

APPLICATION REGULATION

IBERIAN FESTIVAL AWARDS



8th edition, March 15th 2024

Host City: Granada

Sala Manuel de Falla



The Iberian Festival Awards will hold their 8th edition in 2024. These awards are intended to recognise the Iberian sector of events, taking place since 2016 and having already passed through several host cities: Lisboa, Barcelona, Maia or Vigo.

The **8th edition of the Iberian Festival Awards**, integrated within TALKFEST – Music Fest Summit, **will take place on the night of March 15th, 2024**, with several points of attraction:

- 24 categories with Iberian and national winners (decided by the public and/or panel of judges) with in-person award delivery;
- 2 Excellence Award categories (direct nomination for personality and entity of the year at Iberian level) with in-person award delivery;
- Live Acts during the gala of artists/bands from Portugal and Spain;
- Red Carpet
- Open Bar & Tasting from the opening of doors until the end of the afterparty;
- Lounge & Networking area with DJ, brand activations and many surprises.

Doors open at 20h00, the gala starts at 21h00 and ends at 00h00 and the afterparty will run until 02h00 – local time.

With the aim of enhancing the recognition, credibility and notoriety of the Iberian Festival Awards, as well as the quality provided to its agents, adaptations were made to the process inherent to their applications for the 8th edition – which takes into account the calendar year of 2023 (January to December). These changes mainly concern the **evaluation of the process and the categories subject to application, which are adapted to the current situation in the sector.**

The descriptive of the **26 categories** for the 8th edition is presented below, with the main changes being:

- Elimination of the “Best Use of Technology” category, considering that this content can be placed in the “Best Service Provider” category, also because it covers the same typology of eligible candidates;
- Introduction of 2 new Categories: “Best Live Electronic Act (Dj format)” and “Best Video Coverage”.

| Category | Entities eligible for application | Who decides | Countries that can apply | Description |
|---|---|-------------|--------------------------|---|
| 01. Best Major Festival | Music Festivals | Public | Portugal Spain | Festivals with more than 10000 people/day (held on a single day or several consecutive or interpolated days), with music as the main cultural discipline in its programming |
| 02. Best Medium-Sized Festival | Music Festivals | Public | Portugal Spain | Festivals between 1500 and 10000 people/day (held on a single day or several consecutive or interpolated days), with music as the main cultural discipline in its programming |
| 03. Best Small Festival | Music Festivals | Public | Portugal Spain | Festivals with less than 1500 people/day (held on a single day or several consecutive or interpolated days), with music as the main cultural discipline in its programming |
| 04. Best New Festival | Music Festivals | Public | Portugal Spain | New festivals, formats and redefinition of concepts happen every year. These festivals help to provide new requirements and exceed expectations of festival-goers, artists and partners (1st edition in 2023) |
| 05. Best Indoor Festival | Music Festivals | Public | Portugal Spain | Music festivals (held on a single day or several consecutive or interpolated days) using concert halls or existing indoor spaces as the predominant type of venue. This allows them to occur at any time of the year. |
| 06. Best Touristic Promotion | Music Festivals | Jury | Portugal Spain | Events that integrate promotion strategies and synergies that attract visitors and tourists at a regional, national and international level |
| 07. Best Cultural Programme | Music Festivals | Jury | Portugal Spain | Music festivals that add other parallel cultural activities to the programme (eg. documentaries, theatre, visual arts, comedy, workshops, activities for children) |
| 08. Best Communication & Marketing Strategy | Music Festivals | Jury | Portugal Spain | The success of a festival depends on its communication and marketing strategy - being effective, coherent and creative when it comes to media relationships or good use of social media will attract more audiences, partners and better concerts |
| 09. Best Hosting and Reception | Music Festivals | Jury | Portugal Spain | The public and artists have become increasingly demanding and oftentimes the difference can be in knowing how to receive and treat them. Human resources (e.g. VIP area, camping, backstage, partners, security, medical staff) and other factors can enhance the festival experience and keep them coming back to the festival |
| 10. Best Live Performance – band format (PT/ES) | Music Festivals Bands Artists Agencies | Public | Portugal Spain | Performances by national artists/bands (from the country where the festival takes place) at music festivals that stood out and became memorable |
| 11. Best Live Performance – band format (INT.) | Music Festivals Bands Artists Agencies | Public | Portugal Spain | Performances by international artists/bands (not from the country where the festival takes place) at music festivals that stood out and became memorable |
| 12. Best Live Electronic Act – Dj format* | Music Festivals Djs Artists Agencies | Public | Portugal Spain | Performances by Iberian or international Dj's at music festivals that stood out and became memorable |
| 13. Contribution to Sustainability | Music Festivals | Jury | Portugal Spain | Concern with social, economic and environmental issues is now central. It is important that festivals educate the public, partners and society to help create new behaviours and adapt to new legislation |

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| 14. Contribution to Equality | Music Festivals | Jury | Portugal Spain | The concern with equality – in terms of art, work, accessibility or opportunities – is an increasingly important action of festivals that are thus optimising their productions, perceiving the demands of their audience and including all their stakeholders. |
| 15. Best Festival Photo | Photographers (amateurs and professionals) Music Festivals | Public | Portugal Spain | Intended for the best snapshots taken at Iberian music festivals by amateur or professional photographers |
| 16. Best Video Coverage* | Videographers Video Companies Music Festivals | Public | Portugal Spain | Destined for the best videos made in support of Iberian music festivals |
| 17. Best Service Provider | Organisations that provide services in a festival context | Jury | From any country, but operating in Portugal or Spain | Services provided by different companies at music festivals in Portugal and/or Spain (eg. security, audiovisual, tickets, scenography, emergency, bars, cleaning, catering) |
| 18. Best Brand Activation | Brands and organisations that carry out activations at festivals | Jury | From any country, but operating in Portugal or Spain | Festivals (Portugal and Spain) are one of the most desirable markets for brands to increase their awareness and connect with their audience. Over the years, brands have brought new ways to surprise, attract and retain the public that visits these events |
| 19. Best Venue | Music Festivals Cultural Venues Outdoor Venues | Jury | Portugal Spain | The venues where festivals take place are an important part of their success. This category will serve to reward them, thus valuing the connection to heritage, architecture and facilitation of infrastructures for festival productions. This applies to places that hosted at least one festival throughout 2023, whether indoors or outdoors |
| 20. Best Lusophone and Hispanic Festival | Music Festivals | Public | Países Ibero-Americanos e Lusófonos | Music festivals held in Ibero-American and/or Portuguese-speaking countries during the year 2023 |
| 21. Best Academic & Youth Festival | Academic, Children's, Family and/or Youth Festivals | Public | Portugal Spain | Festivals, with a predominance of music, organized specifically for children and young people, academics and/or families |
| 22. Best Non-Music Festival | Festivals | Public | Portugal Spain | Recognition of festivals whose primary cultural area is something outside of music (e.g. theatre, photography, cinema, gastronomy, performing arts) |
| 23. Best Festivity | Parties / Festivities | Public | Portugal Spain | Cultural and popular events that are characterized by having a large crowd of people based on parties, fairs and exhibitions that have music as the main source of attraction and communication |
| 24. Best PRO Event | Professional Events | Public | Portugal Spain | Events that bring together professionals from various areas and sectors (e.g. music, cinema, new technologies, science, tourism) and that take the form of conferences, meetings, congresses or fairs |
| 25. Excellence Award [Personality] | Direct nomination + associate consultation + jury consultation | Aporfest | Portugal Spain | Recognition of a personality whose role, vision and energy in favour of the music festival industry is carried out in a dynamic, creative, aggregating and positive way |
| 26. Excellence Award [Entity] | Direct nomination + associate consultation + jury consultation | Aporfest | Portugal Spain | Recognition of an entity whose role, vision and energy in favour of the music festival industry is carried out in a dynamic, creative, aggregating and positive way |

*New category

- a) **Applications must be made with registration in at least one of the 24 competition categories for voting by the public or panel of judges (note: the Excellence Award categories are by nomination);**
- b) **Applications must correspond to actions taken in the panorama of festivals throughout the calendar year of 2023;**
- c) **Applications must always be adapted to the nature of each category,** and may be submitted by: festivals, festivities, venues, brands (partners and/or sponsors of festivals), agencies, bands/artists, concessions, service providers, photographers or videographers (video companies). **Each category can only have as candidates the eligible entities and countries (see table above);**
- d) Applications only take effect by completing a specific form, available to fill in from **July 27th to August 30th, 2023** (1st phase) and from **October 2nd to November 30th, 2023** (2nd and 3rd phases), indicated on the official website: www.talkfest.eu. They should preferably be written in English;
- e) Applications must always be accompanied by as much information as possible for their correct evaluation. **Aporfest - Associação Portuguesa Festivais Música**, an entity within the European Festival Awards network (which organises the UK and European Festival Awards) is the main organising entity of the Iberian Festival Awards, validating applications for later analysis by the panel of judges (composed of 9 or 12 elements: Portugal, Spain and international) or from the public;
- f) Only the winners of the Excellence Award categories will be informed, prior to the gala. Only the winners of the Excellence Award categories will be informed, prior to the gala. **All other winners will only be known at the time of delivery of the corresponding awards;**
- g) Aporfest - Associação Portuguesa Festivais Música only takes the final decision on the winner, after consulting its members and jury, in the Excellence Award categories (personality and entity of the year);
- h) All categories will have associated product offers (given by the organisation and sponsors) and some categories will have Prize Money made available by the organisation or event sponsors - indication placed on the website and updated until the event;
- i) It is always assumed that all information sent in the applications is correct. Any inconsistency or reported complaint will be subject to analysis and may result in the exclusion of the entire application or any of the competition categories at any time;
- j) Applications, after validation (official feedback will be given between 24 and 96 working hours after registration), will be submitted to the jury and/or public (voting via platform), with the finalists (Top 10) being announced in each of the categories in date indicated in the schedule below and the national and Iberian winners at the Iberian Festival Awards gala;
- k) The public voting process will take place on a specialised platform (SurveyMonkey - specialised in this type of process and where the UK and European Festival Awards also take place) and tries to ensure that each device will only be able to cast 1 vote in the entire process. Any anomalous situation is analysed and may result in the exclusion of the entity from the application in one or more categories;

l) Applications made by **APORFEST** associated entities (professional modality or company: with quota valid on the date of the Iberian Festival Awards gala) **have free registration (1 application – Professional Modality; No limit of applications – Company Modality)**, giving entitled to **1 access (professional) / 2, 5 or more accesses (company – depending on the type of member)** to the **Gala Iberian Festival Awards (March 15th 2024, 20h00)** which includes red carpet, open bar & tasting and afterparty;

m) Applications made by non-associated entities will cost **€40 Early Bird (until 30/Aug – 1st phase); 45€ (2nd phase – until 31/Oct) and 50€ (3rd phase – until 30/Nov)** and guarantee: **2 accesses to the Gala Iberian Festival Awards and all the activities indicated above**; communication/advertising of the candidate entity throughout the year on the Iberian Festival Awards social networks (e.g. publication of news, images, videos). The payment process must be carried out at the time of application by non-associated entities - in case of non-validation of the application, the organisation will refund the total amount of the application.

Payment methods available:

1) **Paypal:** aporfestivais@gmail.com

2) **Bank transfer:** IBAN - PT50 0035 0011 00010601 830 92 | SWIFT/BIC – CGDIPTPL

3) **Website:** www.talkfest.eu (Debit/Credit Card)

www.festivalstore.pt (payments Mb, Mbway, Payshop and Paypal)

n) **Extra access requested will have a reduced price compared to the normal purchase of €20 [including all event actions]** and may be requested until the date of the event or up to the limit of its available seating capacity;

o) Each application can only be made by the actual organiser of the festival or present at the festival authorising the data to be analysed. If there are amounts owed by the organising entity or co-producers of the event to Aporfest on the application date, this will not be valid until that point is resolved;

p) Entities applying for the awards can be sponsors of the event, excluding the naming sponsor of the categories to which they applied. Applicant entities can only be partners of the event if a protocol is formalised before the application is made;

q) The elements of the panel of judges are chosen after the finalisation of the applications and will have the minimum connection to the candidate entities, having to shield themselves from evaluating entities with which they have, in the past and in the present, some professional relationship;

r) The official logos of the various stages of the Iberian Festival Awards (nominee; shortlisted; national winner and iberian winner) will be available for download on the official website. They should only be used according to the schedule indicated below;

s) Data is treated confidentially and your rights are granted;

t) All event information can be found on the official website (www.talkfest.eu) and social networks (Facebook, Instagram and LinkedIn). Questions and clarifications can be sorted by email or telephone (see contacts on the official website);

u) Changing the date and format of the gala will only occur for reasons of force majeure in order to comply with all safety and health regulations enacted by the Directorate-General for Health in the country where it will take place.

Timeline

| Data | Item |
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| July 27 th – August 30 th 2023 | 1 st Phase - Applications (special reduced price) |
| October 2 nd 2023 | Announcement Iberian Festival Awards (8th edition) - Useful information, venue, tickets and schedule |
| October 2 nd – November 30 th 2023 | 2 nd and 3 rd Phase - Applications |
| October/November 2023 | Gala hosts announcement |
| December 2023/January 2024 | Jury panel announcement |
| December 13 th 2023 | Announcement of all nominees |
| December 13 th 2023 – January 17 th 2024 | Voting (categories decided by the Public) |
| January 30 th 2024 | Announcement finalists (categories decided by the public – Top 10 of each category) |
| January 30 th 2024 | Announcement of finalists (categories decided by the jury – Top 10 in each category) |
| February 15 th 2024 | Final line-up announcement (Live Acts, Dj) and useful information for the gala |
| March 15 th 2024 | Gala |

Director



Ricardo Bramão