

# **Digital futures for specialist training in the live events industry**

**Green Events & Innovation Conference 2019**

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## In this presentation, I will:

- Consider whether partnerships between academia and industry can effectively provide specific skills and knowledge to the live events industry
- Using, as examples, the on-line short course provision from Falmouth University and both; [A Greener Festival](#) & [Attitude Is Everything](#)

# So, what the ?X\*&? do I know?

**GLASTONBURY FESTIVAL**  
of Contemporary Performing Arts  
26-27-28 June

*For everything that lives is holy, life delights in life,  
Because the soul of sweet delight can never be defil'd  
Bloke*

**Performers include:**

**MUSIC:** a special guest that we can't announce plus  
Lou Reed • Morrissey • Buddy Guy • Carter USM • Primal Scream  
Shakespears Sister • The Fall • The House of Love • The Levellers  
Teenage Fan Club • The Shamen • Blur • Curve • Lush  
Ned's Atomic Dustbin • Youssou N'Dour • Hugh Masekela  
Manu Dibango • American Music Club • Benjamin Zephaniah  
Billy Bragg • The Blue Aeroplanes • Chris Whitley • Richard Thompson  
Runrig • Daisy Chainsaw • PJ Harvey • Saw Doctors  
The Senseless Things • Television • Airhead • Back to the Planet  
Bates Motel • The Belltower • Catherine Wheel • Cud • Dodgy  
Dr Phibes • The Family Cat • Fat Dinosaur • Frank and Walters  
Flowered Up • Gary Clail • Jah Wobble • Joe Louis Walker  
Kitchens of Distinction • K-Passa • Midway Still • The Moonflowers  
Ocean Colour Scene • The Orb • Ozric Tentacles • RDF • The Real People  
Sandkings • Senser • Spiritualised • The Stairs • Strangelove  
**ACOUSTIC:** Alison Moyet • Alias Ron Kavanagh • Baba Yaga  
Bare Naked Ladies • Ivo Papasov • Julian Dawson • Richard Thompson  
Robin Williamson • Sharon Shannon • The Ukrainians

**THEATRE:** Over 100 acts, including: Alan Parker - Urban Warrior  
Andy Smart - Vicious Boy • Attila the Stockbroker & John Otway  
Ben Baddoo • Bim Mason • Blood, Earth & Medicine  
Brickbat Volunteers • Charlie Chuck • Commotion • Forkbeard Fantasy  
Jim Tavaré & Al Murray • John Hegley & The Popticians • Joolz  
Knee High • Les Bubb • Loreena McKennit • Malcolm Hardee  
Miles and Millner • Natural Theatre Co. • Rob Newman • Roy Hutchins  
Skint Video • Stewart Lee • Talking Pictures • Theatre de Complicité  
They Wouldn't • 3-D • Tragic But Brave Co. • Tommy Cockles

**CIRCUS:** Over 100 acts, including: Circus Delirious • Circus Space  
Club Meeting • Cycloid - the Human Gyroscope • Deb Pope • Firenoise  
The Flying Dutchmen • Foolhardy Folk • Fovertime • Le La Les  
Nik Turner's Fantastic All-Stars • No Fit State Circus • Ollie & Herbie  
Raging Rodeo Bull • Rex Boyd • Rudi Wallenda's Exploding Car  
Sean Bridges • Sheinbar Variete • Skin and Blisters • Skinning the Cat  
Swamp Circus • 3-D • Trapeze Rides • William Shrew's Laser Robot

**CINEMA:** 20 of the best recent films, shown throughout the weekend  
Huge and varied entertainments for children in the Children's Field  
OR wander through and participate in the delights of 60 acres of  
Green Field, including everything from alternative technology  
in the Green Futures Arena to the Field of Avalon  
and the Sacred Space with its Stone Circle!

in aid of  
**GREENPEACE**

Tickets £49.00 Advance: 0272 767 868

THE CLIFFS CAMPING, car parking, tent and all other amenities  
are included in the ticket price. A refundable deposit of £10 is required on arrival.  
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**Infoline: 0839 66 88 99\***

Produced by the most excellent group of people who have made this festival what it is.



# But don't take my word for it ...

- In the UK, the DCMS, Culture White Paper (2016) stated that 'technology is expanding the ways in which we make and experience culture'
- Meanwhile ... according to [Powerful Thinking](#) the UK festival industry creates 23, 500 tonnes of waste annually, of which 68% goes straight to landfill.
- Furthermore, Duffy, Mair and Waitt (2019. 13.) note that 'the festival space may be simultaneously a site of social inclusion and exclusion'

# The starting point; MA Creative Events Management

- Pioneering on-line course
- Significant focus on digital futures, sustainability and event design
- Launched in 2017.
- Includes two in optional 'face-to-face' events per year
- Two years to complete with three start dates per year
- Approx 70 students
- **Then we had an idea (or two) ... what if we could 'hard wire' short courses into modules?**

# AGF: Assessing Sustainability for the Live Events Industry

- Challenge of training AGF Assessors globally
- Collaborative development of 2 week short course
- Available to MA students AND external students
- Draws on AGF experience of assessing sustainable practice at over 450 events around the world
- Covers key environmental aspects of running an event and latest thinking and good practice
- Stage One of two-part process to become AGF Assessor

# Student feedback ...

- *“I would highly recommend the A Greener Festival/Falmouth University online festival assessor training to anybody who is keen to develop their knowledge of environmental best practice for festivals and large events. The information is delivered clearly with plenty of support available from tutors. The opportunity to hear opinions and discuss ideas with peers via the online forums is invaluable.”*
- Cohort numbers grow each time we run the course
- **So, we had another idea ...**

# Attitude is Everything: Disability Equality for the Live Events Industry

- AiE works to improve Deaf and disabled people's access to live music & events
- I met Suzanne Bull in Cardiff, after a 17 year hiatus!
- New course to consider operational & legal aspects of inclusivity and unpacks good practice & innovation
- The course takes two weeks to complete and our first one starts on 29<sup>th</sup> April 2019
- **Students like studying on line, it's a convenient, engaging and truly global experience...**

# In summary we have...

- Considered whether partnerships between academia and industry can effectively provide specific skills and knowledge to the live events industry
- Used the on-line short course provision from Falmouth University as examples
- **Please visit <http://flexible.falmouth.ac.uk> for more information**
- **Do you have any questions?**

# List of References

- DCMS (Department for Culture, Media & Sport) (2017). The Culture White Paper. London: Stationary Office
- Duffy, M, Mair, J and Waitt, G (2019) Addressing community diversity: the role of the festival encounter Accessibility, Inclusion, and Diversity in Critical Event Studies. Routledge. Abingdon.
- Johnson, C (2016) <http://www.powerful-thinking.org.uk/site/wp-content/uploads/TheShowMustGoOnReport18..3.16.pdf> (accessed 25.01.19)