

TALKFEST

INTERNATIONAL MUSIC FESTIVALS FORUM

15 MAR

IBERIAN FESTIVAL AWARDS
FÓRUM LISBOA



16 MAR

MUSEU DAS
COMUNICAÇÕES



CONFERENCES

SEMINARS

PRESENTATIONS
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JOB FAIR



MARCH 15th IBERIAN FESTIVAL AWARDS (FÓRUM LISBOA)

20h30 Open Doors

21h30 Award Ceremony

23 categories (iberian and national winners) + 6 live acts (Desakato, Miguel Araújo, Whales, Madrepaz, All You Can Swing, Quartoquarto)

00h00 Afterparty

Open bar + dj set

MARCH 16th MUSEU DAS COMUNICAÇÕES

CONFERÊNCIAS (Auditório I)

A. 9h00-10h00 | Management and treatment of audiences - the new needs

Moderator: Pedro Esteves (Journalist Público - PT)

1. Gen. Fernando Governo Maia (Vice-president Cruz Vermelha - PT)
2. Pedro Machado (President Turismo do Centro - PT)
3. Tiago Martins (Director Leiria Dancefloor - PT)
4. Vasco Sacramento (Director Sons em Trânsito - PT)
5. Bernardo Corrêa Barros (Board Member Caiscals Dinâmica - PT)

B. 10h00-11h00 | Mobility, Cashless and technologic solutions - how to educate the festival's audiences? powered by Embly

Moderator: Rui da Rocha Ferreira (Journalist Dinheiro Vivo - PT)

1. Sara Karim (PR & Com. Cabify - PT)
2. Cláudio Martins (Ass. Producer Monte Verde Festival - PT)
3. Eduardo Alvares (Co-founder Netpdv - BR)
4. José Luís Gaspar (President Mun. Amarante - PT)
5. Vasco Durão (Director Guitarras ao Alto - PT)

C. 11h15-12h15 | 2018: New strategies in Spanish music festivals after a year with incidents

Moderator: Katy Lema (Journalist El País - ES)

1. Joan S Luna (Chief editor Mondo Sonoro - ES)
2. Jordi Lauren (Director SonRías Baixas -ES)
3. Paco Martín (Director La Mar de Músicas - ES)
4. Julio Gómez (Director Sínsal - ES))

D. 12h15-13h15 | Roskilde - reasons for the sold out

Keynote Speaker | Signe Lopdrup (CEO Roskilde Festival - DK)

E. 14h00-15h00 | Brand Activation: Only to increase the notoriety?

Moderator: Carla Borges Ferreira (Director Meios & Publicidade - PT)

1. Bruno Lopes (Int. Brand Manager Super Bock - PT)
2. Bruno Tristão (Brand activation & events specialist - PT)
3. João Pinho (Director Press Link - PT)
4. Maria Antónia Saldanha (Brand & Com. Director Sibs - PT)
5. Luís D'Eça Pinheiro (CMO Brisa / Via Verde - PT)

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F. 15h00-16h00 | Festivals Production: A simple or complex puzzle?

Moderator: Miguel Franco de Andrade (Journalist Sic / Cartaz Cultural - PT)

1. Daniel Boto (Producer FIMM - Festival Internacional Música Marvão)
2. Eurico João (Engineering Coord. Rock in Rio - PT)
3. Francisco Rebelo de Andrade (Partner Lisb-On)
4. Nuno Sampaio (Director Ghude - PT)
5. Rafael Machado (Director Semibreve - PT)

G. 16h30-17h30 | Ticketing options to the audience: primary vs. secondary market

Moderator: Catarina Marques Rodrigues (Journalist RTP / blogger Chicas Poderosas - PT)

1. Antoine Biehler (Project manager Paylogic - FR)
2. Emília Simões (CEO & Founder Last2Ticket - PT)
3. Paulo Amaral (CFO & COO Neopop / Partner The BPM Festival - PT)
4. Rui Dias (director Weegoto - PT)
5. Yonas Blay (CCO Festicket - UK)

H. 17h30-18h30 | "I sing in Portuguese" - What contributes to (for) its success?

Moderator: Mariana Oliveira (journalist Antena 3 - PT)

1. Tomás Wallenstein (singer Capitão Fausto - PT)
2. Jimmy P (Artist - PT)
3. Joaquim Fonseca (Director Glam / agente artistas - PT)
4. Jorge Alexandre Dias (Director Rodellus - PT)
5. Tiago Pereira (Founder A Música Portuguesa a Gostar dela Própria - PT)

I. 18h30-19h30 | What's the future of cultural entertainment? Unique and exclusive live acts are a solution or a problem?

Moderator: Ana Moreira (host M80 / BTV - PT)

1. André Henriques (guitar player Linda Martini - PT)
2. João Modas (director Black Bass - Évora Fest / Pointlist - PT)
3. Maria Manuel (producer Party Sleep Repeat - PT)
4. Momo (artist - BR)
5. Selma Uamusse (artist- MZ)

PROFESSIONAL PRESENTATIONS

(Auditorium II | 100 seats - Museu das Comunicações)

A. 10h00-10h30 | Media Advisory: Differences between national and international events

Salomé Serra (Senior Consultant NextPower - PT)

B. 10h30-11h00 | Work Accidents at festivals - current legislation and its prevention

Paula Lopes Vieira (ACT - Autoridade para as condições de trabalho - PT)

C. 11h00-11h30 | The Role of Business Intelligence in music Festivals - How to lower costs and increase ticket sales

Daniel Cordeiro (Founder Harmony - CA)

D. 11h30-12h00 | Event technology that turns festival fans into an effective sales channel - learn how Reading & Leeds sold 30,000 tickets through its biggest fans

George Follett (Head of Portuguese Sales Verve - UK)

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E. 12h00-12h30 | Look from the outside: Alentejo as a destination of art and nature

José António Falcão (Director Festival Terras sem Sombra); Carlos Cupeto (Journalist and professor Univ. Évora)

F. 12h30-13h00 | Demystifying Intellectual Property at the service of the music festivals stakeholders

Lígia Setúbal / Catarina Mascarenhas (Lawyers Vieira de Almeida & Associados - PT)

G. 14h00-14h30 | Touristic facilitation in festivals - the cloakroom service

Juliana Torres (Manager The Biggest Cloakroom - BR)

H. 14h30-15h00 | Ciclo Mundos – How to make World Music a trend

Francisco Madelino (President Fundação Inatel); Carlos Seixas (Director criativo)

I. 15h00-15h30 | Internationalization of an artist - synonymous of success?

Bruno Horta (Founder YouArtist - PT)

J. 15h30-16h00 | Transport solutions available to the festival-goers

Mário Azevedo (Founder Strike Tours - PT)

L. 16h00 - 16H30 | Vila - A festival in the youngest municipality

Cristina Moreira (City Council Lousada)

M. 16h30-17h00 | Glamping - camping 2.0 for events

Joana Carvalho (Project manager Kartent - PT)

N. 17h00-17h30 | A new market for lusophone artists

Karina Barbosa (CEO Step Música - AO)

O. 17h30-18h00 | The remembrance for the next edition of your festival

Marco Lamprea (Director Photoflyer Portugal - PT)

P. 18h00-18h30 | Private security at festivals: what to do?

Nuno Moreira (Auditor Segurança Interna / Security Consultant Aporfest - PT)

Q. 18h30-19h00 | The Food Court At Festivals - Is there room for innovation?

Luís Rato (President Ass. Street Food Portugal - PT)

SCIENTIFIC PRESENTATIONS (Meeting room 2 | 40 seats - Museu das Comunicações)

A. 9h45-10h15 | Sound Design in a transmedia storytelling project

Thesis FEUP, André Peixoto, 2017

B. 10h15-10h45 | Millenials: new consumer behaviors applied to the alcoholic beverage sector in Portugal

Thesis ISCTE-IUL, João Amaral Brito, 2017

C. 10h45-11h15 | Portuguese Music Festivals (annual report 2017) | typology, conclusions and festival-goers opinion

Ricardo Bramão (president Aporfest)

D. 12h00-12h30 | Impact of brand equity and word-of-mouth received on satisfaction and purchase intent: co-branding case study Vodafone FM

Thesis FEUC, Hugo Fernandes, 2016

E. 12h30-13h00 | The Positioning of the brand in the consumers perspective: Rock in Rio Lisboa case study

Thesis ISCTE-IUL, Gabriel Cruz, 2017

F. 14h15-14h45 | A tremor of sounds in São Miguel. Extensive case study about Tremor Festival and its impacts on São Miguel Island

Thesis FLUP, André Belchior Sousa, 2017

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G. 14h45-15h15 | Digital distribution and business models in the music industry

Thesis UMinho, Filipe Pinto Leite, 2016

H. 15h15-15h45 | Reevaluation of the economic impacts of SWR Barrocelas Metalfest and it's relevance in the tourism development of the region

Research, Instituto de Estudos Superiores de Fafe, Jorge Coelho, 2017

SEMINARS (Meeting room 1 | 40 seats - Museu das Comunicações)

A. 9h30-11h30 | Art and creation - because the music is not enough to go to a festival

Pauline Foessel (Director Underdogs Gallery)

B. 11h30-13h30 | 360° Communication to the artists

Catarina Matos (Louder Music Branding); Alexandre Cardoso (Klasszik)

C. 14h30-16h30 | The social message that the festival must have and transmit

Elisabete Serra (Consultant Sair da Casca)

EXTRA ACTIVITIES (Meeting Room 1)

17h00-18h30 (Meeting Room 1) | Iberian Promoters [Exclusive Meeting G30]

Cooperation standards in two years

19h00-20h00 (Meeting Room 1) | Prova Oral moderated by Fernando Alvim

Festivals: where are we going? [live Broadcast Antena 3]

Exhibition "O Poder dos festivais" Job Fair

Dj's powered by proDJ

DOCUMENTARIES (Meeting room 2 | 40 seats - Museu das Comunicações)

16h00-17h20 | Fantasma Lusitano (2016, 56", PT) Q&A with David Francisco (director)

17h20-18h20 | Metal - Vagos Metal Fest e Santa Maria Summer Fest (2017, 30", PT)

Q&A with Guilherme Henriques (director) and Carlos Vieira Pinto (journalist Arte-Factos)

18h20-20h00 | The Parkinsons: A Long Way to Nowhere (2016, 98", UK)

AFTERPARTY (Topo Chiado)

00h00-02h00

APORFEST - Associação Portuguesa Festivais de Música gives free access to all its professional associates and company / festival with a valid quota on the days of the event (Iberian Festival Awards - VIP access, with open bar; Talkfest - access to all activities)

Tickets for the Talkfest and Iberian Festival Awards are on sale at the usual venues.

All the information, confirmations and live counter available in: www.talkfest.eu

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