

APPLICATION REGULATION

IBERIAN FESTIVAL AWARDS

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7th Edition

March 11th, 2023

Host City: Maia

Grand Auditorium of the Fórum da Maia



The **7th edition of the Iberian Festival Awards**, integrated in TALKFEST – Music Fest Summit, will take place on the night of **March 11th, 2023**, in the city of Maia, in the Grande Auditório of the Forum da Maia (see address on the official website), with several points of attraction:

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

Doors open at 8 PM. The Gala starts at 9 PM and ends at 12 PM. The Afterparty will run until 2 AM – local time.

In order to enhance the recognition, credibility and notoriety of the Iberian Festival Awards, as well as the quality provided to its agents, adaptations were made to the inherent process to their applications for the **7th edition** – which takes into account the calendar year 2022 (January to December). These changes are mainly about the **evaluation of the process and the categories subject to application that are adapted to the current context**, returning to a situation of “almost normality” after a pandemic situation that still affected the Iberian cultural sector, namely in the first quarter of the year of 2022.

The description of the **25 categories** for the 7th edition is presented below, with the main changes being:

- Elimination, due to the end of the pandemic situation, of the categories: “Best Festival”; “Best Online Festival”; “Best Event” and “Best Covid Safe Festival”;
- Return, due to the end of the pandemic situation, of the categories: “Best Major Festival”; “Best Medium-sized Festival”; “Best Small Festival”; “Best Tourist Promotion”; “Best Live Performance (INT.)”; “Best Festivity” and “Best Academic & Youth Festival”;
- Elimination of the category: “Best Media Partner”;
- Introduction of a new Category: “Contribution to Equality”.

Category	Eligible entities for application	Who decides?	Countries that can apply	Description
01. Best Major Festival **	Music Festivals	Public	Portugal Spain	Festivals with more than 10000 pax/day (held in a single day or several consecutive or interpolated days), with music as the main cultural discipline in its schedule
02. Best Medium - Sized Festival **	Music Festivals	Public	Portugal Spain	Festivals between 1500 and 1000 pax/day (held in 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 pax/day (held in a single day or several consecutive or interpolated days), with music as the main cultural discipline in their programming
04. Best New Festival	Music Festivals	Public	Portugal Spain	New festivals, formats and redefinitions of concepts take place every year. These festivals help to provide new requirements and exceed the expectations of festival-goers, artists and partners (1st edition in 2022)
05. Best Indoor Festival	Music Festivals	Public	Portugal Spain	Music festivals (held in a single day or several consecutive or interpolated days) using existing concert halls or indoor spaces as predominantly enclosure typology. This allows them to occur at any time of the year.
06. Best Touristic Promotion **	Music Festivals	Jury	Portugal Spain	Festivals 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 to the program other parallel cultural activities (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 relations or taking advantage of social media will attract more audience, partners and better concerts
09. Best Hosting and Reception	Music Festivals	Jury	Portugal Spain	The public and artists have become increasingly demanding and often the difference can be in knowing how to receive and treat. Human resources (e.g. VIP area, camping, backstage, partners, security, medical staff) and other factors can improve the experience of the festival and encourage to return to the festival
10. Best Live Performance (PT/ES)	Music Festivals Bands Artists Agencies	Public	Portugal Spain	Performances by artists, dj's and national bands (from the country where the festival takes place) in music festivals that differentiated and became memorable

11. Best Live Performance (INT.) **	Music Festivals Bands Artists Agencies	Public	Portugal Spain	Performances by artists, dj's and national bands (from the country where the festival takes place) in music festivals that differentiated and became memorable
12. Contribution to Sustainability	Music Festivals	Jury	Portugal Spain	The concern with social, economic and environmental issues is central today. It is important that festivals educate the public, partners and society to help create new behaviors and adapt to new legislation.
13. 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 taken by festivals, which are thus optimizing their productions, perceiving the demands of their audience and including all their stakeholders.
14. Best Festival Photo	Photographers (amateurs and professionals)	Public	Portugal Spain	Aimed at the best snapshots taken at Iberian music festivals by amateur or professional photographers
15. Best Service Provider	Organizations that provide services in festival context	Jury	Coming from any country, but with action in Portugal or Spain	Services provided by different companies at music festivals in Portugal and/or Spain (eg. security, audiovisuals, tickets, scenography, emergency, bars, cleaning, catering)
16. Best Brand Activation	Brands and organizations that perform activations at festivals	Jury	Coming from any country, but with action in Portugal or Spain	Festivals (Portugal and Spain) are one of the markets most desirable for brands to increase their recognition and connect with your audience. Over the years, brands have brought new ways of surprise, attract and retain the public that visits these events
17. Best Use of Technology	Brands and organizations that present technological solutions at festivals	Jury	Coming from any country, but with action in Portugal or Spain	Technological and innovative solutions for festivals (Portugal and Spain), which provide and add value to the festival experience and/or the public that attends it (eg. cashless, RFID, NFT, clipping, online tickets)
18. Best Venue	Music Festivals Showrooms Outdoor enclosures	Jury	Portugal Spain	The places where the festivals take place are an important part of to their success. This category will reward them, thus valuing the connection to the heritage, architecture and infrastructure facilitation for festival productions. Places that have hosted at least one festival throughout 2022, either indoors or outdoors, should apply
19. Best Lusophone and Hispanic Festival	Music Festivals	Public	Ibero-American and Lusophone Countries	Music festivals held in Ibero-American and/or Portuguese-speaking countries during the year 2022
20. Best Academic & Youth Festival **	Academic, infant, family and/or juvenile festivals	Public	Portugal Spain	Festivals, with a predominance of music, organized specifically for children, young people, academics and/or families
21. 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)
22. Best Festivity **	Festivities	Public	Portugal Spain	Cultural and popular events that are characterized by having a large agglomeration of public based on parties, fairs and

				exhibitions, that have music as the greatest source of attraction and communication
23. 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) which take the form of conferences, meetings, congresses or fairs
24. Excellence Award [Personality]	Direct appointment + associate query + jury consultation	Aporfest	Portugal Spain	Recognition of a personality whose role, vision and energy in favor of the music festival industry is carried out in a dynamic, creative, aggregating and positive way
25. Excellence Award [Entity]	Direct appointment + associate query + jury consultation	Aporfest	Portugal Spain	Recognition of an entity whose role, vision and energy in favor of the music festival industry is carried out in a dynamic, creative, aggregating and positive way

Subtitles

* new category

** category return, after the end of the pandemic situation

- a) **Applications must be submitted with registration in at least one of the 23 categories to be subjected for public voting or judging panel** (note: Excellence Award categories are for appointment);
- b) **Applications must correspond to actions taken in the festival landscape throughout the calendar year of 2022;**
- c) **Applications must always be adapted to the nature of each category**, and may be made by: festivals, festivities, venues, brands (partners and/or sponsors of festivals), agencies, bands/artists, concessions, service providers or photographers. **Each category can only have as candidates the entities and countries eligible in each one** (see table above);
- d) Applications are only considered by filling in a specific form, available for completion from **10th October to 5th December 2022**, indicated on the official website: www.talkfest.eu. Applications must be written preferably 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 network of Festival Awards (which organizes the UK and European Festival Awards) is the main organizer of the Iberian Festival Awards, validating the applications for further analysis by the panel of judges (consisting of 9 or 12 elements from Portugal, Spain and internationally) or the public;
- f) Only the winners of the Excellence Award categories will be informed before the gala. **All other winners will only be known by the time delivery of the prizes.**
- g) Aporfest - Associação Portuguesa Festivais Música only takes the final decision of the winner, after consultation of its members and jury, in the Excellence Award categories (personality and entity of the year);
- h) Some categories will have a Prize Money made available by the organization or by sponsors of the event – more informations will be placed on the website and updated until the event;

i) It is always assumed that all information submitted is correct. Any inconsistency or verified complaint will be analysed and may result in the exclusion of the full application or in any of the categories in the awards;

j) Applications, after validation, will be submitted to the jury and/or public (voting through the platform). The finalists (Top10) of each of the categories will be announced on the date indicated in the schedule below, and the National and Iberian winners will be announced at the Iberian Festival Awards gala;

k) The public voting process will take place on a specialized platform (SurveyMonkey – specialized in this type of process and where the UK and European Festival Awards also take place). This platform tries to ensure that each device may only vote once in the entire process. Any anomalous situation will be analysed and may result in the exclusion of the entity from the application in one or more categories;

l) Applications made by entities associated with **APORFEST** (professional or company modality: with a valid quota on the date of the Iberian Festival Awards gala) have their **registration free of charge**, giving the right to **1 access (professional) / 2 or 5 accesses (company) for the Gala Iberian Festival Awards (11th March, 8 pm, Maia, Grande Auditório of the Fórum da Maia) which includes red carpet, open bar & tasting and afterparty;**

m) Applications made by non-associated entities will cost €45 Early Bird (until Oct 30th) / €50 (after Oct 30th) and guarantee 2 accesses to the Gala Iberian Festival Awards (11th March, 8 pm, Maia, Grande Auditório of the Fórum da Maia) which includes red carpet, open bar & tasting, afterparty and all the activities indicated above. 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 organization will return the total amount of the application.

Available payment methods:

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

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

n) **The extra tickets requested will have a reduced price compared to the normal purchase of €20 [including all event actions]** and can be requested up until the date of the event, or up to the limit of the space capacity of available seats;

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

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

q) The members of the panel of judges are chosen after the finalization of the applications and will have a minimum connection to the candidate entities, having to protect 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 phases 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 all participants rights guaranteed;

t) All event information can be followed on the official website (www.talkfest.eu) and social networks (Facebook, Instagram and LinkedIn). Questions and clarifications can be withdrawn by email or telephone (see contact details on the official website).

u) The change of 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 Public Portuguese Health Entity (Direção-Geral da Saúde).

Timeline

Date	Item
10 October 2022	Iberian Festival Awards Announcement (7th edition) – host city, regulation, venue, tickets and schedules
10 October – 05 December 2022	Call for Applications
October/November 2022	Hosts announcement of the gala
December 2022 / January 2023	Panel of Judges Announcement
14 December 2022	Announcement of all nominees
14 December 2022 – 16 January 2023	Voting (categories decided by the Public)
30 January 2023	Announcement of finalists (categories decided by the public – Top 10 in each category)
30 January 2023	Announcement of finalists (categories decided by the jury – Top 10 in each category)
15 February 2023	Final announcement - Line-up (Live Acts, Dj) and useful information for the gala
11 March 2023	Gala

Director



Ricardo Bramão