



TRAINING PROGRAM IN TALLINN

9-13 MAY 2023

NORDIC HOTEL FORUM TALLINN

The training program will take place in the conference centre of Nordic Hotel Forum Tallinn, located on the first floor of the hotel. We are using the rooms called Sirius and Vega.

The training program is busy, so please try to be respectful towards everyone and be on time for the sessions, that way we can all enjoy what there is to offer and make sure everyone will have a good time.

"SMA! - Small Festivals Accelerator"
616875-CREA-1-2020-1-IT-CULT-COOP1



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TUESDAY, 9th of May

09:00 - 9:30 - Welcome session (joint session with SAFEPLACE) in Sirius
Introduction to the upcoming days, overview of the practicalities.

09:30 - 11:00 - Training session I - Festival organisation 101 (joint session with SAFEPLACE)
in Sirius

During the first session we're looking at the heart of the festival organisations. How are the festival organisations built? Who does the work and what are the tasks? What should one pay attention to when starting to organise a festival? And how can financial sustainability be fostered? Session is facilitated by Music Estonia.

11:00 - 11:30 - Coffee break

11:30 - 13:00 - Discussion session / group work in Vega

Imagine your own festival! Kickstarting the festival simulator for the rest of the week! Introduction to the assignment and dividing everyone into groups

13:00 - 14:00 - Lunch

Lunch is served on the ground floor of Nordic Hotel Forum.

14:00 - 15:30 - Training session II - Area building and accessibility (joint session with SAFEPLACE) in Sirius

Be it on a green field or within a small town, building a festival is like creating an entire city but you do it only for one weekend and have very little time to get it all up. How should you plan the festival area in order for it to be visitor friendly, taking into account all limitations and making sure all services are being provided? Session is hosted by Taavi Randoja, freelance production manager & designer (Rally Estonia, Pühajärve Jaanituli, Beach Grind and many others).

15:30 - 17:00 - Discussion session / group work in Vega

With all the information on area planning, it's time to apply that knowledge and work on your festival area.

18:00 - ... - Afterwork networking session at Sveta Baar (joint session with SAFEPLACE)

Get to know the people in a free form networking session.

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WEDNESDAY, 10th of May

09:30 - 11:00 - Training session II - Building the program (joint session with SAFEPLACE) in Sirius

Overview of the artist booking process and putting together a festival program. How long does it actually take to build a program? How do festivals choose the artists? Booking processes are introduced by Stefan Reichmann, founder of Haldern Pop.

11:00 - 11:30 - Coffee break

11:30 - 13:00 - Discussion session / group work in Vega
Of course it's now time to think about the line-up for your own festival!

13:00 - 14:00 - Lunch

Lunch is served on the ground floor of Nordic Hotel Forum.

14:00 - 15:30 - Discussion session / group work in Vega
Prepare for your festival presentation and finalise work from yesterday.

15:30 - 17:00 - Feedback session in Vega
Time to review the achievements for the past two days, get some feedback and hear what others have been up to.

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THURSDAY, 11th of May

09:30 - 11:00 - Training session I - Environmental sustainability (joint session with SAFEPLACE) in Sirius

There can be no music on a dead planet, so what can festivals do in order to minimise their footprint and make sure they treat the planet with kindness? How can the festivals be sustainable while making sure their visitors are joining them in those actions? Session is facilitated by Kirsika Meresmaa, The Head of Sustainability at Viljandi Folk Music Festival

11:00 - 11:30 - Coffee break

11:30 - 13:00 - Discussion session / group work in Sirius

What can your festival do to make it greener? Anything you need to change on how you've planned things so far?

13:00 - 14:00 - Lunch

Lunch is served on the ground floor of Nordic Hotel Forum.

14:00 - 16:00 - Wrap-up session in Altair

Your festival should be ready by now. Pitch it to our panel of stakeholders!

16:30 - 18:00 - Tallinn Music Week opening reception at Tallinn Art Hall

There are buses leaving from the front of Nordic Hotel Forum. Remember to have your TMW wristband and delegate pass with you!

18:30 onwards Tallinn Music Week music program in various venues - check the program at tmw.ee

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FRIDAY, 12th of May

Here are some recommendations of panels to attend during Tallinn Music Week. However, feel free to find sessions most suited to your interests. For full program and more information check out tmw.ee

10:00 - 11:30 - Opening speeches & Opening Panel: Music Moves Europe (MME) - Music Polity update in Sirius

11:30 - 12:45 - Focus on Music in Cities with inputs from the Center for Music Ecosystems and the Music Cities Network in Capella

11:45 - 12:45 - Brand Partnerships and Sponsor Deals in Music in Sirius

13:00 - 14:30 - Music Moves Europe Dialogue Session The age of ecosystems - how to further develop a sustainable European music ecosystem in transition? in Capella

16:00 - 17:00 - Interview: Ed O'Brien (Radiohead and EOB) in Sirius
Interviewed by **Oisin Lunny**

TIME TBD - Daily Catch up

Your project partner will reach out and coordinate a daily catch up meeting with you.

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SATURDAY, 13th of May

Here are some recommendations of panels to attend during Tallinn Music Week. However, feel free to find sessions most suited to your interests. Just remember, we have our own panel taking place today!
For full program check out tmw.ee

List some great fantastic mega panels here

11:00 - 12:00 - The Age of Glocal - are we all different or the same? In Capella

12:15 - 14:00 - Festivals in focus in Arcturus:

12:15 - 13:00 Curator vs Consumer: the balance between pleasing the audience and developing a scene

13:00 - 14:00 Sustainability Strategies: sustainable music festivals (and music tourism)

15:00 - 16:00 - SMA! and SAFEPLACE reception at conference centre lobby

16:00 - 17:00 - SMA! and SAFEPLACE presents: international names, local vibes: behind the scenes of boutique festivals at Capella

TIME TBD - Daily Catch up

Your project partner will reach out and coordinate a daily catch up meeting with you.

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