





30th April 2012,

Dear University Colleague,

IFEA Europe invites you and your students to join the world's most comprehensive network of festival- and event professionals....

This coming September 4th - 9th 2012, IFEA Europe shall host the first-ever "**Festival and Event MANAGEMENT SUMMER SCHOOL**" for selected festival and cultural events management students.

During the summer camp - held in Barcelona, Catalunya, Spain - leading professionals and academics from Europe will present a number of best practice seminars, based upon elements of IFEA's acclaimed "Certified Festivals & Events Executive" programme. Afterwards, the students shall transfer to the city Tarrega to experience first-hand – as audiences as well as "back-stage" - the "Fira de Tarrega" festival, one of the world's leading festivals for street performances. At designated times, participating students will also asked to present their own research during the Master Class Summer Camp.

The Master Class Summer School and Camp programme information is attached and ready to print for posting on your communications board or to give directly to interested students. If possible we would be delighted if you could also send on this letter via your colleges internal network. Additionally, you will find an open invitation and application form, (closing date is the 1st of June 2012)

A maximum of **60 students** from Europe shall be selected. The participation fee of € 300 may be paid by the students themselves, but we encourage you to consider sponsorship for qualified students that are recommended by your school and selected to participate.

Our membership development officer, Mr. Ciaran O'Connell, shall be calling you shortly to discuss our upcoming Master Class Summer Camp as well as other opportunities for collaboration with your school.

Sincerely,

Allan Xenius Grige

Chairman IFEA Europe and
External Lecturer, Copenhagen Business School
Department of Tourism & Culture Management

IFEA Europe is an Association connecting over 3000 festivals and events, 80,000 volunteers , 500 City and Cultural Marketing Programmes and over 600 campuses in Europe who teach festival & event management .

"We also advise that membership of IFEA Europe provides a unique opportunity for your own faculty to network with European event management practitioners as well as other scholars, and that our organisation is a frequent provider of guest lectures and Master Classes at universities and colleges throughout the world. "

You can contact Ciaran at ciaran@aoifeonline.com or 00 353 909643780

Founded in 1992, IFEA Europe is the European affiliate of IFEA, the premiere association supporting and enabling Festival & Event Professionals across the globe. In partnership other affiliates in Africa, Asia, Australia & New Zealand, Latin America, the Middle East, and North America, the organization's common vision is for "A Globally United Industry that Touches Lives in a Positive Way through Celebration". With a target audience that includes all those who produce and support quality celebrations for the benefit of their respective communities, the IFEA exists to serve the needs of the events industry at large. We serve through professional education, programming, products and resources, networking and representation. The IFEA enjoys the active support of over 2000 premiere members; industry leading professionals, city officials, researchers, and organizations who continue to set and raise the bar to ensure creativity, quality, professionalism, financial viability and sustainable operations in the public events sector.

IFEA EUROPE FESTIVAL MANAGEMENT SUMMER SCHOOL 2012



Barcelona and Tarrega Spain September 4th - 9th 2012

Do you want to pursue a career in event management, tourism, or culture-based city marketing?

The summer school combines academic teaching into an experiential environment. It features Specialists and practitioners with in-depth knowledge of the international public events industry, and provides an opportunity to explore first-hand the **famous** Fira de Tarrega, Europe's leading showcase festival for street Theatre.

Only a small number of students from across Europe and other continents are selected on the basis of a personal application. Only senior year bachelor or masters level students (2012-13) will be considered.

For further details

see ifeaeuropeblog.wordpress.com/events/festival-management-summer-school/
+ 353 90 9643780

[Facebook.com/ifeaeurope](https://www.facebook.com/ifeaeurope)





SO WHAT IS THE IFEA FESTIVAL MANAGEMENT SUMMER SCHOOL?

If you aspire to play a role in the future of the events industry, the Inaugural IFEA Festival Management Summer School is the place you want to be. It is an exciting learning environment, combining academic teaching and best-practice lectures by event professionals with fun, hands-on, behind-the-scenes experience at the world's leading Catalan street theater festival, the Fira de Tarrega.

The summer school is designed as a camp, creating an informal environment and allowing for plenty of personal interaction with other participants. Only a few students from each country will be selected on the basis of personal applications (see details below).

The topics covered are based upon elements of the IFEA's formal "Certified Festivals and Events Executive" accreditation programme for industry professionals. Topics while in Barcelona include festival funding and sponsorships, marketing and branding, and tourism/city relations. Programming topics such as artist contracting and on-site production handling are covered while in Tarrega. Lecturers and speakers include former and current CEOs, programmers, and marketers of multi-purpose city celebrations, fringe festivals, classical music festivals, historical reenactment events, and other, as well as artistic producers of the Fira de Tarrega.

WHO ARE THE PROGRAMME CURATORS ?

The summer school is hosted by the International Festivals and Events Association in Europe. Programme curators are *Allan Xenius Grige*, Chairman of the Board of IFEA Europe and lecturer of Tourism, Event Management, and Experience Economy at Copenhagen Business School, *Colm Croffy*, CEO of the Association of Irish Festival Events, External Examiner Festivals and Events at Galway Mayo Institute of Technology and *William Culver-Dodds*, consultant and formerly CEO of Harrogate Festivals.



WHAT IS THE DAY-BY-DAY PROGRAMME?

This is a **draft** only programme overview as of May 1st, 2012. A detailed programme will be published by July 1st, 2012.

- September 4th: Arrival in Barcelona (international travel at own expense)
Bus transfer from airport to camp site (provided)
Housing in tents (provided)
Introductions, personal presentations.
- September 5th Bus transfer to school setting.
Speakers/curriculum programmes, part 1 and 2
Introduction to festivals and events in Barcelona and
Catalunia.
Special tour of cultural site in Barcelona
Social night in Barcelona.
- September 6th Speakers/curriculum programmes, part 3
Afternoon bus transfer to Tarrega (approx. 2 hrs. from
Barcelona)
Camp set-up at the festival campground
Introduction to the Fira Tarrega, and interactive multimedia
project.
- September 7th (Abstract of Tarrega programme)
Speakers/curriculum programmes,
Student presentations
transfer to tours and stage setting
- September 8th behind the scence, tours.
Speakers/curriculum programmes, part 1 and 2
Masterclass - festivals and events ...
- September 9th Speakers/curriculum programmes,
Introduction to festivals and events, Wrap party.
- Sep10th Transfer to Barclelona by Bus
- More to be confirmed:



Useful websites

<http://www.firatarrega.cat/en>

<http://www.tarrega.cat/turisme.html> <http://guia.bcn.cat/?idma=en>

http://www.barcelona.com/barcelona_city_guide

<http://miniguide.es/>

WHAT LEVEL OF PARTICIPATION IS REQUIRED OF ME?

If selected, you should arrive prepared to briefly present a festival/event that you have researched, have worked at, or are otherwise familiar with. (Further specifications upon acceptance).

You should also read (a limited number of) research papers and other topic-relevant texts in advance. These will also be sent to you around three weeks before programme start.

During the summer school, you are expected to participate actively in group work and discussions that target the challenges of selected festivals and the industry at large. You will also be assigned to a student group that will be given a particular multimedia topic to focus on during the time in Tarrega, relating to the programming, marketing, and audience services of the Fira de Tarrega. Following the camp, the group must write a brief paper on the topic. Qualified papers will ultimately be made available online to participants, academics, and other IFEA's constituents.

WILL I GET A CERTIFICATE OF PARTICIPATION?

Yes, IFEA EUROPE will issue a Certificate of Participation with mentioning of the academic topics covered, and particular details of your individual research and presentations.



FORMAL REQUIREMENTS AND FEE

To be eligible for acceptance, you must be enrolled in a bachelor or masters programme at a participating university or equivalent educational institution. Your primary field of study should be Service Management, Event Management, Tourism, Cultural Management, or similar.

You must complete and submit the application form (below) prior to June 1st, 2012. Your application must be accompanied by a personal letter of motivation, a proof of your field of study, and a letter of recommendation from your college, institute or university.

The selection committee will notify you of your acceptance no later than June 15th, 2012.

There is no application fee, but the participation fee, once accepted, is € 300. The fee must be paid in full by August 1, 2012. The fee is subject to partial refund in case of later cancellation, as specified in the enrollment contract which will be forwarded upon acceptance.

For any more questions or for more information:

Please contact Ciarán O' Connell on +353 (0) 909 643 780 or email: ciaran@aoifeonline.com

Please return completed form (preferred by email) to:

Email: Ciaran@aoifeonline.com

**Post: 2012 IFEA FESTIVAL MANAGEMENT SUMMER SCHOOL ,
Town Hall Theatre,
Society Street,
Ballinasloe,
Co Galway,
IRELAND**

Closing date for applications: **Friday 1st of June 2012**, but please forward this form to us as soon as possible and as close to the date as you received it so that we can process your details and keep you updated with additional information.

Find, LIKE and PM us on face book <http://www.facebook.com/lfeaEurope>



Affix
Passport
photo
here

2012 IFEA FESTIVAL MANAGEMENT SUMMER SCHOOL
Application Form

PERSONAL DETAILS

Name in full: _____ Name normally used: _____
Home Address: _____ Date of Birth: _____
Nationality: _____ Gender: _____
University/ college you wish to represent: _____

Telephone

Home: _____ College: _____
Mobile: _____

Email (if you do not have a personal email address, please supply an alternative one where we can reach you). **It is imperative that this email account is accessed on a regular basis.**

EDUCATION / Desired employment

Please give brief details of education to date (Course, College and level Undergraduate Postgraduates)

What is your Desired employment / Occupational field?

Do you plan this as a full time career? (As a student, please state if you wish to continue your studies on completion of your course or to go direct to employment)

Work experience: (if more than one provide information on separate sheet)

Dates:

Occupation or position held:

Main activities and responsibilities:

Name and address of employer:

Type of business or sector:

Personal skills and competences

Specify mother tongue (if relevant add other mother tongue(s))

Self-assessment	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
European level (*)					
1.					
2.					
3.					

(*) [Common European Framework of Reference for Languages](#)

List other skills and competences which you may have (Social, Organisational, Technical, Computer, Artistic skills etc)

SPECIAL INTEREST / ACTIVITIES

Please list your hobbies, leisure activities/sports interests or club membership(s). Include any special achievements.

Do you play a musical instrument, sing, dance or perform on stage? (For fun would you be willing to perform at the camp site for your fellow students)

List your favourite entertainers/performers:

What's your current Interest in cultural events? (Nationally and Internationally)

What are your personal goals and ambitions?

What's your MOTIVATION for taking part in this camp?

Please state a brief outline of the festival/event that you have researched/ have worked at / or are otherwise familiar and will be presenting for 10 minutes on at the camp:

Additional information

Please give details of any international youth exchanges or learning camps experiences that you have had to date:

Do you or members of your family have any active involvement with any festivals, events, organisations, clubs, etc?

Any other relevant information you feel we are required to know:

How did you hear about the Summer Camp?

Is your application supported by?

- A festival***
- A cultural organisation***
- Your university programme***
- A governmental organisation***
- Another institution***
- A sponsor***

Give a brief description of the organisation supporting your application

Referee contact details:

Name:

Email address:

Contact number:

Address:

Connection to you:

Annexes : List any items attached. (Remove heading if not relevant, see instructions)

Next of kin contact details:

Name:

Contact number:

Address:

Connection to you:

Eligibility Criteria 2012

All entrants must:

- a. Be 18 years of age by January 1st 2012
- b. Enrolled in a bachelor or masters programme at a participating university or equivalent educational institution.
- c. Primary field of study should be Service Management, Event Management, Tourism, Cultural Management, or similar.
- d. Application must be accompanied by a personal letter of motivation.
- e. Each student must be prepared to briefly present a festival/event that you have researched, have worked at, or are otherwise familiar with. To be presented to other members during your time at the camp.
- f. Full payment of the participation fee, once accepted, of € 300 by August 1, 2012**.

** The fee is subject to partial refund in case of later cancellation, as specified in the enrolment contract which will be forwarded upon acceptance.

Please note that it is your responsibility that you comply to all the above eligibility criteria. Breach of the above will result in automatic disqualification.

Sponsors and associates of IFEA Europe may contact you in the future with information about their product and services. If you **do not** wish to receive such information please tick here ____

Closing date for applications: **Friday 1st of June 2012,**

Signed: _____

Date: _____

The IFEA Europe reserves the right at any time to disqualify a student from participation in the 2012 process, with immediate effect if He/she has in the opinion of the Company committed a breach of the entry requirements or should do anything which may in the opinion of the Company bring the IFEA Europe into disrepute.

Please return completed form (preferred by email) to contact information below:



More info of the process can be found on
<http://ifeaeuropeblog.wordpress.com/events/festival-management-summer-school/>

you can also contact :
Ciarán on +353 (0) 909 643 780
or email: Ciaran@aoifeonline.com

Otherwise find, LIKE and PM us on face book <http://www.facebook.com/ifeaEurope>

Please return completed form (preferred by email) to:

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International Festivals & Events Association
IFEFA Europe

