

## **Future of Festivals: The exchange about the future of the festival industry with a view on the challenges of the festival season 2024!**

**Berlin, 31.07.2023** - The Future of Festivals is the industry meeting for all organizers, service providers, associations, decision-makers and trainees from the festival sector. After two successful editions, it will take place for the third time on **Friday, November 24th and Saturday, November 25th 2023** in the Arena Berlin.

- The Future of Festivals is the first and only festival network fair
- This is where the exchange takes place on the current topics of the festival industry, including sustainability, the prevailing shortage of skilled workers in the event industry, implementation of AI in festival planning, rising production costs and alternative energy solutions
- Trade fair and congress expects around 200 international exhibitors and more than 100 speakers, including Nika Brunet Milunovic (Metaldays Festival), Yvonne Heckl (VMS/ Oktoberfest) and Tobias Zwiebel (Full Force Festival)
- New event area with Festival Campus is specially developed for the promotion of young talent, networking and for training and further education

### **A lot of good things and a lot of challenges for festival organizers in the future:**

The summer just shows that festivals with their colorful hustle and bustle are back in full force. Nevertheless, there are many topics that keep visitors and therefore also festival operators busy, be it moderate visitor numbers, increased ticket prices or rising production costs. "In order to prepare for the demands of the future of a festival, suitable measures are needed," says Future of Festivals initiator and festival consultant Robert Stolt, "At the Future of Festivals, a variety of solutions are offered and festival organizers choose which innovation suits them best.

That's why the diverse festival industry will meet on **Friday, November 24th, and Saturday, November 25th, 2023 at Arena Berlin**, right in the heart of Berlin on the Spree River. The spacious area offers plenty of space for discovering new products, networking, stages for discussion, but of course also for conversations among like-minded people.

### **Festival Campus - Here you will find the professionals of tomorrow**

As an absolute novelty, the Festival Campus was launched this year. **The Festival Campus is for employers, trainers and education providers as well as all those who work in the festival sector or are interested in working in the festival and**

**event sector.** In a special area, **universities, colleges, established companies and start-ups** will be given the opportunity to work in the festival sector, established companies and start-ups the opportunity to present themselves in a relaxed present themselves in a relaxed atmosphere and to interactively young talents of tomorrow. Exhibitors such as **Neumann&Müller, BHT Berlin and the Event Akademie Baden-Baden** are already taking part. There will be specially tailored offers for trainees, students and young professionals for networking and further training. The focus is on authentic recruiting in the context of a lively event and festival scene.

### **November Days | Berlin - Cooperation between Future of Festivals, Most Wanted: Music & Stadt Nach Acht**

With the 'November Days | Berlin' the three most important music, nightlife and festival events of the city - Most Wanted: Music, Stadt Nach Acht and Future of Festivals - make common cause and transform Berlin into a big interdisciplinary industry and scene meeting point. Thinking, living and acting in networks is part of our DNA and that's why we open our events to the other participants - to exchange ideas, to discuss and to advance our concerns. **The highlight is that the ticket holders (purchase tickets) of one event can register for free at both other events!** So no matter if business, think tank, networking or pure fun is in the foreground: The **November Days | Berlin** will probably be the most exciting and thrilling thing Berlin has to offer for you urban professionals.

**For more information and tickets, visit:** [www.futureoffestivals.com](http://www.futureoffestivals.com)

**Material** for [download you can find here.](#)

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### **About Future of Festivals**

The Future of Festivals is the industry meeting for all organizers, service providers, associations, decision makers and trainees from the festival sector. Emerging from a network meeting of the festival industry, the event was able to take place for the first time in November 2021 under strict Corona conditions with a live audience as a trade fair and congress on site in the Arena Berlin. Speakers included Holger Hübner (Wacken Open Air), Steven Raspa (Burning Man), Caren Lay (Die Linke), Rainbow Gao (Great Wall Music Festival) and many more.

### **For more information**

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