



TALKFEST'19

INTERNATIONAL MUSIC FESTIVALS FORUM

13.22
MARCH 2019
LISBON PT
VIGO ES

22.MAR.2019
MUSEU DAS COMUNICAÇÕES
LISBOA

IBERIAN FESTIVAL AWARDS

13.MAR.2019 TEATRO AFUNDACION
VIGO

CONFERENCES.
WORKSHOPS.
PRESENTATIONS.
PITCH STAGE.
LOUNGE & NETWORKING.
DOCUMENTARIES.
VOX EXPERT.
AWARDS.
LIVE ACTS.



CONFERENCES

SPEAKER

Adilson Lima Auxiliador (Co-founder | Festival Eminente)

Graduated in business communication from ISCEM, and attended NYIT at New York too. As soon as he landed in Portugal (2001) was immediately recruited to brand manager of Lemon Live Entertainment. He is co-founder of Don't Panic Portugal (2010), where he also began to produce pioneering events in the field of urban art. At the same time, he began his career as an artistic programmer (Pensão Amor, Clube Ferroviário, Santiago Alquimista, among others). He is also a pioneer in the co-foundation of an event *as suis generis* as the Festival Eminente curated by VHLS (2015). This is how this "special projects manager" puts total dedication in the projects that idealizes. As he always says, "There's no business like show business!"

Alfredo Vasconcelos (Production Manager | Good Mood Org. / Boom Festival)

Between the lively vibe of Porto in the 80s and 90s and the etherial music of Pink Floyd has always been watching the innovation. This is why his technological capabilities led him to participate in the first wave of the Internet in the early 1990 in Portugal, developing websites, predicting digital marketing ideas and giving lectures in various educational institutions. At the same time, electronic music in Portugal was growing, and in the beginning of the years 2000 Alfredo became part of the Boom Festival. He says that "creating and developing communities, both virtually and physically, is one of the most important things in my life".

António Alves (Director | Nortaluga)

Manager of the company Nortaluga, has an academic degree in Electrical Engineering, professionally connected to the area of Metalmechanics for 12 years until he started with the Nortaluga project in 2001. He started through the company to provide energy to the music festivals from the generator groups, placing units in parallel for stage feeding. Around 2011 began to install the electrical installations and service lighting on stage, follow-up of the event, electrical project and final report of the event. In 2015 there was a concern with the issue of reducing the emission of pollutants into the atmosphere, acquiring for this purpose machines with more stringent regulations, Stage 3A, reduction of noise emitted, with improvement of soundproofing of the equipment, adjustment of the powers according to the real needs of the event, consequent reduction of fuel consumption and lower emission of pollutants. Nortaluga was the first entity, in partnership with the festival Neopop, to build an approved project, obtaining the green seal for the festival.

António Miguel Guimarães (Director | AMG Music – O Sol da Caparica)

With extensive experience in the elaboration of events, shows and festivals he is currently the director of AMG Music and the producer of the O Sol da Caparica festival.

Blaya (Artist)

Started in music activity in 2001. In 2008 joined the Buraka Som Sistema, a partnership that lasted until 2016, since the group is currently on hiatus. With Buraka Som Sistema Blaya has performed at festivals such as Coachella, I Love Techno, Sudoeste, Open'er and Rock in Rio Lisboa, where she also performed solo in 2018. In 2013 she released her first EP, *Blaya*, which features six original tracks and two remixes. In 2018, Blaya released the single *Faz Gostoso*, which became a hit, as well as a book of erotic tales directed at the female audience, entitled *Mulheres, Sexo e Manias*. She was nominated for the *Best Portuguese Act* award, the 2018 edition of the *MTV Europe Music Awards*.

Edson Santos (Vice-president | Águeda Municipality)

Has a bachelor's degree in Management and Accounting - Business at the Instituto Superior de Paços de Brandão, with a postgraduate degree in Environmental Management. He then attended the master's degree in Administration and Public Management at the Universidade de Aveiro. His professional career began in 1999, when he began to work as a financial manager at RealCork, Lda, where he held positions until 2005. In 2005 he was appointed chief of staff to support the presidency of the Municipality of Águeda, holding this position until September 2013. In October 2013 he began functions as council in the Municipality of Águeda, while at the same time accumulating other associative functions. Through the functions he performs, he tries to promote tourism and the county in the best way, promoting local commerce and economic activities, always in a sustainable and environmentally conscious way.

Fred Martinho (Guitar Player | HMB)

With the course of Tourism and Hotel Management and classes at JB Jazz and Hot Club Portugal, he made a career in music as a guitarist for the HMB musical project that celebrates his 10 years of his career this year.

Fernando Cabral (Director / Booking Agent | Soundsgood)

Currently the director and booking agent of Soundsgood, an agency/producer founded in 2008 that manages artists with a constant presence in Portuguese festivals and national venues. At the same time, he has been the artistic director of the MUSA Cascais Festival since 2010, as well as consulting and programming functions for events such as the Queima das fitas do Porto and Coimbra. He began his professional career in 1999 at the prestigious VP Records in New York, the world's #1 reggae publisher. In 2002 he started again to organize parties and concerts, which eventually led to the creation of Positive Vibes, a producer and agency responsible for the stage

with the same name at the Festival Sudoeste, of which Fernando Cabral was the mentor and programmer between 2005 and 2008. He is a lover of reggae music, hip-hop and world music.

Fernando Daniel (Artist)

Would not be the same without the music and it was this determination, joining to the talent as an interpreter and to the charisma that evidences like performer, that consecrated him the winner of the televising contest *The Voice Portugal*. The young singer debuts in his first single, titled *Espera*. After several years of learning music alone, in a self-taught way, having tried his luck in the TV contests *Factor X* and *The Voice Portugal*, and having still competed this year for the *Festival RTP da Canção*, now "the wait" finally reaches the end with this first single, whose emotional strength mirrors the singular identity of Fernando Daniel. But getting where demanded a lot of effort and dedication to music. He even had a small local band and performed at local bars and parties. But it was with the participation in the programs *Factor X* and *The Voice Portugal* that this relation with the music became narrower and, also, professional. In fact, since winning *The Voice Portugal*, having been part of the team of mentor Mickael Carreira, Fernando Daniel has been able to act outside Portugal, in addition to having stepped on the stage of great artists and performed at larger parties.

Filippo Giunta (Director | Rototom Sunsplash)

The music writes his personal and professional history. Manages for almost three decades the largest international reggae festival in the world, Rototom Sunsplash. Giunta studied medicine, until in the fourth year his passion for the art and music diminished his balance and led him to develop pioneering projects within this sector. He founded the Asociación Cultural Rototom in Gaio di Spilimbergo. Rototom Sunsplash has been operating since its foundation with a team of colleagues and friends that remains intact to this day. In 2019, Giunta completes his 26 year career directing a collective project that managed to unite almost 3.5 million people on five continents and brought more than 2,500 artists to the stage throughout the different editions.

Gonçalo Lopes (City Council | Leiria Municipality)

Was born in Leiria on November 23, 1975. Economist. Currently council of the Municipality of Leiria.

Gui Garrido (Artistic Director | Festival A Porta)

The artistic director of the Festival A Porta, a multidisciplinary project that takes place in Leiria. He is also a member of the Tremor festival team in São Miguel, Azores and producer of the Circuito Super Nova. He is one of the programmers of the Festival dos Museus em Leiria.

Hugo Nóbrega (Owner | H2N / Phenomena Maker & Humour Shows)

Formed in ISPA, he has been responsible for H2N Events since 2000, which is characterized by entertainment events in the main showrooms of the country, especially the production of The Famous Fest.

Ingrid Berger (Backstage Manager | Rock in Rio)

Began her career in Event Production in the 1990s and has worked in all sectors of the industry. She was responsible for the artistic area in major international shows and major festivals, both in Brazil and in other countries. Derived from her many years of experience, she started the *Curso de Produção de Backstage* in 2012, and since then has given courses and lectures in Brazil and Portugal.

Isabel Candeias (Producer | EDPCoolJazz / ID_NoLimits)

Production coordinator of Live Experiences in the last 4 years, graduated in Events Management and Tourism Animation by the Escola Superior de Hotelaria e Turismo do Estoril. Focused on producing musical events, more specifically festivals, and with a professional baggage of several editions of EDPCoolJazz, nationally renowned festival, ID_NoLimits (former Lisbon Dance Festival) and even Sumol Summer Fest, Isabel has been in charge of productions in the most varied contexts and spaces - from palaces to abandoned buildings, from Dj sets to complex bands and artists on worldwide level.

Isaltino Morais (President | Oeiras Municipality)

Graduated in Law from the Faculdade de Direito da Universidade de Lisboa in 1981. As a student, in 1979, he was invited to be a monitor of the disciplines of Administrative Law, Public International Law and Constitutional Law, which he taught until 1985. In 1982 he joined the sixth course of the Centro de Estudos Judiciários. He finishes the course with one of the highest classifications and becomes a Public Prosecutor. In party activity in the Partido Social Democrata, after other positions held in 1985 he wins the municipal elections in Oeiras and is elected president. In 1988, 1993, 1997 and 2001 he repeated the electoral victories. In 2005 he suspended the militancy in the PSD and presented independent candidacy to the municipality of Oeiras, which wins, becoming again its president. In 2009 he repeated the victory as an independent candidate. In 2012 he was appointed to the Administration of the Fundação Marquês de Pombal, assuming his presidency from October 2014, a position he holds. From 2014 to the present it maintains business activity. In October 2017 he was elected president of the Municipality of Oeiras with 41.68% of the votes cast.

Joaquim Silva (Partner | Feeders)

Founding partner of Feeders, always believed in the possibility of being able to reconcile what he liked to do it with the creation of a profession. Adapting the academic knowledge to the passion in the events accepted the challenge of its partner in creating in 2010, a workshop of architecture

360° focused on the transformation of spaces of temporary form and at several scales, Feeders. Working to create sensations and to mark the users by the experience in the place or space, Feeders has developed numerous works for the areas of the spectacles where the most recognized ones are inevitably the projects developed for NOS Alive. He aims, with Feeders, to connect the digital to the analog and to cross all the knowledge in the field of the architecture in order to create added value for all the actors in any spectacle or event.

Jorge Rodrigues Silva (Executive Director | Bons Sons)

Graduated in Social Psychology and social researcher of profession, has been a member of the Bons Sons team since 2008. He coordinates the *Estudo de Públicos* since 2010 and the *Programa de Voluntariado* since 2012. He is President of the Associação Cultural SCOCs of the village of Cem Soldos, promoter and executive director of Bons Sons.

José Aguiar Silva (Producer | Laurus Nobilis Music Famalicão)

José Aguiar Silva is a events producer, in parallel he assumes the presidency of the Associação Ecos Culturais do Louro, the general production of the festival Laurus Nobilis Music Famalicão, vocalist in the musical projects *Éden* and in the project of musical performances *Tralhas Melódicas*.

Leocádia Silva (General Director | FX Road Lights)

Started her career in 1994 at the company Odisseia, where integrates the events lighting team, such as: Festival Vilar de Mouros, Portugal ao Vivo, Festival Sudoeste, Filhos da Madrugada or Queima das fitas de Coimbra In 2002 she was one of the founding members of the company FX Road Lights. Responsible for several lighting and operation projects: Sara Tavares, Mafalda Veiga, Lado a Lado, Diogo Piçarra, ATOA - as well as several television programs such as *Globos de Ouro*, *Levanta-te e Ri*, *Bravo Bravíssimo* and various collaborations in entertainment for RTP, TVI and CMTV. Also collaborates with the Teatro do Vestido in the design of lighting in its diverse productions from 2002.

Lu Araújo (Director | MIMO Festival)

Cultural entrepreneur with 30 years of experience in creating and managing projects dedicated to culture, being one of the most important professionals of the segment in Brazil. Idealized in 2004 the MIMO Festival, which promotes the encounter of music with cultural assets of important historical cities in Brazil. In 2016, MIMO arrives in Europe, with the headquarters of the city of Amarante, in the Northern region of Portugal. As a researcher and curator, she has developed award-winning films, books, CDs and documentaries. She is CEO of four arts agencies: Lu Araújo Productions, Lume Arte, Crioula Records and Memories & Heritage Arts.

Luís Carvalho (Artistic Curator | EA Live)

Worked for 20 years in the main advertising agencies: FCB, Abrinício, Lintas, TBWA, Ogilvy. In recent years he has decided to change his course of life, in the sense of linking his training to music content - his passion. Currently he also does artistic curatorship, publishing, booking and establishes several brand-artist partnerships. Throughout his career he was mentor and programmer of the Festival da Nova Poesia in Sintra City Council (2014), responsible for the rebranding of the Misty Fest, his main function being the artistic curator of EA Live since 2017/2018.

Luís Garcia (Cultural Programmer | Évora Municipality)

Holds a degree in Sociology from the Universidade de Évora and has been a cultural programmer at the City Council of Évora since 1988; In the 1990s he was responsible for some cultural initiatives: Festival Jovem (1989 to 1995), Feiras Alternativas (1996 to 1998), Viva a Rua – Festival de Artes Públicas (1993 to 2001), among many other programming cycles. In the last 5 years: CME Advisor to the CME for Culture; Member of the technical team of the Évora Bid for the European Capital of Culture 2017; programming and artistic direction of the Festivals: Artes à Rua, Évora Jazz Fest (with Mário Duarte), 20.21 Évora Músicas Contemporâneas (with Amílcar Vasques-Dias); Programming, in collaboration with CENDREV, of the Teatro Garcia de Resende.

Marco António (Manager / Singer | The Lucky Duckies)

Marco Antonio is vocalist, mentor and founder of The Lucky Duckies, a revivalist musical project he founded in 1987. His first concerts include memorable performances at university parties. After a few years in the troop, he dedicated himself entirely to the band, performing in the best live music venues in and around Lisbon. In 2004, The Lucky Duckies won 2004 the FestivaleDi Nostalgia in Porto Certo, Sardegna. From here they have been catapulted to various international performances. The year 2010 was a milestone in the band's career in Portugal, as they integrated the poster of the Concentração of Motas de Faro and launched the first commercial disc exposed in stores. Subsequently, they received several awards from the industry. In these 30 years they have given more than 5 thousand concerts, some more intimate, others of bigger dimensions.

Maria João Matos (Com. & Mkt. Director | SCML)

Communication and Marketing Director of the Santa Casa da Misericórdia de Lisboa since October 2016, when she began to accumulate functions with the post of Director of Communication of the Games Department of Santa Casa. She holds a degree in International Relations from Universidade Lusíada and a postgraduate degree in Marketing. She began her career as a researcher on the team of José Freire Antunes, writer and author of several research studies on Political History (1996). She was Key Account Manager of the Direction of Marketing and Sales at TAP Portugal Handling (2000 to 2002), Customer Relations Manager of the passengers irregularities service "Fale Connosco" at TAP Portugal (2002-2005) and Director of Marketing and Institutional Communication at Groundforce Portugal (Serviços Portugueses de Handling, SA),

between 2005 and 2008. She was Subdirector of Communication and Management of the Games Department Channel from January 2013 to February 2016.

Mariana Sanchotene (Director | Amsterdam Dance Event)

Independent consultant in international business development for live entertainment. She has over 20 years of experience in international touring, licensing and event implementation, working for companies such as Id & t, Stage Entertainment and Cirque du Soleil. Mariana is betting on the prospect of new business opportunities, shaping proposals, defining trade conditions or negotiating agreements. Owning a worldwide network within the industry, with a solid reputation, Mariana was instrumental in the international growth of the companies she worked for. With a strategic mindset and being an ingenious negotiator, Mariana has brought her know-how to companies seeking international growth through her ITYS company.

Mickael Carreira (Artist)

Pop-urban musician, Mickael has already released seven albums, several singles in portuguese and spanish, won 9 platinum awards, 6 gold records and continues to amaze the public with each new work. In 2014 Mickael is invited to join the jury of *The Voice Portugal*, the leading television talent show on portuguese television as one of the five-year fixed judges, as well as the mentor with the most accumulated victories. The success achieved took him almost from the beginning of his career to the most prestigious venues in Portugal: after years of exhausting the Lisbon Coliseums and Porto, Mickael advanced to the largest concert hall of the country joining almost 20,000 people in the Altice Arena. It has become one of the most renowned and influential Portuguese artists.

Miguel Silva (Culture Marketing Director | Red Bull Portugal)

Responsible for the Culture Marketing department of Red Bull Portugal, in the last 19 years. Music, dance, cinema, theater, performing arts, painting, sculpture and photography are his daily focus on professional terms. Its motto is: "Dream as if you were to live forever, live as if you were to die tomorrow".

Mundo Segundo (Artist)

MC, producer and former b-boy, but he is also an inescapable figure of Portuguese hip-hop and one of the most active ambassadors of the movement. He began to take its first steps in music in the 90's, and the almost 20-year career influenced many generations both artistically and socially. He was the creator of the Nova Gaia Hip-Hop Sessions where during almost ten years bands from north to south of the country were hosted in the old Hard Club, on the pier of Gaia. He is an integral part of the Dealema. However, the love of culture and the determination to raise hip-hop to the same level of other musical genres made Mundo Segundo also venture to the ground in mid-2006 with the debut album *S.O.M – Sólida Oportunidade de Mudança*. Then followed three mixtapes - *Mundo Segundo Vol. I*, *Mundo Segundo Vol. II*, and *Mundo e Each*, which are joined by numerous

appearances with the biggest names in national hip-hop, including Sam the Kid. In 2016 Mundo Segundo receives the award for Best National Artist at the Melhores do Ano da Nova Era gala, held annually at the Pavilhão Rosa Mota. Opening the year 2017 appears Sempre grato, an EP edited with the magazine BLITZ of January and that brings 7 original subjects.

Nuno Laranjo (Director | Expofacic)

Member of the Administration Board (Executive Director) of INOVA-Empresa Municipal de Cantanhede, responsible for the organization of the Expofacic event and the management of several public services delegated by the Municipality of Cantanhede since October 2017.

Paulo Magalhães (Artistic Director PMP Eventos / Choreographer)

Artistic director of PMP Eventos and choreographer, began his career early as a professional dancer in Portugal, and attended Pineapple Dance Studio in London. He was choreographer of great icons like Ricky Martin, Enrique Iglesias, Sergio Blas, among other international names. Paulo decided to found the PMP - Paulo Magalhães Produções 16 years ago due to the diverse requests, going from dancer to choreographer and today emphasizing for the artistic direction and creation of contents. The PMP every year is considered a leading SME and innovation. Paulo was the first Portuguese to take over the artistic direction of EDP Rock Street at Rock in Rio 2018. In addition to having already performed throughout Portuguese territory, PMP has participated in international events such as the Gala das 7 Maravilhas Naturais of Angola, productions in Italy, Russia, Nordic countries and Asia. For Paulo Magalhães the essential thing is "To create moments that awaken new emotions".

Paulo Santos (City Council | Faro Municipality)

City council of Faro municipality. For 17 years he has held positions at the local authority, first as a council and now as vice-president, he assumes responsibility for the roles of Culture, Communication, Public Relations, Image and Events, among others. Defending culture as an identity, he created, among others, Festival F, winner of 2 consecutive prizes of "Consumer Choice" (2016 and 2017) in just 5 years of existence. Fundamentally, Festival F is the standard-bearer of the nuclear premise with which culture itself faces: defending the past, with a view to the future. Paul believes in culture as an engine for education. A career based on the public service and based on an open, dynamic and avant-garde vision.

Pedro Souto (Director | MotelX)

One of the founders of the MOTELX - Festival Internacional de Cinema de Terror de Lisboa in which he has been director and programmer since its inception in 2007. He graduated in Cinema from the Escola Superior de Teatro e Cinema. His academic and professional experience includes several short films as a producer and cinematographer and has been an associate producer of the award-winning feature film *O Primeiro Verão*. He has a presence in major international film markets as well as several film festivals in which he has had also participated as a jury. He is currently

the Secretary General of the da Federação Europeia de Festivais de Cinema Fantástico, a 30-year-old institution that organizes the annual Méliès d'or competition for the best European short film.

Rita Pinho Branco (Mkt. Director | Ass. Mutualista Montepio Geral)

Director of Communication, Marketing and Channels at Montepio Geral - Associação Mutualista. She was also responsible for the Communication of Montepio Geral - Associação Mutualista and Caixa Económica Montepio Geral (Banco Montepio), in accumulation from June 2006 until September 2016 and Marketing Director of Caixa Económica Montepio Geral until 2015. She has several publications and digital platforms like Revista Montepio, Jornal Montepio Jovem, Revista VOA, Portal de Educação Financeira Ei – Educação, among others. She holds a Master's Degree in Communication Sciences - Strategic Communication Branch, by the Faculdade de Ciências Sociais e Humanas of Universidade Nova de Lisboa. She also holds a Postgraduate Diploma in Strategic Communication and Media Advisory from ISLA - Instituto Superior de Línguas e Administração - Lisboa and in International Relations, from the Instituto Superior de Ciências Sociais e Políticas and holds a degree in International Relations from the Universidade de Lisboa.

Ricardo Costa (Director | ArtCor Light)

Director and founder of ArtCor (1999), has 20 years of experience in the world of events. Since then he has been dedicated to the rise of this project and developing the themes: bar service for large events and more currently the Eco Cups for events.

Rui Costa (Director of Resources and Special Projects | Fundação de Serralves)

Worked as a lawyer and was Vice-President of the Municipality of S. João da Madeira, where he held - by appointment - administration/management or representation positions in various entities and was responsible for, among others, the area of culture and projects in area of creative industries.

Rui Pedro Dâmaso (Director | Out.Fest)

Associate director, musician, producer and programmer. He holds a degree in Philosophy, with a minor in Music, Culture and Society, at the na Faculdade de Ciências Sociais e Humanas of Universidade Nova de Lisboa. He is co-founder and co-director of Out.Fest - Festival Internacional de Música Exploratória do Barreiro, started in 2004, and of the deactivated experimental music publisher Searching Records, through which, in parallel with Out.Fest, he began his experience of organization of concerts. He is the president of OUT.RA - Associação Cultural. He is the author and manager of the *Unearthing The Music* project, funded by the European Commission under the programmes *Europe for Citizens* and *Creative Europe*, coordinating an international team dedicated to the collection of materials for an online database dedicated to experimental music produced in non-democratic regimes between 1950 and 1999.

Terry Costa (Director | Cordas World Music Festival)

Director of the Cordas World Music Festival, directed for 20 years live shows in Canada/USA, afterwards made a move to the island of Pico in the Azores, where he founded MiratecArts and presented more than 1600 artists from 59 countries in the last 6 years at various festivals, including the Festival Montanha Pico (January), Açores Fringe Festival (June) and e Cordas World Music Festival (September).

MODERATOR

Ana Filipa Nunes (Journalist | SIC/O Programa da Cristina)

Journalist, holds a degree in Social and Cultural Communication from the Universidade Católica Portuguesa, a Post-Graduate in Television from the Universidade Autónoma de Lisboa and a Master's degree in Political Science and International Relations from the Universidade Católica Portuguesa. Ana Filipa Nunes covered in Paris the Euro 2016 final where Portugal was European champion, and in Vienna of Austria she made a report on Natascha Kampusch, the Austrian child kidnapped at the age of 10 and kept in captivity for eight years. Here she signs several great articles such as the *Medicina (I)legal*, the *Contas da Ordem* or *Amores Reais*.

Carolina Valadas (Journalist | SIC)

Graduated in Social and Cultural Communication from the Universidade Católica Portuguesa de Lisboa in 2015. She joined SIC's economics department as a trainee, and then joined the Edição da manhã team. Currently works for the Edição da Noite, focusing mainly on issues of international politics and society.

Catarina Dias Ribeiro (Journalist | RTP)

Was born in Coimbra in 1989, but chose to study Journalism in Lisbon, at the na Escola Superior de Comunicação Social. The first contact with the television was in TVI and later in RTP, where she did professional internship. After a short passage through the written press, in the Impala group, she returned in 2014 to Rádio e Televisão de Portugal, where she exerts journalism in the area of culture.

Idevor Mendonça (Reporter | RTP)

Born on April 5, 1986 in Lisbon, he has a degree in Design with a master's degree in Graphic Design. His passion for cinema led him to study representation, and his television career began on Canal Q in 2010. In 2014 he won the casting and made his debut as a host on CC All Stars. In 2016 he moves to RTP and as a reporter in the *Praias Olímpicas* program. Since 2017 it is one of the faces of the weekly magazine *Sociedade Recreativa*, on display every Sunday at RTP.

Iryna Shev (journalist SIC Notícias / Expresso)

Writes about her country of origin - Ukraine -, reports on TV about culture and presents two programs on music. Tour the festivals from north to south of the country for many years in leisure and there are three on job. Studied Social and Cultural Communication at the Universidade Católica Portuguesa.

Joan S. Luna (Journalist | MondoSonoro)

Spent more than fifteen years focused on his career mainly in music articles. His texts have appeared in several publications, from supplements of newspapers such as *El Mundo*, to international music magazines, through collaborations with *Los 40 Principales*, *Play*, *Rockdelux*, *Time Out*, *Europa* and many others. In the mid of 90s he became co-director at *MondoSonoro*. He has several works published and since January is co-director and host of the radio show "Nuevo Ruido / New Noise" on Radio Primavera Sound.

Marta Leite Castro (journalist N360 / RTP)

She began her experience 18 years ago while still studying Law, as a Journalist Multimedia, in the NTV, the current RTP 3. Here she worked as a journalist, image operator and video editor. Two years later, he became RTP's national and international reporter. She also added, three years ago to this whole experience a degree in Business Communication to make the change within the television for business content. While studying, she created Network Negócios, which still presents and works on content. Along the way, she amplified the digital, founding the N360, a digital platform of business stories. Creativity, innovation, novelty, video, editing and content are a constant part of her daily life.

Sara Lima (Reporter | RTP)

Has a degree in Communication Sciences and has worked in television for 4 years. She is a social media manager and digital reporter at RTP, with frequent attendance at summer festivals.

PITCHSTAGE

SPEAKER

Adriana Pedret (Director | Exhib)

Exib – How to put music and artists in the lusophone and hispanic countries?

Cultural Manager, with a special passion for the musical management of the Ibero-American space and with 30 years of uninterrupted experience. Studied Sociology with specialization in Cultural Management. She was the founding director of the Instituto Cultural Brasil Venezuela and for six years she was director of the Festival do Brasil em Caracas, experiences that led to receive the Ordem Nacional Cruzeiro do Sul do Brasil. She has worked as a communication and cultural

marketing manager in several institutions and as a producer of shows between Latin America and Spain. She currently directs the Exib Música in Spain and is the editorial curator of the digital magazine Pura Mestiza, while promoting other projects of the Iberoamérica Musical platform.

Ana Loureiro (Communication Director | EGF)

Ecoevents – What can festivals do to become more sustainable?

Graduated in Communication Sciences from the Universidade Nova de Lisboa, a post-graduate degree in Public Marketing from Instituto Superior de Comunicação Empresarial and several technical training courses in communication and environment. She is the Director of Communication and Image of the company EGF - Environmental Global Facilities, since April 2016. Specialist in environmental communication, received the award of Communicator of the Year 2012 awarded by APCE - Associação Portuguesa de Comunicação Empresarial and other communication awards; is an active member of national and international organizations, where she participates regularly in conferences, meetings and partnerships. She is part of the working group that actively promotes the closure of the world's 50 largest bins, a cause that she embraces with additional motivation in close connection with the ISWA Scholarship Programme. She is also one of the experts at D-Waste, an entity through which she has published texts and reports on environmental communication and waste management, among which the publication *Reciclagem: Como Implementar Campanhas de Comunicação de Sucesso*.

Bernardo Capucho (Founder & CEO | Give me 4)

Give me 4 – Where even the attendees are volunteers

Professional in the area of events and congresses since 1992, he founded the project GIVE ME 4 in Portugal. Since 2006, Bernardo has served as general director of the company B Positivo - Agência De Eventos, Lda. He is a business consultant in the area of events and congresses in Portugal and Angola. In all the companies he went to, he developed and promoted social responsibility projects. Since 2004 he has been a university lecturer and guest lecturer in the areas of Organization and Event Management. He was involved in the organization and production of some of the biggest events held in Portugal such as Expo 98, Estoril Open, UEFA Champions League Final, Music Festivals, Volta a Portugal em Bicicleta, Volvo Ocean Race, Laureus Awards, Surf World Championships, Conferências do Estoril, Cinema festivals, Concerts, Galas, Congresses and Summits. He is a Presenter of the Concurso de Ideias de Negócios, the Concurso Escolas Empreendedoras, the Orçamento Participativo de Cascais, among other experiences.

Dulce Alves (Mkt. & Ext. Relations Coord. | Academia de Música de Alcobaça)

Academia de Música de Alcobaça – Cistemúsica, Gravíssimo! And how festivals communicate to niche audiences)

Graduated in Law from Universidade Nova de Lisboa and worked in the legal area for almost a decade, after a sabbatical period in two continents as disparate and surprising as the African and American, for then returning to the origins and embrace a cultural project. She has been coordinator of marketing and external relations for the Academia de Música de Alcobaça since 2015. She increasingly sees culture as a reflection of an identity, "a weapon for civility and an instrument for happiness".

Eduardo Jordão (Director | Festival Artes à Vila)

Artes à Vila – Heritage, music and culture (2nd edition)

Graduated in Business Management and has also completed courses such as professional specialization in Management of Organizations and Cultural Projects by Cultideias, Creativity for Managers by Iapmei, Executive MBA in Marketing and Events Management by Escola Gestão e Negócios UAL, Gestão e Production of the Arts of the show by ForumDança and numerous formations by the Fundação GDA. After collaborating with the Fundação Calouste Gulbenkian in Scene Direction, he has executive produced numerous events such as Rhyme Book Sessions at Teatro do Bairro, RockInternacional SB at Paradise Garage, Canta o Galo Gordo at Teatro Aberto, Festival MIL, Festival Artes à Vila. He has been invited as an artistic consultant to some record editions and editor of several albums. Collaborates actively in the management of national and international artists in diverse musical styles, promoting Portuguese music.

Florabela Borges (Managing Director | Multidados)

How to give numbers and make a festival tangible?

Graduated in Marketing Management from IPAM and specializes in understanding the consumer and market research. Entrepreneur and specialist in statistics and research has 20 years of career in this area and has since been responsible for marketing one of the leading companies in national market studies. In her course already has 15 years of statistical field, in the biggest and best festivals and national events, to collect evaluation of satisfaction of visitors and notoriety of the brands associated with the events.

Francisco Pereira (Founder & CEO | All Music Fests)

All Music Fests – The dream of having festivals around the world on a platform

Graduated in Social and Cultural Communication in the Digital/Interactive variant by Universidade Católica Portuguesa. In 2012, he took the *Curso Intermédio de Indústria Musical* at Restart and most recently in 2018 he joined the *Programa de Aceleração de Startups* at the Fábrica de Startups. He worked most of his professional life at MillenniumBCP but was always connected to journalism and

music. For over 10 years he has collaborated with the Altamont music website as a journalist, photographer, publisher, accreditation manager and DJ. In 2014 decided to found the All Music Fests, a website about music festivals around the world. Every year he goes on average to 5 festivals, 1 of them abroad.

Inês Oliveira (Producer | Sou Quarteira)

Sou Quarteira – The way to one more edition

Designer with more than 10 years of career experience between Porto, Lisboa, Paris and London. She currently lives in London. In the past years, she has focused on understanding how brands, systems and people behave, helping companies identify problems and business opportunities. Opportunities that have resulted in products and / or services for some of the most reputed organizations worldwide, including: Airbnb, Adidas, BBC, Barclays, Universal Records.

Irina Grade (Head of Operations Lisbon | Glownet)

Glownet – Cashless solutions for events

Is a seasoned events professional and cashless events authority. Her experience spans more than 100 successful cashless projects, including for clients such as Sonar, Popload, Kappa Futur Festival, Monte Verde and Bons Sons. Her background in the live events industry (former Operations Manager for Festival Forte, amongst others) means that her expertise is qualified by real-world understanding that positions her at the top of her field.

Isabel Solano (Head | Fever Originals)

Fever – How to use data to create better events

Started her career at Amazon, where she got a faster route and became the youngest team leader in the world, managing a retail team in two countries: Italy and Spain. She then joined Fever, where she leads the Fever Originals team: the business unit that creates unique experiences based on insights and data in all the different cities where Fever is present.

Joana Gorgueira (Project Manager | Associação Salvador)

Associação Salvador – How to improve the experience of people with reduced mobility at festivals?

Project Manager in the area of accessibility of Associação Salvador, has a master degree in Marketing and experience in companies such as REN and NOS in the areas of social responsibility, events and marketing. Believes that it is important to work for a different world and asks which way we should do, as a society, to really talk in a Portugal accessible to all? Does a person with reduced mobility have complete freedom to go to a concert, a festival, or a simple party? Are we really prepared?

Luís Monteiro (Director | A Palhinha de Massa)

A Palhinha de Massa – Sustainable solutions for events and induction of new behaviors

An entrepreneur who dealt early in life with the environment and environmental concerns when, playing on the beach of Carcavelos, often found himself taking bits of tar that were sticking to his feet. With a solid background in business management, he currently runs a company that is dedicated to supporting entrepreneurs and investors to boost their business and investments. Environmental, sustainable and impactful projects are another of its strengths, also leading the project A Palhinha de Massa, which aims to sensitize each one of us to change habits of consumption of plastic, a straw at a time.

Naomi Guerreiro (Producer | Sou Quarteira)

Sou Quarteira – The way to one more edition

Graduated in Social Service; After working in several areas it is in Production that she found her passion. She presides over the association Beyond, creator of the "Movimento Sou Quarteira", manager of the artist Dino D'Santiago and more recently works for the Polish agency VerdeMusic where she is responsible for booking Portuguese-speaking artists for the musical circuit of Northern Europe.

Paulo Fonseca (Legal Department Coord. | DECO)

DECO – Consumer protection in the experience of a festival

Coordinator of the Legal and Economic Department of DECO. He simultaneously represents consumers in various advisory bodies of Regulators and Authorities, integrating various groups of stakeholders at national and international level. He has represented DECO and Portugal in various advisory groups at European level in the areas of Energy, Digital Market and Contracts. His work is directly linked to Consumer Rights, with a special emphasis on the digital market and essential public services. It also acts as an expert with the European Economic and Social Committee in several opinions. Graduated in Law by Universidade de Lisboa in 2002, having also exercised, later advocacy. He has collaborated with DECO since 2006.

Ricardo Mexia (Public Health Doctor | INSA)

Health at mass gatherings: regulations to be implemented

Public health doctor, medical epidemiologist. Has research objectives in the areas of public health, epidemiology. Special interest in public health in mass meetings. Specialties: public health, consulting, health management, IT applied to health, GIS.

Rodrigo Esteves (Marketing Director | PortInsurance)

New insurance solutions for promoters and public that purchases tickets for events

Graduated in Marketing Management and with more than 20 years of experience in marketing positions in multinationals from various sectors and in areas such as brand management, brand activation, sponsorship management and customer experience. Stands out in the activation of brands as the main sponsor, namely in major sport events such as the Volta a Portugal em bicicleta. He is currently marketing director of PortInsurance, a specialist in protection solutions for individuals and companies, highlighting the ability to develop products suitable for various market segments, such as insurance related to ticketing and insurance solutions for event organizers and their participants.

Rui Fernandes (CEO/Co-founder | BusUp)

More mobility to the festival-goers

With more than 10 years of experience in the implementation of international consulting projects in the retail, automotive, logistics and transportation sectors, Rui Fernandes is a successful businessman, CEO and specialist in business development, operations and strategy. After completing his studies in Industrial Engineering at the Instituto Politécnico de Lisboa in 2002, and a Masters in Operations and Plant Management two years later at the Universitat Politècnica de Catalunya (UPC), he gained his multinational and international experience at INDRA where he worked seven years as a Logistics and Business Consultant. During his two years of experience at IESE Business School, acquiring his Executive MBA, Rui started his entrepreneurial career with the launch of Terras de Portugal (2011), becoming rapidly the main distributor of Portuguese wines in Spain and Andorra. As CEO and co-founder of BusUp, he is responsible for designing and executing Corporate and Growth Management strategies, building a team of highly motivated professionals and designing and managing the operational structures that will make BusUp the world market leader in services of search of buses of transport to events.

Vasco Durão (director | Guitarras ao Alto)

Guitarras ao Alto – Musical Expression in Alentejo and presentation of 2019 edition.

Professional in the communication world for 20 years, from writer to communications strategist, in 2013 Vasco Durão moved to Alentejo (Estremoz) with his family. Incurable music lover, one day he imagined that he could put together an exclusive and original music spectacle in the Alentejo. And so the Guitarras ao Alto was born.

SCIENTIFIC PRESENTATIONS

SPEAKER

Gonçalo Trindade (thesis, ISCTE-IUL, 2017)

Leveraging brands at music festivals: NOS Alive sponsorship

Master in Marketing from ISCTE with the publication of his thesis in the area of sponsorships in musical events. He has a keen interest in music and the interaction of brands with their consumers. Began his career at EDP Comercial where he helps manage a health service, being challenged by continuous improvement and customer focus.

Inês André (thesis, ESCS, 2017)

The consumer experience at niche music festivals

Uses to say that because she is right-handed, she always ends up giving more chance to the right side of the brain. The areas of creativity have their own gravitational force to act on Inês and she limits herself to make a movement of translation and rotation on them. Because she likes to put how much she is into the minimum she does, denotatively or connotatively are noticed her references in her work, are they heavy metal, movies, books or her grandparents.

João Costa (paper, FBAUL, 2018)

Composite plastics in the circular economy: possibilities for festivals'

Graduated and master in Industrial and Product Design by the Faculdade de Belas-Artes de Lisboa, João Costa is currently Product Design Assistant and FabLab manager at the same faculty.

Rita Prates (thesis, FBAUL, 2018)

The punk-rock effect: an archive of the role of music in the expression of design

Studied Architecture at the Faculdade de Arquitetura in Instituto Superior Técnico de Lisboa, a course that interrupted after the conclusion of the second year. She then entered Communication Design at the Faculdade de Belas-Artes da Universidade de Lisboa. She became a master in Typographic and Editorial Contemporary Practices by the same faculty.

Rodrigo Ferreira (thesis, Universidade do Porto, 2018)

Strategies for internationalization of music festivals

Graduated in Social Communication - Habilitation in Advertising Propaganda at Universidade Federal do Espírito Santo (UFES) in Brazil, and a master's degree in Marketing from the Faculdade de Economia da Universidade do Porto (FEP), where he developed his thesis on the subject *Strategies for internationalization of music festivals*. He currently works as a marketing producer on the Portuguese edition of MIMO Festival

Tatiana Ribeiro (paper, ISCTE-IUL, 2018)

Creating shared value in Rock in Rio business model – an evolution study

Graduated in 2013 from the Faculdade de Letras da Universidade de Lisboa (FLUL) in the Arts and Humanities course. She completed her master's degree in Cultural Management and Study with specialization in Cultural Management at ISCTE-IUL in 2015 with her dissertation *The Rock in Rio business model: an exploratory perspective*. She has been developing studies related to the creation of shared value in the Rock in Rio music festival. Tatiana Dinis Ribeiro still maintains her connection to the Universidade de Lisboa, collaborating with the Centro de Estudos de Teatro of FLUL from 2017 until now.

WORKSHOPS

THEME

Rumos Serviços – Data protection: application of the new regulation and legal regime for entities associated with cultural activities

Carlos Figueira

Specialist in Business Processes and Data Protection and Management. He has been part of Rumos since its founding in 1992 always been linked to the Management and Business areas. In 2013 it founded BPM Conference Portugal.

João Leitão

Senior consultant in performance and data protection, who began his journey in IT in 1985. During his professional career, he had the opportunity to go through complementary areas, related to analysis and development, databases and infrastructure management. Since 1993, as a trainer, he has been providing training and workshops in the areas of databases and programming. He recently returned to Rumos for Enterprise Architecture, integrating Rumos Serviços Business Intelligence & Analytics team.

See Tickets - How to sell out my events, shortly and all by myself (Arenal Sound – case study)

Antoine Biehler

Managing Director of See Tickets in Spain and Portugal, one of the largest ticketing company worldwide, owned the entertainment French company VIVENDI (Universal Music, Havas, Canal+,

Gameloft, amongst other major companies) He has more than 10 years of experience into the Entertainment Business with a large focus on Music and Ticketing. From his personal event production companies to his professional path, Antoine has been working in some different developed markets/countries. These experiences gave him the chance to work and have contact with some of the best event management technologic companies. Thanks to this knowledge he is constantly working in order to help promoters and festival owners to sell more tickets, faster and worldwide, while improving the access control strategies on the day of the event and online customer journey.

SA365 - Music didn't kill the data star! – The digital communication in music and festivals

Margarida Pinto

Head of Operations at the agency SA365, storyteller and obsessed with BI, she currently lives in Porto, where she thinks and executes digital marketing strategies for brands and hearts of friends. Curious eclectic, with a natural talent for asking questions, Margarida believes that all fields of knowledge are connected; which helps achieve "killer" relationships between audiences, goals and brands. Innovation and creativity take a leading role in her life. When she's not working, she's closing her eyes on concerts or listening to records.

Maria Manuel

Account Manager and Ninja Producer at agency SA365, crazy about tattoos, budgets and very loud music. Maria Manuel studied cinema, did master's degree in Creative Industries Management, worked as a producer of festivals and had her own agency for narrative of transmedia music. She loves German expressionism, Tarantino and Grindhouse films. She cannot live without music and dance whenever she can. She is continually waiting for a world with more stories.

Mariana Faria

Account and Project Manager at SA365, believes in turning magical ideas into reality. Studied Marketing Management, although her work experience has been mainly on the client side, she is now living the most exciting part of the agency. She is people-oriented, passionate about solving problems as she learns and focuses on good execution. Cooking while listening to her playlists is her therapy. Photographing people and places is her inspiration.

WDB Management – How to sell my show and/or artist internationally?

José Manso

Formed in hospitality, he first contacts the world of electronic music as director of a hotel group that owns several hotels, restaurants and nightclubs. In 1990 recognizes the emerging trend in Europe that private events have to invite DJs playing a genre of music from the US, House Music, and kicks off his experience in the area by hiring local DJs. In February 1994, when he realized the volume of requests he received to hire international DJs, José Manso created WDB Management. In Switzerland, he is director of the MAD Club between 1996 and 2001 and takes on the role of artistic director of the UNITY Festival (which took place during the Street Parade of Zurich) in 1996, '97 and '98. Later, José Manso, through WDB Management, ends up being responsible for the passage of the biggest DJs producing electronic music in Portugal, taking over the artistic direction, production and co-production of the biggest clubs and electronic music events in Portugal. Celebrate Life Entertainment SARL was created by José Manso in 2014 to respond to these requests for production and co-production of events. WDB Management entered the Brazilian market in 2007 through a partnership with a local producer based in Belo Horizonte, and since 2013, José Manso and WDB Management are also present in the new Asian market.

EXTRA ACTIVITIES

THEME

“Refrão” (Exhibition)

Hugo Adelino

Studied Optometry and Vision Sciences at the University of Minho, but nowadays he focuses his time in the field of photography. This, which began as just a hobby, quickly gains importance in his life from the moment he allies it with another passion, music. Being an adept and regular frequenter of concerts and festivals, he begins to photograph them for several online publications from 2012, having so far had the pleasure of photographing dozens of festivals and hundreds of concerts. He currently works as a freelance photographer and is a permanent contributor to Wav Magazine.