

Behind the Scenes of The Edinburgh Festivals

August 24-27, 2011



General Program

WEDNESDAY, August 24, 2011

Arrival in Edinburgh; transfer to hotel.

12:00 noon-17:00

- Registration at Fringe Central, 11 Crichton Street, close to Teviot Square.

18:00-19:00

- Welcome Reception at Fringe Central
- Welcoming remarks by Faith Liddell, Director of Festivals Edinburgh, and Kath Mainland, Chair, and Chief Executive, Edinburgh Festival Fringe

21:00

- A Night at The Royal Edinburgh Military Tattoo on the Castle Esplanade
- Dinner on your own after the show.



Credit: Edinburgh Military Tattoo

THURSDAY, August 19, 2010

All sessions take place at Fringe Central lecture theatres, 11 Crichton Street, part of the University of Edinburgh.

08:00-09:00 Registration

09:30 Conference opens, Lecture Theatre 1



09:45

Keynote address:

Festivals versus golf: Using research to benchmark strategic long-term planning
The numbers behind staying number one globally.

-Faith Liddell, Director, Festivals Edinburgh

Five years after the seminal 2006 *Thundering Hooves* report addressed Edinburgh's need for a strategy to maintain the global competitive edge of its festivals, the results of the most recent in-depth studies are in. Learn what the numbers say about the economic, cultural, social, and environmental impacts of Edinburgh's festivals (and how they compare to golf in Scotland), and how this information will be used in planning for the future... especially with the Olympics and the Commonwealth Games around the corner.

-Faith Liddell is Director of Festivals Edinburgh, the organization created in 2006 by Edinburgh's twelve major festivals to take the lead on their joint strategic development of an ambitious, national and international Edinburgh Festivals Marketing Strategy and Action Plan. Edinburgh was the top global winner of the International Festivals and Events Association's World Festival and Event City Award for cities under 500,000 population.

10:30

Free time: Coffee and networking; get tickets.

10:45

Gather at Fringe Central lobby for 11AM departure.

11:00-12:00

Risk Management



The Udderbelly

"Venue development: Transforming an entire city center into a festival"

-Malcolm Kennedy, Public Entertainment Licensing, City of Edinburgh District Council

The common denominator of all festivals and events is operations and risk management. Learn what makes Edinburgh different. Walking tour of Edinburgh; departs from Fringe Central. Risk management from the city's perspective, including how to license a plastic purple cow.

12:00-14:00

Lunch on your own in festival area

14:00

Explore, enjoy

Festival activities ongoing during lunch hour throughout city—concerts in churches, street performers along the Royal Mile, and more!

Book, pick up tickets



15:00

Fringe Central, Lecture Theatre 2

Keynote: CREATIVITY & LEGACY

- Brigadier David Allfrey MBE, Chief Executive and Producer
The Royal Edinburgh Military Tattoo

This is a man with a vision: to showcase the Scottish arts within the context of producing the greatest and most spectacular large stage event since the days of Hollywood’s legendary Busby Berkeley. He inherits a newly completed £16.5M grandstand project; an annual sold-out audience of 220,000 loyal fans; and an event with corporate social responsibility to Scottish charities. Brigadier Allfrey shares his thoughts on where the Tattoo is now, where it is going, and what needs to happen next to position this world-famous event for the future.

16:00

Fringe Central, Lecture Theatre 2

Keynote: LEGACY : New Generation/New Talent

“Edinburgh Festival Fringe: The Biggest Show on Earth”

-Speaker TBA, Edinburgh Festival Fringe

- 1,955,913 attendees
- 2,453 shows featuring 21,148 performers offering a mind-boggling 40,254 performances in 259 registered venues
- 666 free acts along the Royal Mile



From a party of disgruntled gate-crashers in 1947 to the largest performing arts festival in the world-- what is its evolution, and how much further can it grow? How does the Fringe differ from most performing arts festivals? What services does it offer that would benefit you?



Dudley Moore 1960 (rt): *Beyond the Fringe*

17:00 Free time; dinner on your own, or join an affinity group (sign up at registration desk).

Evening Optional: Attend a festival performance on your own

19:00 Edinburgh International Festival: www.eif.co.uk

- Haydn's *Orlando paladino*: an exotic story of love, jealousy and magic. Venue: Usher Hall
- *One Thousand and One Nights, part 1* : European premier. Performed in Arabic, English and French, with English supertitles. Venue: Royal Lyceum Theatre

NOTE: EIF performances sell out early.

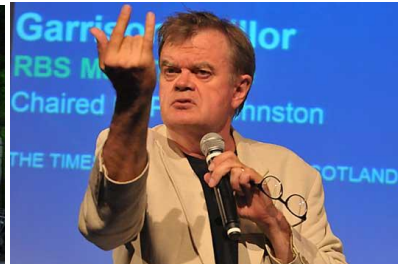
19:30 Most Fringe performances begin at 19:30.

Selected Fringe performances are free to accredited conference delegates, but must be booked in advance either through the Fringe Society or the individual performer's representative or agent. Details sent with confirmation kit. Last year there were 40,254 performances of 2,453 shows.

FRIDAY, August 26, 2011: SISTER FESTIVALS DAY

All sessions on site at various festival venues, as specified below. Wear comfortable walking shoes.

08:30 Meet at entrance to "The Hub" (former church at the top of the Royal Mile, now home of the Edinburgh International Festival) to walk to Book Festival at Charlotte Square Gardens, off Princes Street; or, meet us at the Book Festival @ 8:55, main entrance.



09:00-10:45 *Behind the Scenes: Edinburgh International Book Festival*. Host: Nick Barley, Director.
Guided tour and overview (Book Festival speaker TBA)
SISTER FESTIVALS: This is the festival that inspired the Baltimore (USA) Book Festival and others. Learn also about the International Literary Word Alliance.

Visit the Book Festival bookshop & coffee shop.

10:45 Walk to St. Andrew Square (appx. 10 minutes via Princes Street)

11:00-13:00 Marketing & Creativity
Behind the Scenes of the Edinburgh Art Festival
Taking it to the next step-- innovative ways of increasing visibility
-Sorcha Carey, Director

Visit four Art Festival venues and learn how the newest of the Edinburgh festivals is establishing its niche and garnering market share in a city seemingly saturated with festivals. The Edinburgh Art Festival is the second largest art festival in the UK outside of London and the largest in Scotland.



- *The Edinburgh Art Festival Pavilion*, a commissioned contemporary optic chamber by Scottish artist Karen Forbes at St. Andrew Square, next to the Scottish National Portrait Gallery. Short walk to next venue.
- *Scotsman Steps* by Scottish Turner Prize-winner /conceptual artist, poet, and musician Martin Creed, connecting North Bridge with Market Street.
- *Fruitmarket Gallery*, 45 Market Street, featuring Los Angeles artist Ingrid Calame.
- *City Art Centre*, 2 Market Street, featuring Scottish sculptor David Mach.

13:00 Lunch on your own at either Fruitmarket or City Arts Centre—four-star food plus art—hard to beat! Each person will pay for his own lunch. After lunch, walk up the steps to the High Street (The Royal Mile) and enjoy Fringe performances along the way. Visit the John Knox House, home of the Scottish International Storytelling Festival, at 43-45 High Street. Return to Fringe Central via North Bridge and pop into #1 Crichton Street to see another Edinburgh Art Festival installation called “In Space.”

15:00 Fringe Central, Lecture Theatre 2
Innovation: Lessons from *festivalslab*
Edinburgh Festivals Innovation Lab
- Rohan Gunatillake, Innovation Lead, Festivals Edinburgh

While it is not uncommon for festivals to have an Artist-in-Residence creating artistic content, Festivals Edinburgh has gone one step further and appointed a “Geek-in-Residence” as part of a two-year initiative called the *Edinburgh Festivals Innovation Lab* or *festivalslab*. Learn how the *festivalslab* is harnessing new thinking and new tools for the benefit of Festivals Edinburgh’s twelve member festivals, their audiences, and participants.

16:00 Fringe Central, Lecture Theatre 2
The “Olympic Corporation”
The Olympic Movement & Management of the Olympic Games Festival
- Dr. Eleni Theodoraki, Reader
Edinburgh Institute for Festival and Event Management
The Business School, Edinburgh Napier University

This is the other side of the Olympics—and a very different perspective from the usual portrayal of peace, harmony, and economics through the greatest sporting event in the world.

The author of *Olympic Event Organisation*, Dr. Theodoraki has exhaustive knowledge on mega project development and event governance. She is well-known for her strong stance on the multifaceted impacts of the Olympics and the vulnerability and obligation of the Games in terms of preserving traditional values.

17:00 Free time/ on your own.
Evening Optional: attend a festival performance on your own.



- EIF performances at 19:00, 19:30, 20:00. www.eif.co.uk
 - 19:00 *One Thousand and One Nights*, part 2, Royal Lyceum Theatre
 - 19:30 Scottish Ballet, The Edinburgh Playhouse

- 20:00 Orchestra of the Age of Enlightenment performs works by Weber, Mendelssohn and Liszt. Usher Hall.
- 20:00 Sriyah, Nrityagram Dance Ensemble at King's Theatre
- Edinburgh Festival Fringe (Showtimes start at 19:30.) Free tickets to selected performances for accredited delegates. Advance order required. Details to be sent with confirmation kit.

Dinner on your own

22:30 Late night rendezvous, to be confirmed: The Udderbelly's Hullabaloo, near the purple cow.

SATURDAY, August 27, 2011

All sessions take place at Fringe Central , Lecture Theatre 2, 11 Crichton Street, part of the University of Edinburgh.

09:30 Keynote
-Joanna Baker, Managing Director, Edinburgh International Festival



Festival 2011 celebrates the vibrant and diverse cultures of Asia with the finest artists from countries and regions including China, India, Japan, Korea, Taiwan, and Vietnam joining others from around the world to explore our shared passions, all against the backdrop of Scotland's stunning capital city-- an unforgettable three weeks of the very best in international opera, music, theatre, dance, and visual arts..

10:30-11:30 *Industry Compass: Global Issues, Trends, Challenges, and Opportunities Impacting the World of Festivals and Events*
-Charlotte DeWitt, moderator
An open discussion of trends, issues, challenges, and opportunities in the world of festivals and events by an international panel of experts. Particular emphasis on Sister Festivals. Please bring your own ideas to contribute to those of our panelists.
Read past *Industry Compass* articles 2007, 2008, 2009, 2010 by Charlotte J. DeWitt at www.internationaleventsltd.com/publications.

11:30-13:45 Free time to pick up tickets, have lunch on your own in the festival area

14:00-14:55 Closing plenary
Festivals and Television: how to speak each other's language
-Andrew Lockyer, producer, The Review Show (BBC TWO, Fridays) (Invited speaker)
BBC

One of BBC's top producers shares his ideas on the art of television festival broadcasts: developing innovative ideas for programming and understanding each other's needs and challenges.

Conference ends.

15:00-17:00 Meet IFEA Europe (International Festivals and Events Association/ Europe)

Evening Optional: attend a festival performance on your own.



- Edinburgh Festival Fringe (Showtimes start at 19:30.) Free tickets to selected performances for accredited delegates. Advance order required. Details to be sent with confirmation kit.
- Edinburgh International Festival : Book early to ensure tickets.
 - 18:00 Rossini's *Semiramide*, Festival Theatre
 - 19:00 *One Thousand and One Nights*, part 2, Royal Lyceum Theatre
 - 19:30 Scottish Ballet, The Edinburgh Playhouse
 - 19:30 Academy of St Martin in the Fields, Murray Perahia soloist & conductor, Usher Hall
 - 20:00 Sriyah, Nrityagram Dance Ensemble at King's Theatre
 - 21:30 The Legendary Music of Rajasthan, National Museum of Scotland

Dinner on your own

22:30 Late night rendezvous, location to be announced.

POST-CONFERENCE TOURS

Details forthcoming.

SPEAKERS' BIOS

Meet the speakers! Speaker bios are at www.internationaleventsltd.com/edinburgh/speakers.

***Behind the Scenes of the Edinburgh Festivals
is produced by***

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Program is subject to change.