

TALKFEST 2023

11 · 17 MARÇO » LISBOA E MAIA

THE MUSIC
FEST SUMMIT



TALKFEST.

PROVIDING A STAGE FOR MUSIC FESTIVALS.

Each year, **Aprofest - Associação Portuguesa de Festivais de Música** - offers the stage that shows the world the best in Iberian Festivals in two moments that set the agenda: Talkfest and Iberian Festival Awards.

Under the spotlight is a two-part event and four key moments:

- Talkfest, the main event;
- Live concerts that engage the host city;
- Iberian Festival Awards recognizing the best in the industry;
- Women in Music Industry, bringing together for the first time the most relevant female players in the industry.



TWO EVENTS, ONE INDUSTRY.

**2 FULL-DAYS DEDICATED
EXCLUSIVELY TO MUSIC FESTIVALS.**

With the **Iberian Festival Awards**, we kick-start the annual edition, celebrating the best in the industry and granting the deserved recognition to the nominees in each category.

Then we host **Talkfest**, our main stage, with our eyes set on a brand new year ahead, loaded with new events. A day that generates positive synergies between all the market players, and culminates with a grand central presentation.





SOUNDBITES.

WHAT IS BEING SAID ABOUT US.



“The boost of these awards and the ideas here shared help assure a successful return of music festivals.”

Marcelo Rebelo de Sousa

President of the Republic of Portugal
Official opening 2022



“This initiative is something that is, unfortunately, rare. Connecting a network of several organizations that could easily be in an “every man for himself” mode.”

Graça Fonseca

Former Minister of Culture
Official opening 2019



MARKETEER

“Talkfest is the kickoff of music festivals.”

Marketeer

March, 2014



“Enriching, with plenty of sharing and knowledge, where culture and event management are central.”

Joana Oliveira

Universidade do Porto



“[Talkfest] a festival that is not only a festival, but that speaks of festivals and in doing so, is different from all others, presenting in its conferences, concerts and masterclasses enough reasons to be seen and heard.”

Antena 3,

March, 2013



TALKFEST.

THE HISTORY

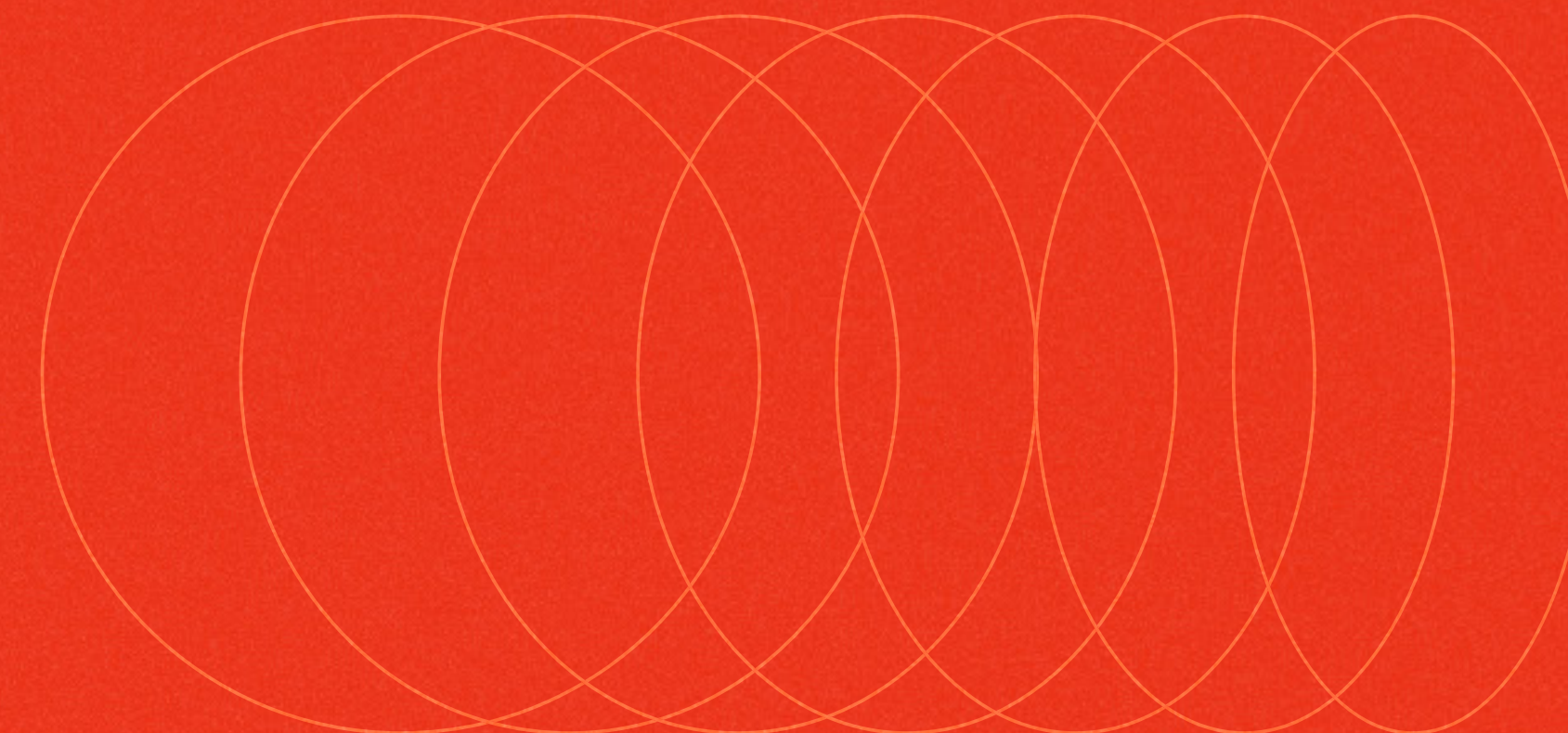
Since 2012, it has been the meeting spot for all the Portuguese and Spanish agents of the music festival industry. A **Music Summit** in a day entirely dedicated to sharing know-how, best practices, and state-of-the-art case studies.

This is a full-access pass to the “backstage” of music festivals, and the lounge area functions as the central networking spot where the most relevant people in the business get to mingle and boost their synergies.



TALKFEST IN 2023.

A FOCUS ON THE INDUSTRY.



Inclusion

How to ensure gender equality across all areas, from leadership to management, to artists' line-ups?

Sustainability

What best-practices can help transform Music Festivals into environmental promoters, working seamlessly with their surroundings and being aware of their carbon footprint?

Inflation

What new ways of working can help mitigate today's inflation and reduce production costs?

Talent solutions

When the number of festivals continues to increase, how well are human resources responding to the increased demand?

Audiences

Without the public, there are no festivals. How can we conquer and keep new audiences and widen our markets? How to introduce new technology solutions (cashless and RFID) that can benefit both parties?

Artists

A fair compensation for everyone bringing art to a stage and the reassurance that making a living from music is not a privilege limited to a small minority.

TALKFEST. THE EVENT.

A DAY IN THE BACKSTAGE OF MUSIC FESTIVALS.

This is a unifying moment for all the industry, where promoters, public entities, suppliers, artists, media and all professionals come together.

A central event in the anual calendar that, this year, takes place in Hotel Meliá Lisboa (**700 participants** capacity). With 10-international keynote speakers, this is the stage where we'll uncover the trends transforming the insutry today and that everyone will be following tomorrow.

In 2013...

We introduced re-usable cups. Today they are the standing best-practice in every event.

In 2014...

We parked at the event one of exclusive Tour Buses in Portugal. Today, the most inovative stages keep moving our way.

In 2017...

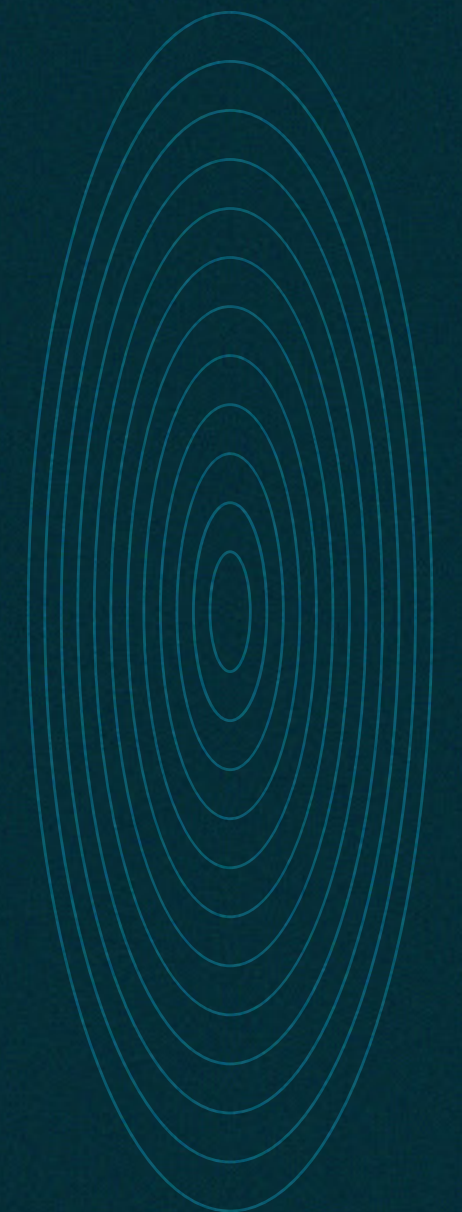
Our speaker pannels aimed for gender equality. Today everyone understands the importance of parity, inclusion and equal representation.

In 2022...

The official kick-off lead by Marcelo Rebelo de Sousa, President of the Republic of Portugal, was a benchmark, preceeded by the recognition from the Portuguese and Spanish governments and tourism entities.

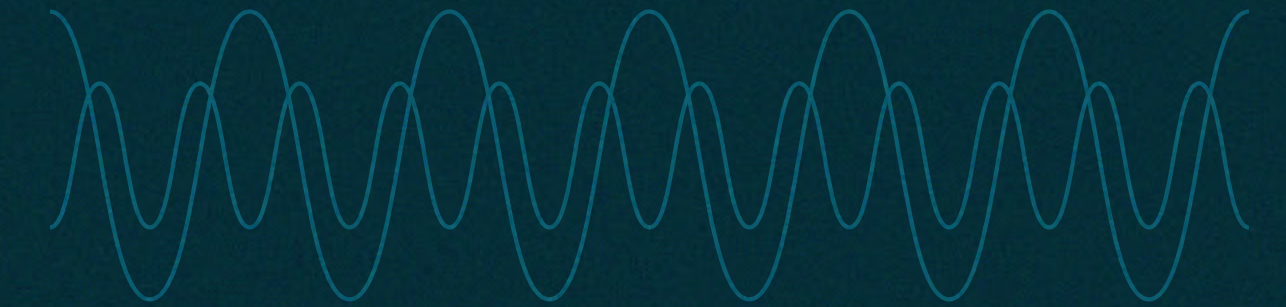
Throughout the last 10 editions...

we've hosted some of the Top50 most influential names in the world of music festivals. Names such as Martin elbourne (Glastonbury Booker), Signe Lopdrup (CEO of Roskilde), or Mariana Sanchotene (Managing Director of the Amesterdam Dance Event).



**YESTERDAY,
AS TODAY,
WE LINEUP
THE BEST.**

KEEP AN EAR OUT FOR THESE STAGES.



WHAT TALKFEST IS BRINGING YOU THIS YEAR.

Conferences

Each year a list of high-level guest speakers share their experience in different topics of the Music Business. This year we've invited 10 international keynote speakers.

Concerts

Music is our first bond, and we celebrate what unites us the most in the TimeOut Market Studio, dancing to the sound of eclectic performances.

Women in the music industry

Equality takes the stage, providing the data and information everyone wants to follow as we take the pulse of progress and award the Person of the Year.

Pitch stage

We hand over the microphone to the potential investment opportunities looking to partner-up and get business done, in 30 minute shows that go on loop, non-stop.

Research stage

In an industry under constant change, we place the spotlight over the progress and the new trends in logistics, management, protocols, brands, publics and tech. We showcase the studies carried-out by area experts and the academy.

Docs stage

The audience occupies the movie theater for screenings of selected documentaries.

Workshops

Hands-on and tutorial, these events allow the sharing of key-concepts and discovering new ways of doing that make sense for both our planet and our public.

Networking area

The opportunity to meet and greet with the people that make things happen. Around a coffee station or more unconventional and fun alternatives, like the open bar, photobooth and other surprises.

IBERIAN FESTIVAL AWARDS

GETTING THE PARTY STARTED.

Recognizing the best in the industry is a way to value its players and guarantee we aren't just getting more festivals; we are getting better festivals too.



2023: WHERE'S THE PARTY?

A NIGHT WHERE THE BACKSTAGE BECOMES THE MAIN STAGE.

Following Lisbon, Barcelona, and Vigo this year, Maia is the host city of the Iberian Festival Awards.

At the Great Auditorium of Fórum Maia, we host all agents in a celebration event that has been fully booked ever since it first began.

This night, the backstage is as lit as the concerts on the main stage.

This night, the party is everywhere: from the lounge to networking and brand activations, from the Gala and its live acts to the awards and the afterparty.

Music festivals and other cultural events and celebrations, photographers, brands, agencies, providers and, of course, artists.

AN ENTIRE MUSIC ECOSYSTEM PLAYING TOGETHER AND BEING AWARDED.





THE AWARDS

AT ONE STAGE, ALL FESTIVALS.

On this day our awards recognize the best players in 23 categories. Being honored by their peers is not only a quality stamp, it's also a driver that hoists all the industry, highlighting the best achieved in each area.

The Excellence Awards - both for entities and personalities - are direct nominations, awarding those who have stood out by excelling in their areas.

01. Best Major Festival

02. Best Medium-Sized Festival

03. Best Small Festival

04. Best New Festival

05. Best Indoor Festival

06. Best Touristic Promotion

07. Best Cultural Programme

08. Best Communication & Marketing Strategy

09. Best Hosting & Reception

10. Best Live Performance (Portuguese / Spanish)

11. Best Live Performance (International)

12. Contribution to Sustainability

13. Contribution to Equality

14. Best Festival Photo

15. Best Service Provider

16. Best Brand Activation

17. Best Use of Technology

18. Best Venue

19. Best Lusophone and Hispanic Festival

20. Best Academic & Youth Festival

21. Best Non-Music Festival

22. Best Festivity

23. Best PRO Event

24. Excellence Award (entity)

25. Excellence Award (personality)



Created by Cura Creative®

OVERALL

TALKFEST & IFA

Talkfest

Program 9h30 / 00h00

Conferences 9h45 / 18h30

Area Lounge & Networking 9h30 / 20h00

Pitchstage 10h00 / 18h30

Research/Docs 10h15 / 18h30

Workshops 10h30 / 18h30

1-to-1 Meetings 10h00 / 18h30

Networking 9h30 / 20h00

Concerts - 3 performances 21h30 / 00h00

And more surprises:

In previous editions, we've had live broadcasts with Prova Oral, press interviews, live TV news coverage, and much more.

Iberian Festival Awards

Program 20h00 / 02h00

6 live acts + dj

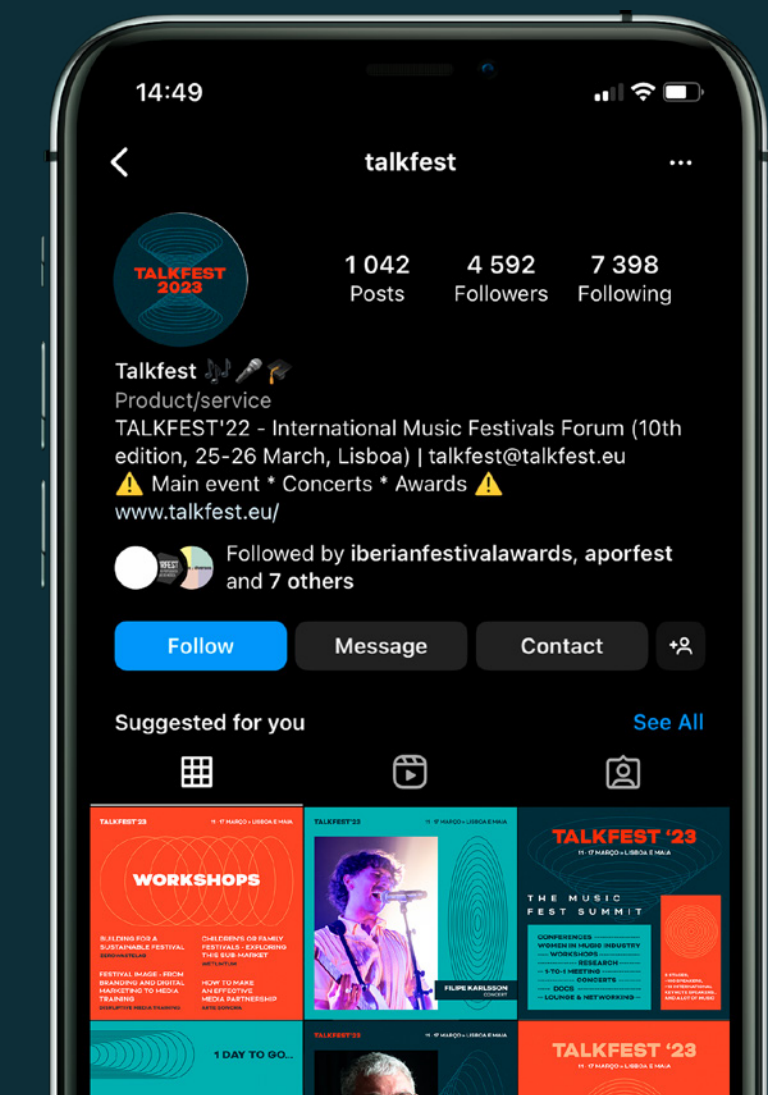
3 hosts

12 jurors **Portugal, Spain & International**

Open bar

Tasting

Area Lounge & Networking



Media & Social Media

2022 Data

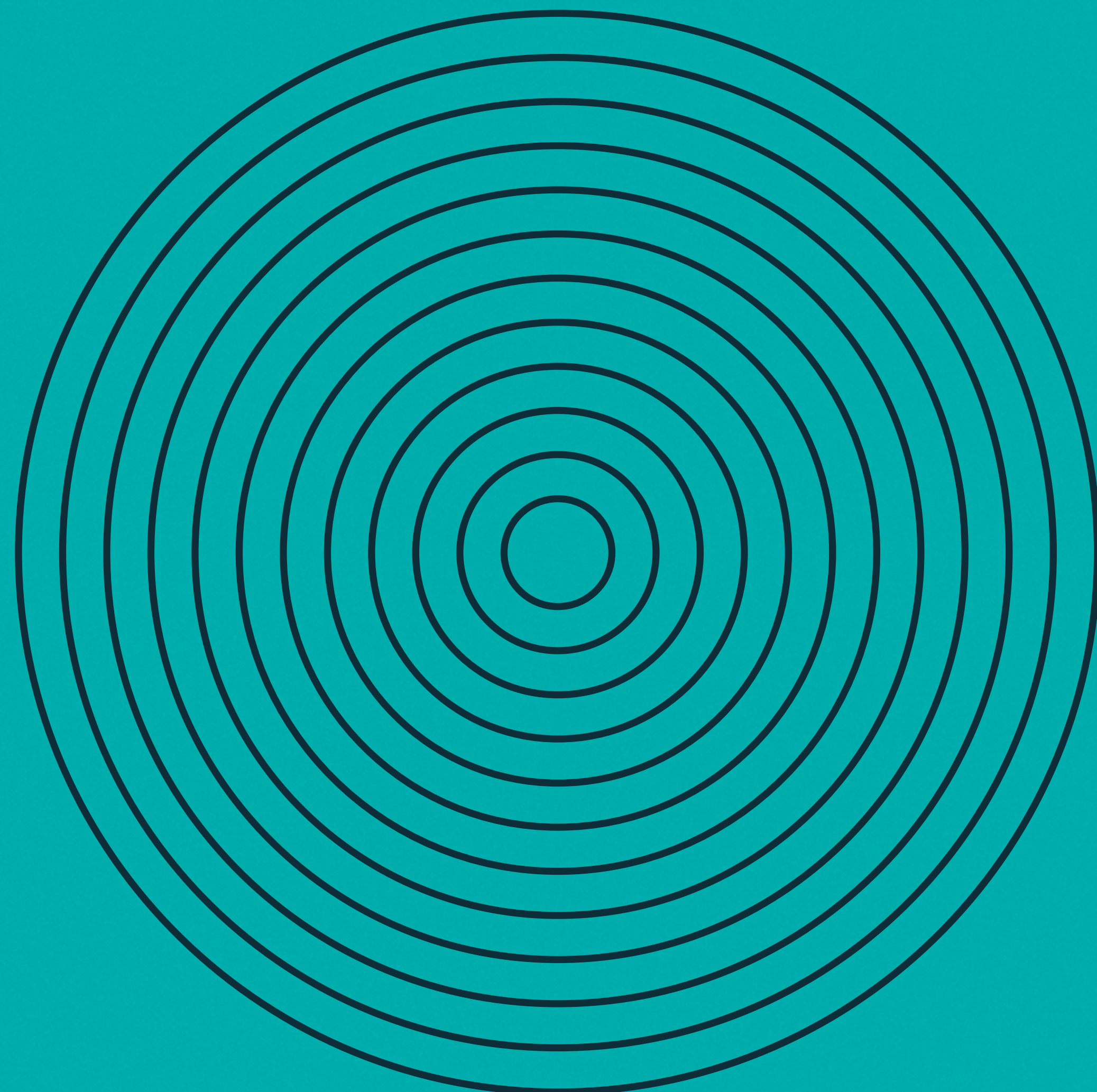
+ 1900
online mentions

+ 100k
followers/visits
in owned channels

+ Media partners
coverage



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SPONSORS

YOUR TICKET TO THE MUSIC INDUSTRY

SPONSORS THAT SET THE TUNE

A PLACE FOR BRANDS THAT CAN PLAY WITH THE BEST

Portugal is a privileged tourist destination, and its cultural offer is significant to its appeal.

With a high attendance of an eclectic national publics and growingly international ones, the music festival industry is far from being a seasonal activity and takes the stage all year round.

Artists, creative agencies, technicians, producers, and hospitality, from big pavilions to urban parks and regional venues, in transportation, lodging, and also in radios, newspapers, tv, or online, there's an entire industry that compels the economy to dance.

For those who wish to have a place under the spotlight or want to grow and have their light shine brighter this is the first step. It's where every festival has a spot.



NAMING SPONSOR

CALL ME BY YOUR BRAND.

Naming Sponsor

20k - 35k Talkfest, Iberian Festival Awards or both events

Included:

- Event naming **Talkfest/IFA by BRAND**;
- Social Handles **@InstagramHandlebybrand**;
- Entryway exclusivity **branded**;
- Brand activation stand/ sampling;
- Presence in all radio and tv spots;
- The main highlight on offline materials;
- Main highlight on the official website.

Talkfest
25.000€

1 SPOT AVAILABLE

Iberian Festival Awards
20.000€

1 SPOT AVAILABLE

Talkfest & Iberian Festival Awards
35.000€

1 SPOT AVAILABLE



TALKFEST

CHAT WITH THE BEST CAST.

Grand Sponsor

3 SPOTS AVAILABLE

6000 euros Conferences, Women in Music Industry or TalkFest Concerts

Included:

- The naming of an exclusive area **Talkfest Concerts by BRAND**;
- Branding of an exclusive stage;
- Brand activation stand/ sampling/ giveaway;
- Main highlight on offline materials;
- Main highlight on the event program;
- Website highlight;
- Loop brand video in the lounge area.

Area Sponsor

5 SPOTS AVAILABLE

3000 euros Pitch stage, Research stage, Docs Stage, Workshops or Lounge

Included:

- The naming of an exclusive area **Pitch Stage by BRAND**;
- Logo placement of exclusive stage;
- Secondary highlight on offline materials;
- Secondary highlight on the event program;
- Secondary website highlight.



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IBERIAN FESTIVAL AWARDS

GET UP HERE ON THE STAGE.

IFA AWARDS SPONSORS

1.750€ - 2.500€ Exclusive Award or Award

Included:

- Naming of the selected award **Best Major Festival by BRAND**;
- Logo on online communication **Website partner area, App Networking online, bi-weekly newsletters, and social media**;
- Logo placement on offline materials;
- Stage presence and award hand-over;
- Video or logo on screen during the hand-over;
- Branded award.

Exclusive Award Sponsor

3 SPOTS AVAILABLE

2.500€ Best Major Festival, Excellence Award - Entity or Excellence Award - Personality

Award Sponsor

22 SPOTS AVAILABLE

1.7500€



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