

FUTURE FOF FESTIVALS

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EXHIBITION

13./14. NOV. 2020

WHAT DOES THE FUTURE HOLD FOR FESTIVALS?

THE FUTURE OF FESTIVALS WILL TAKE PLACE AS A DIGITAL CONFERENCE ON NOVEMBER 13-14, 2020

- *THE GOAL: TO PROMOTE AN EXCHANGE OF IDEAS WITHIN THE INDUSTRY DURING THESE DIFFICULT TIMES.*
- *THE SPEAKERS: HOLGER HÜBNER (WACKEN), PAUL VAN DYK (VANDIT), JANINE SCHARF (FERROPOLIS), AND MORE.*
- *THE OFFLINE VERSION OF THE FUTURE OF FESTIVALS WILL BE POSTPONED TO AUTUMN OF 2021.*

BERLIN, OCTOBER 22, 2020

What future exists for festivals and large-scale events? What could constitute a safe event for the summer season in 2021? Organisers, associations and service providers from the festival and live events industry, as well as 150 exhibitors and 140 speakers and panelists had already confirmed their participation at the Future of Festivals. Within the framework of the conference, participants were invited to exchange views on topics such as the impact of the pandemic on festivals, sponsorship, hygiene, safety precautions, funding opportunities and more. Having rescheduled the date for the live event twice due to the pandemic, Robert Stolt, managing director of Future of Festivals GmbH, has pivoted to a digital format in order to keep everyone safe and healthy. The offline edition will take place in autumn of 2021.

"After the enormous efforts by our team and our partners in the last few weeks, it is with a heavy heart that we have to accept that a physical meeting of the festival industry and its players is no longer possible this year," says Stolt.

Looking at the 2021 event season in particular, a joint dialogue between players and service providers in the industry will be more necessary than ever. Alternative formats, solutions and security concepts must be developed to create a new vision for the future of festivals. Despite its cancellation, the organisers of the Future of Festivals would still like to create a space for this necessary and urgent dialogue. Therefore, the core topics will be discussed within the framework of a purely digital conference

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on November 13-14, 2020. Speakers such as Holger Hübner (Wacken), Paul van Dyk (Vandit) and Janine Scharf (Ferropolis) will be live for eight hours on both days from the Berlin club Gretchen and other venues.

The two-day online event will be free of charge for all FOF 2020 ticket holders. Those who have already purchased a ticket for the Future of Festivals 2021 at 30 Euros will also receive a free ticket for this year's digital conference. A separate ticket that will only be valid for the online event will be available at 19 Euros. A recording of the conference will be accessible to all cardholders for the period from November 15 to December 26.

A date for 2021 has also been set: On November 26 and 27, 2021, the Future of Festivals will take place at Arena Berlin. Due to the high demand, the organisers want to expand the exhibition space. Furthermore, the program will offer more space for (international) showcases and workshops, but also startups and innovations.

For more information, please head to: <https://www.futureoffestivals.com/>

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