



Let the network work for you

The European Festivals Association (EFA) has been uniting distinguished music, dance, theatre and multidisciplinary arts festivals from Europe and beyond for more than 60 years. EFA's members are the core element that makes the Association an open, influential, international place for any festival that wants to be part of a bigger festival community.

Festivals have been working across borders and cultures since the dawn of festivals, before Europe was a project of unity, before Europe was a space that aimed to facilitate cross-border exchanges. EFA brings festivals together to inspire one another, fosters an exchange of knowledge, helps festivals to speak with one strong voice to shape policy developments, increases networking opportunities, and keeps festivals informed about issues at stake in the festival and cultural world, all under the flag of artistic excellence and internationalisation.

Thanks to EFA, each member festival is in the position to benefit from a diverse range of returns. Each member can save budgetary resources in its day-to-day practice thanks to EFA's membership. Although the measurement of the impact of a network seems obsolete, this exercise puts in words and numbers what can be the return on investment, if you let the network work for you.

Have a look at some examples. They do apply differently depending on each member's needs.

How to read this document

WHY YOU DO WHAT YOU DO

Connected
to artistic
premises.

HOW YOU DO BETTER WHAT YOU DO

Connected
to skills
premises.

HOW YOU COMMUNICATE BETTER WHAT YOU DO

Connected
to communication
premises.

Premise

What one needs,
what one wants,
what one is looking for

Action without EFA

What one does
when one is
not an EFA member.

Result without EFA

What one achieves
when one is
not an EFA member.

Action with EFA

What one achieves
when one is
an EFA member.

Result with EFA

What one achieves
when one is
an EFA member.

Long term impact

What a festival
means on a long term.

**WHY YOU DO
WHAT YOU DO**

Choosing
the best
concept.

You want a curator
for a specific
section/focus
of your festival.

You search
a respected curator
whose work you
trust and admire.

You pay him
his fee
at market rate.

You search
a respected curator
whose work you trust and
admire AND who you know
through meetings at EFA.

He knows and
respects your festival and
personally engages in your
vision. You pay him a special
fee not linked to market rate.

WHY YOU DO WHAT YOU DO

Choosing
the best
piece.

There is a piece that
you have always wanted
to be able to bring
to your festival.

Alone you can offer
one date and pay the fee
plus production cost alone.

You keep fundraising
to be able to cover fees
and all logistics & production
costs alone.

You join EFA colleagues
you trust and whose vision
you share.

Together you can offer more
performances and share
the fee and logistic costs.

The artist now gets 5 dates
in 5 cities and can lower the
individual fee.

You are sharing the
overall costs with 5 partners
and can finally programme
that piece.

Plus, now different audiences
can see the same exquisite
piece.

WHY YOU DO WHAT YOU DO

Choosing
the best
artist.

Trust is priceless.

On your own you travel, see performances, speak to artists, discover new talents, build your contacts.

This is an essential part of your work but it takes time. You're bound to miss things - time is a finite commodity - you can't travel everywhere all the time.

In EFA you exchange about artists, and the word of your peers goes a long way to have you discover a certain musician or creator.

Trust leads to an artist being invited on a regular basis to a group of festivals.

Trust leads you not to be obliged to see every performance you programme.

Artists also exchange about the venues and festivals! The fact that you are an EFA member also tells them of the quality of your festival and makes them trust the invitation.

The artist has the means to develop his career.

The festival gets a better deal with the artist because it's a long term relation that is built.

The audience can follow the development of a creator, a company, an idea over some years.

The festival welcomes an audience that starts to recognise an artist and then comes to see also the ones it still does not know.

HOW YOU DO BETTER WHAT YOU DO

Qualify
your team.

Human resources qualification is an essential investment for the good functioning of an organisation.

A qualified, skilled staff is more efficient in organising and implementing its tasks ultimately saving time and money.

You adapt the generic training courses on the areas you seek for your day-to-day activity.

You seek peer-to-peer learning opportunities that may cross paths with your reality.

"It takes one to know one!"
EFA custom-makes its trainings (artistic, production) and peer-to-peer learning workshops specifically for festivals and their reality.

Market rate for training courses generically in the culture sector:
Artistic programming
Production
Taxation law
Communication
Sponsoring.
1000 €/day

In EFA - through The Festival Academy - you access custom-made training specifically directed at the festival community.

In partnership with Pearle* workshops with leading experts in taxation address particularly the specificities of international artistic cooperation: 0€

Peer-to-peer learning in Working Groups on sponsoring and communication: 0€

HOW YOU DO BETTER WHAT YOU DO

Qualify your
policy makers.

Policy influence.

A need and a responsibility!

You work on an international level, hence it is essential to have a presence in Europe's decision-making centre: Brussels, where a high percentage of your national legislation is effected.

Needs:

Office in Brussels,
one staff member,
one advocacy/lobby specialist,
access to the EP & EC:
100.000 €/year

EFA members:

Office in Brussels: free @
European House for Culture

One staff member:
free @ EFA secretariat

One advocacy/lobby specialist:
free @ EFA secretariat,
European House for Culture
and A Soul for Europe

Access to the EP & EC:
through EFA secretariat,
European House for Culture
and A Soul for Europe

**HOW YOU DO
BETTER WHAT
YOU DO**

Qualify your
context.

“Together we stand,
divided we fall.”

Surrounding yourself with
the right people creates a
priceless context that helps
you every step of the way.

To be part of a bigger group.
To develop contacts.
To develop concepts.
To have access to knowledge
and information.

Membership fees for services
in other networks.

Culture Action Europe
(advocacy) 830€
ietm (artists and venues) 620€
Pearle* (legal expertise) 3.542€
International Music Council
(music) 2.200€

EFA provides access to
all these services
through the yearly
membership fee.

Solidarity: priceless.
Contacts: priceless.
Knowledge: priceless.

**HOW YOU DO
BETTER WHAT
YOU DO**

Qualify your
efforts.

Fundraising/Sponsoring.
A necessary effort !

Sustainability is a concern.
Fundraising is a necessity.
Implementing your vision
needs financial means.

The fundraising/sponsoring
effort is visible in all festivals.

All who can allocate one
staff member solely for this
purpose.

Not always does the result
compensate the efforts and
investment.

EFA members are already
in a position of strength
because they are members
of a respected, prestigious
network.

This makes your efforts yield
better results.

HOW YOU COMMUNICATE BETTER WHAT YOU DO

"If a tree falls
in a forest and
no one is around
to hear it, does it
make a sound?"

Internal communication

It is essential that you are
informed of what are the
trends and opportunities.

Services that scan news and custom-make a summary fit to your needs exist: market rate.

EFA provides this service for free:

EFACTS: news on the EU and policy that influence your daily practice.

What I heard about the (Arts) world: news on what your peers are programming and new talents they discover.

International communication

It is essential that others
know what you are setting
as a trend.

There is no escaping having a budget for international communication.

These days it is essential to have an updated website, to have a presence in social media, to promote your work internationally.

It is time-consuming and expensive, and every help is welcome.

EFA helps to provide one more opportunity to have your work promoted internationally through the EFA website and newsletter FestFlash which increase your visibility towards the international community.

EFA social media: share your news, generate traffic to your social media and websites, and to the EFA website where all members are portrayed.

EFA news in partners' websites and newsletters (ietm, CAE, etc).

International PR & marketing actions

More attention =
more audience =
more revenue.

Launch event organised by external event company: market rate.

With EFA and the EHfC you have for free: PR action in one of the most reputable performing arts venues in Brussels, and you reach an audience of influential opinion makers, high-level policy makers, international press and audiences with economic power to travel.

EFA members have access to EFA's extended network thanks to its initiatives:

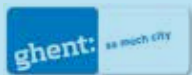
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EFFE–Europe for Festivals, Festivals for Europe • www.effe.eu
European House for Culture • www.HouseForCulture.eu
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European Festivals Association



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Years On
Festivals
and the World