



# TALKFEST'20

INTERNATIONAL MUSIC FESTIVALS FORUM

**LIVE. NETWORKING. EXPERIENCE**

**16 & 17 OCTOBER**

## PROGRAMME Talkfest'20

online edition

### 16 October | TalkFest

#### OPENING SESSION | 09h00-09h05

Ricardo Bramão (Director | Talkfest / Aporfest)

#### ROOM 1 - CONFERENCES | 09h15-19h45

#### Employability in the cultural sector. Human resources protection? | 9h15-10h15

- Moderator: Ana Batalha (Journalist | Jornal de Negócios)
- Diogo Braz (Artistic Director | Festival Carviçais)
- DJ Patife (DJ / Producer)
- Francisco Madelino (President | Fundação Inatel / Ciclo Mundos)
- Rui Galveias (Musician / Leader | Cena-Ste)
- Tiago Cortez (Executive Director | Cofina Eventos)

#### Media, Audiences and Copyright - new solutions for music and artists. Are live events the only resource? | 10h25-11h25

- Moderator: Daniel Fontoura (Host | RFM)
- Álvaro Díez (Deputy General Secretary | Instituto Autor - SGAE)
- Alicia Toboso (New Business / Development Director | PRISA Radio)
- António Severino (Vice-President | Gavião Municipality / Beat Fest)
- Eduardo Cintra Torres (Opinion Maker / Teacher | Correio da Manhã / UCP)
- Francisco Rebelo (Guitar player / Music producer | Orelha Negra)
- Manuel Osório (Director | Wine & Music Valley)

#### Brands: what value a brand adds with its association with a music festival or artist? Differences in before and after 2020 | 11h35-12h35

- Moderator: Ana Martins (Journalist | Rádio Comercial)
- Carlos Pedro Pereira (Head of Brand & Sponsorships | Galp)
- Dj Ride (Dj / Producer)
- Gil Correia (Creative Director & Head of Digital | MSTF Partners)
- Nathalie Costa (Clipping / Social Media & Audiences Director | Media Monitor)
- Paulo Pulido Valente (Director / Booking Agent | Praça das Flores)



# TALKFEST'20

## INTERNATIONAL MUSIC FESTIVALS FORUM

**LIVE. NETWORKING. EXPERIENCE**

**16 & 17 OCTOBER**

### **Create a global concept and public loyalty. Before and after 2020 | 12h45-13h45**

- Keynote Speaker: David Jordan (CRO | elrow)

### **New festival formats - create other business models, local and public. (Re) inventing only in times of crisis? | 14h00-15h00**

- Moderator: Inês Henriques (Radio Host | Vodafone FM)
- Francisco Ribeiro (Director | Storm Productions)
- Gonçalo Miranda (Artistic Director | Dreambeach Festival / DJ)
- Luís Soares (International Marketing Manager | Rock in Rio)
- Luis Sousa (Marketing Director | Festicket)
- Paulo Silver (CEO | Newsheet / Revenge of the 90's)

### **How to create and monetize new sources of revenue for events and thereby increase engagement with the audience? | 15h10-16h10**

- Moderator: Maria Sá e Melo (Host | RTP / Antena 1)
- Gonçalo Camacho (CEO / Co-Founder | Summer Opening)
- Damián Leyva Cortés (Int. BizDev Lead | Beamian)
- Rui Morais (Director Cistermúsica | Academia Música de Alcobça)
- Tiago Fonseca (Head of Sales & BizDev | See Tickets)
- Victoria Fenoll (Assistant Tour Manager | Andrea Bocelli)
- Vítor Batista (Director | Atmosensation / Festival do Atlântico)

### **Last Tour (e.g Bilbao Bbk Live, Bime, Azkena Rock Festival): The Great Reconstruction – how festivals will turn around in today's world | 16h20-17h20**

- Keynote Speaker: Gaby Salaverry (Marketing Director | Last Tour)

### **Is it possible to decrease or eliminate risk with (re)program and (re)booking for events and festivals? | 17h30-18h30**

- Moderator: Catarina Canelas (Journalist | TVI / TVI24)
- Ana Miranda (Founder | Arte Institute)
- Anjos (Artists)
- Jorge Sobrado (Director | Viseu Marca / Feira de São Mateus)
- Luís Represas (Artist)
- Luís Salgado (Founder | Amazing Events / Vagos Metal Fest)

### **Coronavirus at festivals: The headliner of 2020. What future holds for this sector? | 18h45-19h45**

- Keynote Speaker: Ricardo Mexia (Epidemiologist | Instituto Nacional de Saúde Doutor Ricardo Jorge)



# TALKFEST'20

INTERNATIONAL MUSIC FESTIVALS FORUM

**LIVE. NETWORKING. EXPERIENCE**

**16 & 17 OCTOBER**

-----

## **ROOM 2 - PITCHSTAGE | 10h00-19h30**

### **Sexism Free Night EU - Project to promote equality with application in festivals | 10h00-10h30**

- Kosmicare – Cristiana Pires

### **Psychological Techniques for Artists, Djs and Music Producers | 10h40-11h10**

- M. I. Therapy – Rosana Corbacho

### **Reusable cups: a problem or a solution for the future of festivals? | 11h10-11h40**

- Copos Reutilizáveis by ArtCor Light – Ricardo Costa / Gustavo Couto

### **Secondary ticketing market - desmystifying earnings for the promoter and the consumer | 11h50-12h10**

- Reticket – Daniel Peron, CEO

### **Why independent portuguese artists should be in Brazilian musical market? | 12h20-12h50**

- Loop Reclame – Edu Santos

### **Diversity and social inclusion in the music industry case -study | 13h00-13h30**

- Music For All / Cooltural Fest – Diego Ferrón / Pablo Galindo

### **New legal framework for the use of music in public spaces | 13h40-14h10**

- PassMúsica – Sílvia Sá

### **The efficient use (and added value) of radio communications in the production of major events | 14h20-14h50**

- AlertaMais – Eric Santos

### **5G challenges in telecommunications and that will be available to the public and mass events | 15h00-15h30**

- Anacom – José Pedro Borrego



# TALKFEST'20

## INTERNATIONAL MUSIC FESTIVALS FORUM

**LIVE. NETWORKING. EXPERIENCE**

**16 & 17 OCTOBER**

### **How mobility can be useful in the "New Normal" | 15h40-16h10**

- 2East – João Fernandes

### **Moving Out 2020's Weight: how to improve the customer XP with technology and innovation | 16h20-16h50**

- MOW - Tiago Ferreira

### **Adaptation to the new reality and requirements, in times of pandemic, for concert halls | 17h00-17h30**

- Coliseu Porto AGEAS – Mónica Guerreiro

### **“Beba com Cabeça” – the app that will help the attendees of events and festivals | 17h40-18h10**

- Associação Nacional de Empresas de Bebidas Espirituosas (ANEBE) – João Vargas, Bruno Silva and Bruno Costa

### **Monitoring drug use in Europe - how music festivals fit in the picture | 18h20-18h50**

- European Monitoring Centre for Drugs and Drug Addiction (EMCDDA) – João Matias

### **Uniting the cultural sector and all its entities | 19h00-19h30**

- Convergência pela Cultura - Alexandre Morais

-----

### **ROOM 3 - SCIENTIFIC PRESENTATIONS | 09h30-14h10**

#### **Blockchain Technology: Opportunities for Media and Creative Industries | 09h30-10h00**

- UPorto, Vânia Sousa, Paper, 2018

#### **Artistic practices in rural context - culture for the development of rural territories | 10h10-10h50**

- ESAD.CR, Rute Sousa, Thesis, 2019

#### **“Maratona dos Festivais de Verão” - Measurement of: Clipping, audience and favorability analysis | 11h00-11h30**

- Cision, Uriel Oliveira, Project, 2020



# TALKFEST'20

## INTERNATIONAL MUSIC FESTIVALS FORUM

**LIVE. NETWORKING. EXPERIENCE**

**16 & 17 OCTOBER**

**Exploring drivers of consumer well-being in music festivals: a relationship marketing approach | 11h40-12h20**

- ISCTE-IUL, Sara Duarte, Thesis, 2019

**The impact of perceived quality on customer satisfaction at music festivals | 12h20-12h50**

- ISEG, Joana Gonçalves, Thesis, 2019

**Sponsorship in the consumer engagement and attitudes: Somersby Out Jazz case - study | 13h00-13h30**

- ESCS-IPL, Margarida Rangel, Thesis, 2018

**The contribution of music festivals to nation-brand promotion | 13h40-14h10**

- ESCS-IPL, Francisca Castro Lousada, Thesis, 2018

-----  
**ROOM 4 - WORKSHOPS | 09h45-18h00**

**Think, plan, prepare and run sustainable events | 9h45-11h15**

- BCSD Portugal – João Meneses

**The evolution of an agency for a record label | 11h30-13h00**

- Milk Music – Filipe Teixeira

**Influencers and bloggers - new types of communication at the disposal of events | 14h00-15h30**

- Keep It Real - Francisca Costa Gomes

**Cultural and Creative Industries - Internationalization Support | 15h45-16h45**

- Aicep Portugal Global – Cristina Góis Amorim

**Portuguese Music Festivals Annual Report (Festival-goer Profile, Economic Impact, Preferences Analysis and X - Ray) | 17h00-18h30**

- APORFEST, Ricardo Bramão, Report, 2020



# TALKFEST'20

INTERNATIONAL MUSIC FESTIVALS FORUM

**LIVE. NETWORKING. EXPERIENCE**

**16 & 17 OCTOBER**

-----

## **ROOM 3 - DOCUMENTARIES | 15h00-21h15**

**Escola do Rock – Paredes de Coura (51' – PT, 2018) | 14h50-15h45**

**Pop Dell'Arte – Ainda tenho um sonho ou dois (55' – PT, 2018) | 15h55-16h45**

**Blasted Mechanism – New Milita (51' – PT, 2018) | 16h50-17h45**

**First Breath After Coma – NU (39' – PT, 2019) | 17h55- 18h35**

**Wheels of Madness – Sziget Festival (29' – EN, 2019) | 18h45-19h15**

**Zé Pedro Rock'n'Roll (110' – PT, 2019) | 19h25-21h15**

-----

## **1-TO-1 MEETINGS**

-----

## **STUDIO**

-----

## **LOUNGE & ACTIVATIONS AREA**

-----

## **ROOM 4 - CONCERTS | 21h00-01h55**

**Chico Malo (ES) | 21h00-21h45**

**Goldcobra (PT) | 21h50 - 22h35**

**House Plants (PT) | 22h40 - 23h25**

**Mary N (PT) | 23h30 - 00h15**

**Museless (ES) | 00h20 - 01h05**

**Urfabrique (ES) | 01h10 - 01h55**



# TALKFEST'20

INTERNATIONAL MUSIC FESTIVALS FORUM

**LIVE. NETWORKING. EXPERIENCE**

16 & 17 OCTOBER

## 17 October | Iberian Festival Awards

**GALA** | 21h30-00h00

- **25 Categories**
- 6 Live Acts
- **2 Hosts**

### Live Acts

- **Chico Malo (ES)**
- **Goldcobra (PT)**
- **House Plants (PT)**
- **Mary N (PT)**
- **Museless (ES)**
- **Urfabrique (ES)**

