

Festival and Events Advice Pop Up Clinics for Galway

This month sees the inaugural AOIFE Festival and Events Advice Clinic roll into Galway to engage with the 85 plus Festivals and event organisers in the County.

Aoife's Executive Director and Communications Assistant will be traversing the Country this season in an effort to meet local member Festival and event organisers. Modelled on other Network offerings – the POP Up Advice Clinics are facilitated locally to allow organisers meet AOIFE personnel and get a steer on some of their problems.

Founded in 1993- the Association of Irish Festivals and Events Association is the fourth largest in Europe (with over 200 members) and through training networking and advocating best practice helps “not for profit festivals” reach and expand their local and international goals.

The Clinics will deal with:

- The European Festival Labelling & Awards Programme
- Funding and Grant Applications
- Setting up a new Festival / Event
- Revenue and Sponsorship Opportunities
- Leader and Cluster support
- Association Development
- Social Media Mentoring
- Connections, Contacts and General Advice.

Participants MUST register with the AOIFE Secretariat in advance to book at 30 minute consultation during the time the team are there. The Advice Clinic Service is Free to members and non-members must pay a fee of €50.

Over 40 locations in 19 counties will be completed before Easter. A further 8 in Leinster and Ulster in April / May and the remaining 5 Ulster Counties will be visited in the early Autumn - affording may in the 200 plus network an ideal opportunity to meet and discuss face to face issues confronting their festival and event.

Priority will be given to member Festivals of the association but it's hoped the programme will give a chance for newer Festivals and Events in the non – profit sector to meet first hand with the Senior Team.

“The first edition of the [EFFE Label](#) and [Award](#) 2015-2016 presented 761 festivals from 31 countries receiving the EFFE Label and 12 of the most trend-setting European festivals which received an EFFE Award. We don't want medium sized festivals to miss out on this opportunity to get recognition for their good work and get them to apply now for the EFFE Label 2017-2018!” stated Executive Director Colm Croffy Funded and supported by the EU Commission – A.O.I.F.E.is one of 27 National Hubs for the Awards Scheme.

Being a selected festival means to your audience, your sponsors, your media, your local authorities that your festival programme and mission belongs to the outstanding and innovative group of festivals in the European Union and beyond. It also means networking in the EFFE Label Meet-up on 6 May 2017 in Frankfurt where you will meet your colleagues; and your festival gets visibility through a dynamic branding and media campaign that will promote the EFFE Community towards audiences across Europe. All participating festivals have a profile page on the [EFFE website](#) and are all part of the online [EFFE Professional Community](#). Last but not least, EFA will animate this new international festivals community, allowing professionals to exchanges and interact with each other.

For Registration for your 30 minutes Advice Slot or your 30 minute Social Media Mentoring slot please contact Membership Officer Christina at 0909643779. Or see www.aoifeonline.com

The Advice Clinics will be in Galway in seven locations starting Thursday 26th January

Clifden Station House 9.30 – 13.30 pm

Claremorris Dalton Inn 15.00 p.m – 17.30 p.m

Tuam CORRALEA COURT HOTEL 18.30 – 21.30 p.m.

Feb 28th **Galway City** – The Imperial Hotel – 10.00 am to 18.30

March 1st **Athenry** Raheen Woods Hotel – 9.30 – 13.00

Loughrea Lough Rea Hotel 14.00 – 17.30 **Portumna** Workhouse Centre 18.30 – 21.00

