



CREDITS: JOÃO AZEVEDO

TALKFEST'20

INTERNATIONAL MUSIC FESTIVALS FORUM

11.-14.
MARCH
LISBOA PT

TALKFEST
13.MAR ISCTE-IUL

IBERIAN FESTIVAL AWARDS
14.MAR SALA: SUSPENSO LISBOA

CONFERENCES.
WORKSHOPS.
PRESENTATIONS.
PITCH STAGE.
LOUNGE & NETWORKING.
1-TO-1 MEETINGS.
DOCUMENTARIES.
VOX EXPERT.
CONCERTS.
AWARDS.
LIVE ACTS.



13 MARCH | TALKFEST

ISCTE-IUL – LISBOA

09H00-20H30

09h00-09h10 | OPENING SESSION

(Auditorium J.J. Laginha | Edifício I - 250 seats)

CONFERENCES

(Auditorium J.J. Laginha | Edifício I - 250 seats)

9h10-10h10 | **How to manage, motivate staff and create relationships of trust in cultural events?**

Moderator: Ana Batalha (Journalist Jornal de Negócios)

1. Diogo Braz (Artistic director Festival Carviçais)
2. Francisco Madelino (President Fundação Inatel / Ciclo Mundos)
3. Lena d'Água (Artist)
4. Pedro Pina (City Council Setúbal Municipality)
5. Tiago Cortez (Executive Director Cofina Eventos)

10h10-11h10 | **Radio, Television, Copyright and Audiences - new solutions for music and artists in the main media**

Moderator: Catarina Figueiredo (Host RFM)

1. Alicia Toboso (New Business Development Director PRISA Radio)
2. Álvaro Díez (General Secretary Instituto Autor - SGAE)
3. António Severino (Vice-president Gavião Municipality/Beat Fest)
4. Eduardo Cintra Torres (Opinion Maker Correio da Manhã / teacher UCP and ISCTE-IUL)
5. Francisco Rebelo (Guitar player/music producer Orelha Negra)
6. Manuel Osório (Director Wine & Music Valley)

11h25-12h25 | **Brands: what value brings to a brand its association with a music festival or artist?**

Moderator: Ana Martins (journalist Rádio Comercial)

1. Carlos Pedro Pereira (Head of Brand & Sponsorships Galp)
2. Dj Ride (Dj/ Producer)
3. Gil Correia (Creative Director & Head of Digital MSTF Partners)
4. Nathalie Costa (Clipping, Social Media & Audiences Director Media Monitor)
5. Tiago Silva (Head of Production Festival Iminente)

12h25-13h25 | **Live Nation: creating value in artists and own events**

Keynote Speaker: Marisa Márquez Romero (Mkt director Live Nation Spain)

Moderator: Sebas E. Alonso (Co-director Jenesaispop)

13h30-14h00 | **Coronavirus at festivals: The headliner that nobody wants**

Keynote Speaker: Ricardo Mexia (President ANMSP - Nat. Association of Public Health Doctors)

14h10-15h10 | **New festival formats - create other business models, venues and audiences**

Moderator: Inês Henriques (Radio host Vodafone FM)

1. Francisco Ribeiro (Director Storm Productions)
2. Gil Belford (General Manager Iberia Fever)
3. Gonçalo Miranda (Artistic Director Dreambeach Festival/DJ)
4. Luís Soares (Int. Mkt Manager Rock in Rio)
5. Paulo Silver (CEO New Collective/Revenge of the 90's)

15h10-16h10 | **How to create and monetize new sources of revenue for events and thereby**

increase engagement with the audience?

Moderator: Maria Sá e Melo (Host RTP / Antena 1)

1. Gonçalo Camacho (CEO/Co-Founder Summer Opening)
2. Joaquín Costa (Co-Founder Casfid)
3. Nuno Gomes (CEO Braver Media Group / Rfm Somnii)
4. Tiago Fonseca (Head of Sales & BizDev See Tickets)
5. Vítor Batista (Director Atmosensation / Festival do Atlântico)

16h30-17h30 | **Last Tour: marketing strategy for major concerts and events**

Keynote Speaker: Gaby Salaverra (Mkt director Last Tour)

17h30-18h30 | **Is it possible to schedule and make a risk-free booking at events and festivals?**

Moderator: Catarina Canelas (Journalist TVI/TVI24)

1. Ana Miranda (Founder Arte Institute)
2. Anjos (Artists)
3. Joaquim Diogo (President Crato Municipality / Festival do Crato)
4. Luís Represas (Artist)
5. Luís Salgado (Founder Amazing Events / Vagos Metal Fest)

PITCHSTAGE

(Auditorium Caiano Pereira | Edifício I - 90 seats) | 10h00-18h30

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

[Kosmicare – Cristiana Pires]

10h30-11h00 | **Technology and automation: new technologies at festivals and events**

[Bloq.it – João Lopes]

11h00-11h30 | **Reusable cups: a problem or a solution for the future of festivals?**

[Copos Reutilizáveis by ArtCor Light – Ricardo Costa / Gustavo Couto]

11h30-12h00 | **Secondary ticketing market - demystifying earnings for the promoter and the consumer**

[Reticket – Daniel Peron, CEO]

12h00-12h30 | **Why independent portuguese artists should be in Brazilian musical market?**

[Loop Reclame – Edu Santos]

12h30-13h00 | **Diversity and social inclusion in the music industry - case-study**

[Music For All / Cooltural Fest – Diego Ferrón / Pablo Galindo]

13h00-13h30 | **New legal framework for the use of music in public spaces**

[PassMúsica – Sílvia Sá]

14h00-14h30 | **The efficient use (and added value) of radio communications in the production of major events**

[AlertaMais – Eric Santos]

14h30-15h00 | **How to be legally protected as an artist or promoter, in Spain?**

[Sympathy for the Lawyer – Manuel Angel López]

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

[Anacom – José Pedro Borrego]

15h30-16h00 | **Security & safety - the challenges in major events**

[Wisesafety – Carlos Nogueira]

16h00-16h30 | **Biometric payments at events and major festivals**

[Tactile Pay – Álvaro Montero]

16h30-17h00 | **Booking: methodology and planning as a secret of success nowadays**

[A-MA – Flávio Serpa]

17h00-17h30 | **Festival Pé na Terra – History and official presentation of the 9th edition**

[Festival Pé na Terra - Kelly Tonaco / Luana Bistane]

17h30-18h00 | **“Beba com Cabeça” – the app that will help the attendees of events and festivals**

[ANEBE – João Vargas, Bruno Silva and Bruno Costa]

18h00-18h30 | **Monitoring drug use in Europe - how music festivals fit in the picture**

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

SCIENTIFIC PRESENTATIONS

(Auditorium Caiano Pereira | Edifício I – 90 seats) | 09h45-13h15

9h45-10h15 | **The contribution of music festivals to nation-brand promotion**

[ESCS-IPL, Francisca Castro Lousada, thesis, 2019]

10h15-10h45 | **Artistic practices in rural context - culture for the development of rural territories**

[ESAD.CR, Rute Sousa, thesis, 2019]

10h45-11h15 | **“Maratona dos Festivais de Verão” - Measurement of: Clipping, audience and favorability analysis**

[Cision, Uriel Oliveira, project, 2020]

11h15-11h45 | **Exploring drivers of consumer well-being in music festivals: a relationship marketing approach**

[ISCTE-IUL, Sara Duarte, thesis, 2019]

11h45-12h15 | **The impact of perceived quality on customer satisfaction at music festivals**

[ISEG, Joana Gonçalves, thesis, 2019]

12h15-12h45 | **Sponsorship in the consumer engagement and attitudes: Somersby Out Jazz case-study**

[ESCS-IPL, Margarida Rangel, thesis, 2018]

12h45-13h15 | **Portuguese Music Festivals Annual Report (Festival-goer Profile, Economic Impact, Preferences Analysis and X-Ray)**

[Aporfest, Ricardo Bramão, 2020]

WORKSHOPS

(Room 1E10 | Edifício I - 30 seats) | 09h45-18h30

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

[BCSD Portugal – João Meneses]

11h30-13h00 | **How to create a roster of artists that works collectively?**

[Bridgetown – Afonso Ferreira e Bernardo Miranda]

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

[Naughty Boys – João Belo]

15h35-17h05 | **Visual storytelling - form brands and concepts that attract audiences**

[SamyRoad – Francisco Morgado Véstia]

17h10-18h30 | **Cultural and Creative Industries - Attracting partnerships and support in an international way**

[Aicep Portugal Global – Cristina Góis Amorim]

DOCUMENTARIES

(Auditorium Mário Murteira | Edifício I - 90 seats) | 14h15-19h15

14h15-15h10 | **Escola do Rock – Paredes de Coura** (51' – PT, 2018)

15h15-16h15 | **Pop Dell'Arte – Ainda tenho um sonho ou dois** (55' – PT, 2018)

16h20-17h15 | **Blasted Mechanism – New Militia** (51' – PT, 2018)

17h15- 17h55 | **First Breath After Coma – NU** (39' – PT, 2019)

18h00-18h30 | **Wheels of Madness – Sziget Festival** (29' – EN, 2019)

1-TO-1 MEETINGS

(Room C404 | Edifício II) | 09h30-18h30

Room reserved, per hour, for companies

NETWORKING LOUNGE

(Foyer | Edifício II) | 09h00-20h30

9h00-20h30 | Coffee Station / DJ's / Brand Activations / Table Soccer / Poster Exhibition / Vox Expert

18h30-20h30 | Open bar & Cocktail powered by APORFEST / ArtCor

EXTRA ACTIVITIES

11 mar | Football Networking

15 mar | City Tour

TALKFEST CONCERTS

11 MARCH | **Maus Hábitos (Porto)**

21h30 – Opening doors

22h00 - Concerts

Artists: **Holy Nothing (PT); Museless (ES); My Expansive Awareness (ES)**

13 MARCH | **Estúdio Time Out (Lisboa)**

21h00 - Opening doors

21h30 - Concerts

Artists: **Noiserv (PT); Museless (ES); My Expansive Awareness (ES)**

5TH
EDITION

IBERIAN
FESTIVAL
AWARDS

LISBOA
2020

IBERIAN FESTIVAL AWARDS

14.MAR GRANDE AUDITÓRIO FIL



WWW.TALKFEST.EU



11 A 15 MARÇO 2020

14 MARCH | IBERIAN FESTIVAL AWARDS

SALA SUSPENSO – LISBOA

20H00-02H00

SCHEDULE

20h00 - **Opening doors, Welcome Party, Piano & Open Bar**

21h30 - **Gala – 1st Half**

22h45 - **Break - Tasting, Fun activities**

23h00 - **Gala – 2nd Half**

00h15 - **Afterparty, Open Bar**

HOSTS

Ana Cristina Câmara (PT)

Pedro Luzindro (PT)

JURY

Alicia Toboso - Prisa Radio (ES)

Ivo Purvis – Partners (PT)

Ivone Baptista – Festival Maré de Agosto (PT)

Juan Antonio Vázquez – Mundofonias (ES)

Marina Pommier – Sziget Festival (INT)

Pedro Moreira Dias – Vodafone FM (PT)

Pedro Nonato – Paris Music Week (INT)

Ro Sánchez – Industria Musical (ES)

Yvan Boudillet – TheLynk (INT)

25 CATEGORIES

01. Best Major Festival powered by SGAE

02. Best Medium-Sized Festival

03. Best Small Festival

04. Best Touristic Promotion powered by BTL

05. Best New Festival powered by SGAE

06. Best Line-Up

07. Best Indoor Festival

08. Best Cultural Programme

09. Best Communication & Marketing Strategy

10. Best Infrastructure

11. Contribution to Sustainability powered by Copos Reutilizáveis ArtCor Light

12. Best Hosting and Reception powered by GatRooms

13. Best Service Provider

14. Best Brand Activation powered by Culto da Imagem

15. Best Use of Technology

16. Best Lusophone and Hispanic Festival

17. Best Academic & Youth Festival

18. Best Festivity

19. Best Non-Music Festival

20. Best Pro Event

21. Best Festival Photo

22. Best Media Partner

23. Best Live Performance (PT/ES)

- 24. Best Live Performance (INT.)
- 25. Excellence Award

LIVE ACTS

Colorau Som Sistema (Opening & After Party – PT)
Chico Malo (ES)
Freddy Locks (PT)
Museless (ES)
Mary N (PT)
My Expansive Awareness (ES)
Stereossauro (PT)