tuesday, November 24, we gathered around a meeting in Barcelona.

PRELIMINARY PROGRAM

Tuesday, November 24, 2015

08:30 Registration and Accreditation in the Aula Magna of the Faculty of Economics and Business in Barcelona.

09:15 Presentation of the day.

09:30 Working Session 1 "profiles and demands of audiences. A challenge for the artistic programming"

Data and previous reflections: Emmanuel Négrier. CNRS researcher (University of Montpellier).

Experiences from festivals animated by Jaume Colomer.

- Col conference

11:00 Coffee break.

11:30 Working Session 2: "What can we learn marketing strategies and other types of communication festivals?"

Data and previous reflections: Alessandro Bollo. Research Foundation Fitzcarraldo. Say Laboratory heritage, cultural tourism and creativity.

Experiences animated Sandra Lacosta.

- Col conference

12: 45h Working session 3: What is the role of associations and networks • co-operation?

Data and previous reflections: Pau Lagoon - COFAE

The international experience: Anders Rykkja - Norway festivals

Experiences animated Pep Salazar.

- Col conference

14: 00h End of the day open.

15: 30h Working session closed with the festival directors.

Moderator: Lluís Bonet and Margaret Troguet

18:00 End of the day.

How to reach the place?



Inscripcions: free admission.

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