



CREDITS: JOÃO AZEVEDO

# TALKFEST'20

INTERNATIONAL MUSIC FESTIVALS FORUM

11.-14.  
MARCH  
LISBOA PT

**TALKFEST**  
13.MAR ISCTE-IUL

**IBERIAN FESTIVAL AWARDS**  
14.MAR SALA: SUSPENSO LISBOA

CONFERENCES.  
WORKSHOPS.  
PRESENTATIONS.  
PITCH STAGE.  
LOUNGE & NETWORKING.  
1-TO-1 MEETINGS.  
DOCUMENTARIES.  
VOX EXPERT.  
CONCERTS.  
AWARDS.  
LIVE ACTS.



## CONFERENCES

### KEYNOTE SPEAKERS

#### **Gaby Salaverry (Marketing Director | LastTour)**

He has a Law degree from Universidad de Deusto and an MBA from IESE Business School - University of Navarra. Since 2011, he has been marketing director for Last Tour, Spain's largest entertainment company. Last Tour promotes some of the most important festivals in Europe, such as: Bilbao BBK Live, Azkena Rock Festival, BIME and Donostia Festibala.

#### **Marisa Márquez (Marketing Director | Live Nation Spain)**

Has a long career and experience in marketing, communication and business development. She was an active part of the digital transformation of all areas in your professional experience. She's graduated by the Universidad Complutense de Madrid in Media, Planning and Media Purchase. She has been playing an active role in several middle companies and has been, since 2016, Marketing Director of Live Nation Spain.

#### **Ricardo Mexia (Director | ANMSP - Nat. Association of Public Health Physicians)**

He is a public health doctor in the Department of Epidemiology (DEP) of the Instituto Ricardo Jorge and president of ANMSP - Nat. Association of Public Health Physicians. He is a guest assistant in preventive medicine and epidemiology at several medical schools. He is also president of the board of the General Assembly of ALIMENTA - Associação Portuguesa de Alergias e Intolerâncias Alimentares.

### SPEAKERS

#### **Alicia Toboso (New Business Development Director | PRISA Radio)**

Has built most of her professional career in the music industry, working for major international brands. Primarily on television at MTV, where she directed the art department as Talent & Music Manager. She also made part of the production of major national and international events such as the MTV Europe Music Awards. She is a music consultant for other international companies such as Fox International Group or Vodafone, always linked to entertainment projects, live music or contented branded actions. She currently also directs Prisa Radio's Business Development department for the different LOS40, LOS40 Classic, LOS40 Dance, DIAL, RadiOlé and SER broadcasters.

#### **Álvaro Diez (General Secretary Instituto Autor | SGAE)**

Is the Secretary General of Instituto Autor, a research center focused on copyright and related rights of the Sociedad General de Autores y Editores (SGAE). He holds a bachelor's degree in law, business administration and a master's degree focused on intellectual property rights from Universidad Autónoma de Madrid, as well as he holds a postgraduate degree in advance managerial development from Escuela de Negocios ESIC. He is a founding member and president since 2005 of the electronic music association 3KSC. Author of numerous publications related to

## **TALKFEST'20 – INTERNATIONAL MUSIC FESTIVALS FORUM | BIOS**

the legal and business aspects of cultural industries, university professor and regular speaker in international forums on these matters.

### **Anjos (Music Artists)**

Nélson and Sérgio Rosado did their best to make the old dream of singing together come true. In 1999, the Anjos appeared on the Portuguese music scene and became a huge phenomenon of national popularity and sales with a huge exposure on television, radio, press and concerts throughout the country. In late 2018 and after the theme "Eterno", which Sergio Rosado composed to dedicate to his wife in the middle of the church and whose video of the moment went viral running the world, the Anjos, at the request of many fans, decided to enter the studio again and record this theme that was 7 consecutive weeks in 1st place in the Top 25 of RFM. 2019 is then the celebration of the 20 years of career of this unique band that remains a huge success in the Portuguese music scene.

### **António Severino (Vice-President/Director | Gavião Municipality & Beat Fest)**

He is a Food Engineer graduated from the Escola Superior Agrária do Instituto Politécnico de Beja and Vice-President of the Municipality of Gavião. In 2013 he assumed the vice-presidency of the Gavião Municipality, replacing and assisting the president in his absences and accumulating the direct responsibility of the areas of Culture, Sport, Youth, Associativism and Tourism, among others. He is responsible for the development of various cultural projects in the municipality, including the Beat Fest Festival, created in 2017.

### **Carlos Pedro Pereira (Head of Brand & Sponsorships | Galp)**

With a Master degree in Marketing Management from ISCTE. Began his work in the world of advertising in 2000, when he joined the portuguese branch from the Leo Burnett's multinational agency. Interestingly, the first account where he worked at the time was Galp Energia. Five years later, he joined the Portugal Telecom staff, as Marketing and Communication Manager of the brand USO. Among many other professional experiences, Carlos became the new Galp's Head Of Brand and Sponsorship, taking over coordination of the brand's management and sponsorships in the Marketing and Communication Department.

### **Diogo Braz (Artistic Director | Festival Carviçais)**

He is the Artistic Director of the Festival Carviçais, responsible for its organization since 2018. About his academic career, he is a university student at the Faculdade de Ciências do Desporto e Educação Física of Universidade de Coimbra and Coordinator of the Professional Outlets Departments at the Núcleo de Estudantes de Ciências do desporto e Educação Física of Associação Académica de Coimbra. At the same time is Director of Communication and Marketing of Associação de Futebol de Bragança, Professional Trainer.

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### **DJ Ride (DJ/Producer)**

He is many things. It's half of the Beatbombers with Stereossauro. He is the scratch world champion (2011 and 2016). He holds six national champion titles. He is a DJ capable of rocking parties of any size. He is a sound designer and producer with several EP's and three albums on his resume, "Psychedelic Soundwaves", "Turntable Food" and "Life in Loops". He is a dedicated digger, as the *Discos Perdidos* documentary shows. He is a pioneer, a fact that can be justified, for example, with his show *Pixel Trasher*. Ride is really many things. But one is enough to define it as deeply and simply as possible: Ride is passionate about music.

### **Eduardo Cintra Torres (Opinion maker/Teacher | Correio da Manhã/UCP/ISCTE-IUL)**

Holds a doctorate degree in Social Sciences, with specialization in Sociology, from the Instituto de Ciências Sociais of Universidade de Lisboa. He is Assistant Professor at the Faculdade de Ciências Humanas of UCP and Invited Assistant Professor at the Escola de Sociologia ISCTE-IUL. He has authored 19 books and dozens of scientific articles and book chapters and has been a journalist since 1983. He holds also a position as a critic and opinion maker at *Correio da Manhã*, *Sexta* magazine and CMTV. He's a member of PEN Clube Português.

### **Francisco Madelino (President | Fundação INATEL/Ciclomundos)**

Economist, teacher at ISCTE - Instituto Universitário de Lisboa, and president of the general council of IPS (Instituto Politécnico de Santarém). He has served as chairman of the board of directors of the Fundação INATEL. Researcher and consultant, with several works carried out, and published, in the areas of employment, professional training, macroeconomics, sectoral economics, social economics and local economics, social security and Public Administration, carried out within the scope of ISCTE (including IPPS) and the Centros de Investigação DINAMIA (Centro de Estudos sobre a Mudança Socioeconómica) and PROACT (Unidade de Investigação e Apoio ao Desenvolvimento Local) and the consultancy Espaço e Desenvolvimento.

### **Francisco Rebelo (Guitar player / music producer Orelha Negra)**

He began his musical training at the Escola de Jazz do Hot Club in 1991 and, between 1999 and 2003, worked as a sound technician and show producer at Galeria ZDB. He formed the Cool Hipnoise in 1995 and the Spaceboys in 2000. He has participated as a bassist in recordings and concerts with Aline Aline Frazão, Sam the Kid, Valete, Nástio Mosquito, Cacique 97, Micro Audio Waves, Mind da Gap, Boss AC, Rádio Macau, Bezegol, Nuno Rebelo, Black Company, among others. He has also produced several works in the advertising area at the *Nascer do Som* studio in Lisboa.

### **Francisco Ribeiro (Director | Storm Productions)**

Has a degree in Economics from the Universidade de Lisboa and a postgraduate degree in Advertising Communication. He is the production director of several events at Altice Arena, Campo Pequeno, Coliseu do Porto, Coliseu de Lisboa as well as responsible for the booking area of Grupo Chiado, with the responsibility of several artists. He is also since 2017 the production director of the North Music Festival, functions that he accumulates with the position of director of *FearLessTendency* Ida (Storm Productions).

### **Gil Belford (General Manager Iberia | Fever)**

Gil Belford, nascido em Lisboa, é atualmente o General Manager Iberia na Fever, a startup de descoberta de entretenimento. Na Fever, foi responsável pelo lançamento do mercado português e atualmente gerencia os mercados português e espanhol. Gil foi anteriormente COO no Hole19 e VP de Crescimento Global no gigante de tecnologia alimentar Zomato.

### **Gil Correia (Creative Director & Head of Digital | MSTF Partners)**

He is Creative Director & Head of Digital at MSTF Partners, Portugal's most awarded agency, and is responsible for communicating festivals such as Neopop, Lisb-On, Meo Sudoeste, Meo Marés Vivas among many other clients. He is also a partner of the promoter and publisher of electronic music Bloop Recordings, a major driver of the afternoon performances phenomenon in Lisbon.

### **Gonçalo Camacho (CEO | Summer Opening)**

Has 41 years old and was born in Funchal. He is CEO and Co-Founder of the Summer Opening festival, one of the biggest summer events in Madeira.

### **Gonçalo Miranda (Artistic Director/DJ | Dreambeach Festival)**

An overwhelming personality such as Gonçalo's indisputably gives results. The Portuguese, nowadays settled in Ibiza, is a restless mind as he has proved during his career. During 8 years he has been the key behind great revulsion of Andalusia's electronic scene from what was his base of operations, the capital of Seville. His partnership with this autonomous community is tight and productive. He became Creamfields Andalusia's official DJ in 2009, and Dreambeach Villaricos' official DJ and artistic director from 2012 onwards. Dreambeach Villaricos has become one of the most important festivals in Europe over the last years. This year he celebrates his 20th anniversary in the industry by developing an extensive and solid tour under the concept of "20 Years Raving" which will lead him to perform at some of the best clubs in the world, showing that his ever-rising career has no limits.

### **Joaquín Costa (Co-founder | Casfid)**

Born in Alicante (Spain), is graduated in Telecommunications Engineering from the Instituto Politécnico de Valencia. He holds an MBA degree from the Universidad Europea. Throughout his career, he has worked in important multinational companies, in positions related to marketing and brand image. These works allowed him to know about live music industry. In 2014, Joaquin and his partner, Javier Juanes, founded CASFID, the global provider of technological services for all kinds of events.

### **Joaquim Diogo (President | Crato Municipality/Festival do Crato)**

He was born and resides in Crato, the land that saw him born and grow and that he likes very much and defends with great intensity. Likes Music, Sports and Travel. Degree in Administration Advisory from the Instituto Politécnico de Portalegre and holder of the Autarchic Training course. He embraced the political cause in 2013 and four years later he became Mayor of Crato. He is responsible for organizing the Crato Festival since 2018.

### **Lena d'Água (Music artist)**

She debuted as a vocalist in a band - the Beatnicks - in 1976. Recorded two albums for children - Qual é Coisa Qual é Ela? (1979) and Ou Isto ou Aquilo (1992) and several others: Sem Açúcar (1980), Perto de Ti (1982), Lusitânia (1984), Terra Prometida (1986), Aguaceiro (1987), Tu Aqui (1989), The Songs of the Century (1994), Always, live at Hot Clube (2007), Carrossel (2014) and Desalmamente (2019). Edited a book of poems from his youth, A Mar Te (1984) and another about her Father - idol of crowds in the 50s - José Águas o Meu Pai Herói (2011). She is currently preparing her biography.

### **Luís Represas (Music Artist)**

He is a Portuguese music artist with a long career. He founded the band Trovante in 1973 together with João Gil, João Nuno Represas, Manuel Faria and Artur Costa, which later joined Fernando Júdice, José Martins and José Salgueiro. This was a reference group of portuguese popular music after April 25th, and in which he remained a singer until its break up. The band broke up in 1992, and Luís Represas began a solo career. Currently has 14 albums edited individually, and perform throughout the country.

### **Luís Salgado (Founder | Amazing Events/Vagos Metal Fest)**

Founder of Amazing Events. Is the head of the company that promotes the Vagos Metal Fest festival, since 2016. With a wide path in the promotion of emerging bands and well known to the public most affected by rock and its variants, in 2020, he will embark on a new adventure with its latest creation - SoundFlower Fest.

### **Luís Soares (Int. Marketing Manager | Rock in Rio)**

Is a creative and passionate Marketing professional currently working as International Marketing Manager at Rock in Rio Lisboa. He also serves as curator of the Digital Stage, a stage dedicated to digital influencers and online talents. Master in Events Marketing and Management from London Metropolitan University and Bachelor in Tourism, Leisure and Heritage, from the Faculty of Arts of the University of Coimbra. Prior to joining Rock in Rio, he worked for multinationals such as the United Talent Agency (one of the largest talent agencies in the world) as well as Sony Professional Europe and China Business Network.

### **Manuel Osório (Director | Wine & Music Valley)**

Graduated in Management from the Universidade Portucalense, Manuel Osório also has an MBA in Strategic and Business Management, in addition to other types of training in which he has been investing throughout his career. At the beginning of his professional activity he was an accountant and TOC in several companies until 2018, when he became CEO of three companies: Castas e Pratos, Luxury Composition and Wine & Music Valley. This last one being the first wine-inspired music festival in the Douro region.

**Nathalie Costa (Clipping, Social Media, Planning & Audience Director | Mediamonitor)**

Holds a degree in Social Communication from the Instituto Superior de Ciências Sociais e Políticas, joining MediaMonitor in 2006 as PlanView Product Manager. In 2008 takes over the coordination of the Planning and Audience Department, and in 2010 is also involved in the area of sponsorship evaluation reports. In 2017, Nathalie became Director of the Planning and Audience Department and the Clipping Department and in 2018 she became also responsible for the Social Media Explorer area.

**Nuno Gomes (CEO | Braver Media Group/ RFM Sonmii)**

Graduated in Economics, he began his professional activity in Financial Consulting, namely in investment projects, business plans and mergers and acquisitions. He was invited to assume the role of General Director, but it is in 2016 that the Braver dream begins. Among the brands of the Braver Media Group, MOT stands out (events producer) and includes RFM SOMNII and Afronation.

**Paulo Silver (CEO | New Collective/ Revenge of the 90's)**

Was born in Faro and lived in Portimão until he came of age and went to Évora to study Computer Engineering. Doesn't finish the course and in the second year he decides to go to Lisbon to take a course in ACT. It is when he graduates that he starts working on television and chooses to settle down as an actor in Madrid, where he discovers the world of events. However, it is on a fortuitous trip to London that he discovered RebelBingo, an event that has impacted him to the point of taking him to Spain and turn it into a national phenomenon (with a tour of 22 Spanish cities). A year later, Lisbon and 12 other cities follow, eventually bringing this success to Rio de Janeiro, São Paulo, Los Angeles, New York and Shanghai. While living in Brazil, New Sheet gained wings and took off in Lisbon, so he decided to return to Portugal where he created events such as Battle Royale, Push the Button, Rebell Village (one of the largest finalist trips in the country) and Revenge of the 90's where he is also one of the leading artists.

**Pedro Pina (City Council | Setúbal Municipality)**

With a degree in Social Services from the Instituto de Serviço Social de Lisboa, he has been a city council in the Setúbal municipality since 2012 in the area of Culture, Sport, Social Rights and Youth.

**Tiago Cortez (Executive Director | Cofina Eventos)**

Entrepreneur in the Media area, he started his career as an economic journalist and at the age of 24 he launched the negócios.pt website and later the Jornal de Negócios (print version). Later he launched other projects such as the magazine Prémio and the free economic newspaper OJE. He currently leads Cofina's events area, a business area that organizes projects for the company's various brands, as is the case with dozens of events linked to the Jornal de Negócios, but also very different events, such as wines, gastronomy, exhibitions, even one of the main spaces for family entertainment in the summer, in the Lisboa region: Splash Seixal.

**Tiago Fonseca (Head of Sales & BizDev | See Tickets)**

Firm that any business relationship should not start on the basis of numbers, he specialized in the strategy of opening demanding markets in terms of human relations. With a strong background in the area of Management and HR, he believes that the development of any business is as strong as the initial experience among its interlocutors.

**Tiago Silva (Director | Festival Iminente)**

He began his academic career in Sports Management at Instituto Superior da Maia, but soon realized that the area that really interested him was the production of events, so he joined a course at Restart. Since then he's been all over the place. He was production assistant at Indie Lisboa and Everything is New, production manager and team leader, manager at Underdogs Art Store, studio director of Vhils in Hong Kong, among others. He currently teaches the Planning class at the Events Production Course at Efic and is director of the Festival Iminente.

**Vitor Batista (Director | Atmo Sensation/Festival do Atlântico)**

From an early age he showed strong aptitude for numbers and for the area of entertainment. Having developed the area of Accounting and Finance in its academic aspect, area that developed and applied in business management and consulting in the traditional market. But it was in 2011 that he started one of the most ambitious projects of his career to date, founding Atmo Sensation, and with it a set of events and initiatives of reference throughout the Central Region and even at the national level. The meticulous, innovative and dynamic way that Vitor Batista faces each challenge ends up impressing a pace of innovation and care to every initiative little seen before in this type of business.

### **Ana Batalha (Journalist | Jornal de Negócios)**

She is a journalist at Jornal de Negócios, where she is mainly dedicated to the areas of companies and markets. Previously, worked at the online newspaper Eco and, as a graduate, she has a master's degree in Gestão from Nova SBE and a degree in Ciências da Comunicação from the same university.

### **Ana Martins (Journalist | Rádio Comercial)**

Co-presents and produces the interview program "Era o Que Faltava", with Rui Maria Pêgo, at Rádio Comercial, where she works since 2001. In 2014, she won the prize for Best Documentary for the film "De Armas e Bagagens" at FESTin - Festival de Cinema Itinerante de Língua Portuguesa with the producer Real Ficção. She wrote and directed some award winning short films. Studied Screenwriting, Production and Realization at the University of Texas, Austin, considered the best American public university in 2014. Has a degree in Social Communication from ISCSP, with a Postgraduate Degree in Spatial Planning and Sustainable Tourism Management, and a specialization in Yoga teaching by the Faculdade de Motricidade Humana.

### **Catarina Canelas (Journalist | TVI/TVI24)**

TVI/TVI24 journalist and pivot and Invited Professor at Iscte-IUL. She won the Journalism awards of the Igreja Católica Portuguesa and the Associação Nacional de Municípios Portugueses in 2019 and also the AMI Honorable Mention in 2016. She is the author of the book "A Hora da Partida".

### **Catarina Figueiredo (Host | RFM)**

She has been with Grupo Renascença for over 12 years. Today is one of the host of RFM and has already worked for Mega Hits. Graduated and post-graduated by the Universidade Católica, she is also a co-founder of the BiOrgani project.

### **Inês Faria (Host | RTP)**

A young actress of 22 years. Most recently she ventured into the digital world, created a YouTube channel where he posts videos weekly and communicates with his audience every day through Instagram. He is also currently working as a reporter for RTP's Faz Faísca program. Fun, spontaneous and with a keen sense of humor, she loves to entertain her audience. She studied at the Escola Profissional de Teatro (Cascais) and has a degree in Relações Públicas e Comunicação Empresarial from the Escola Superior de Comunicação Social.

### **Inês Henriques (Radio Host | Vodafone FM)**

She met in the course of Social Communication in Coimbra, the Ecuador of the two hemispheres that compose her - Photography and Voice. She specialized in the first by attending Ar.Co in Lisboa and was discovering the second when she moved to Porto. It is still at this city that life presents her with a huge challenge and it is in overcoming it that her vocation presents to her - the Voice. Never leaving photography aside, but now with more knowledge of who she is, Inês returns in 2019 to Lisboa to join the Vodafone Fm family, reconnecting with music beyond the lens.

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**María Sá e Melo (Host | Antena 1)**

She currently works as a radio and digital reporter for Antena 1 and manages and edits content for the social networks of RTP group radios: Antena 1, Rádio Zig Zag, RDP Internacional and RDP África. Worked in the management of Communication Projects in the areas of Social Responsibility and Social Innovation, having developed over 3 years Educational Projects for brands such as GALP, Nestlé and SOVENA.

**Sebas E. Alonso (Co-director | Jenesaispop)**

He is the co-director of Jenesaispop.com, the leading independent music website in Spain with 600.000 users per month, according to Google Analytics and the TOP 20 on the Comscore Música panel, in which competes with multinationals such as Deezer and Spotify and international sites like Bandcamp. The web was founded in 2006 by a group of friends journalists and music lovers, growing organically and independently, to become the reference site of the pop world. As a DJ, he played in several clubs in Madrid and Barcelona, such as OchoyMedio or Razzmatazz and at festivals such as the Festival Internacional de Benicàssim.

## PITCHSTAGE

### SPEAKER

#### **Álvaro Montero (Creative Director | Tactile Pay)**

*Biometric payments at events and major festivals*

He is a co-founding partner of Brazilian producer Loop Reclame, a company that has been working with music for 15 years. He is also artistic director of the publisher Loop Discos, which in the last year has grown by 200% in the number of artists in catalog. He is a DJ, curator of festivals such as Pepsi Twist Land, a radio broadcaster with years of experience on the programming board and host of the Local Tracks program on the largest radio network in southern Brazil. Santos signs the musical direction of the new Youtube Originals series with Whindersson Nunes, the second largest youtuber in Brazil. Currently lives in Portugal.

#### **Bruno Costa (Team | ANEBE)**

*“Beba com cabeça” – The app that will help the attendees of events and festivals*

He studies Informatics Engineering in the Universidade Europeia and is a Security Analyst and a part-time Developer. As a Developer he is creating new websites involving python language and as a Security Analyst he is more focus in malware and traffic analysis. He was built multiple sandbox's for malware, this way he can analyse the samples and then define a mitigation strategy.

#### **Bruno Silva (Team | ANEBE)**

*“Beba com cabeça” – The app that will help the attendees of events and festivals*

É Professor Assistente, Chefe do Departamento de Tecnologia da Faculdade de Design, Tecnologia e Comunicação da Universidade Europeia. Tem também um PhD em Engenharia Informática pela Universidade da Beira Interior. É autor ou co-autor de vários artigos de conferências internacionais e publicações do International Journal.

#### **Carlos Nogueira (Director | WiseSafety)**

*Security & Safety – The challenges in major events*

Fundador e Managing Director da WiseSafety, trabalha há mais de 20 anos na área da segurança de edifícios e instalações (componentes de safety e security). Com formação em engenharia mecânica e cursos de especialização em Segurança de Eventos e Crowd Management no Reino Unido, participa nos maiores eventos realizados em Portugal com promotores nacionais e internacionais. Desde 2016 tem a função de Safety Officer de todos os eventos do Web Summit realizados em Portugal, teve a função de Head of Safety no Festival da Eurovisão em 2018, e é atualmente responsável pela elaboração e implementação dos Planos de Segurança de grandes eventos como o NOS Alive, Festival Iminente, RTP Andamento, Ed Sheeran, Metallica, MUSE, VOA Heavy Rock Festival, entre muitos outros.

### **Diego Ferrón (Team | Cooltural Fest “Music for All”)**

*Diversity and social inclusion in the music industry (case-study)*

Licenciado em Turismo pela Universidad de Almería. É Especialista em Gestão Empresarial da Música pela Universidad de Valencia. Mestre em Marketing Digital e E-commerce. Director do Cooltural Fest – Music for All e B Side Festival.

### **Eduardo Santos (Co-founder | Loop Reclame)**

*Why independent Portuguese artists should be in Brazilian musical market?*

He is a co-founding partner of Brazilian producer Loop Reclame, a company that has been working with music for 15 years. He is also artistic director of the publisher Loop Discos, which in the last year has grown by 200% in the number of artists in catalog. He is a DJ, curator of festivals such as Pepsi Twist Land, a radio broadcaster with years of experience on the programming board and host of the Local Tracks program on the largest radio network in southern Brazil. Santos signs the musical direction of the new Youtube Originals series with Whindersson Nunes, the second largest youtuber in Brazil. Currently lives in Portugal.

### **Eric Santos (CEO | AlertaMais)**

*The efficient use (and added value) of radio communications in the production of major events*

É licenciado em Informática de Gestão e pós-graduado em Gestão de Organizações Sociais e Gestão e Liderança. É também auditor na área da Gestão de qualidade e tem formação em radiocomunicações, delegado de segurança e CERT (Equipas Comunitárias de respostas à Emergência). Foi Oficial do Exército, tendo saído como Tenente de Cavalaria, sendo após isso Coordenador de Operações numa das maiores empresas de Limpeza Industrial. De 2012 a 2015 foi também Diretor Executivo do Conselho Português de Proteção Civil, onde ganhou a experiência e motivação para constituir a empresa Alertamais nos finais de 2014.

### **Flávio Serpa (Director | A-MA)**

*Booking: Methodology and planning as a secret of success nowadays.*

He's the director of A-MA, graduated in Cultural Management and post-graduated in Management and Marketing from ISCTE-IUL. His work is mostly developed in specific areas, such as the production and agency of Artists in the national market.

### **Gustavo Couto (Director | Copos Reutilizáveis by ArtCor Light)**

*Reusable cups: A problem or a solution for the future of festivals?*

Responsible for the Reusable Cups in ArtCor Light. With the rise of the use of this article (Reusable Cups) in large festivals, ArtCor created its own department and named Gustavo Couto as its mentor, responsible for its management and implementation in the field. Pre-production, implementation, distribution, counts, ratios, dirty collections, washes, packaging, handling and storage.

### **João Lopes (Founder | Bloq.it)**

*Technology and automation: new technologies at festivals and events*

Founder and COO of Bloq.it, also giving his life an entrepreneurial attitude.

### **João Matias (Epidemiologist | EMCDDA)**

*Monitoring drug use in Europe - how music festivals fit in the picture*

Epidemiologista, formado pela London School of Hygiene and Tropical Medicine (LSHTM). Em 2004, integrou o Observatório Europeu da Droga e da Toxicodependência, na Unidade de Saúde Pública como analista científico, responsável pelo indicador epidemiológico “Prevalência e padrões de uso de drogas”, abordando tópicos como uso de drogas em ambientes nocturnos, análise de águas residuais, drug checking e o ‘European Web Survey on Drugs’. Trabalhou também no United Nations Office on Drugs and Crime (UNODC) em Viena, como analista do mercado de drogas.

### **João Vargas (Team | ANEBE)**

*“Beba com cabeça” – The app that will help the attendees of events and festivals*

Graduated in Political Science from Universidade Nova de Lisboa, is General Officer of ANEBE - Associação Nacional de Empresas de Bebidas Espirituosas. He has been a researcher in Political Science at ISEG, ICS-UL and Universidade de Aveiro and consultant for several policy and innovation consulting firms. He was also deputy to the former General Officer of the Partido Socialista, having coordinated the conferences “Um Novo Rumo para Portugal”.

### **José Pedro Barrego (Telecommunications Engineer | ANACOM)**

*5G challenges in telecommunications and that will be available to the public at mass events*

With a PhD in Electrotechnical Engineering, graduated and master in Electronic Engineering and Telecommunications, he has been developing his professional activity for more than 15 years, in the area of spectrum management, at ANACOM, regularly participating in the monitoring and control of spectrum in major events, in the main festivals and musical concerts that take place in our country, having coordinated the spectrum monitoring operations at the Festival Eurovisão 2018 held in Lisbon. Furthermore, he has led several innovative research and development projects in the area of radio spectrum management, with emphasis on the network of TDT signal monitoring probes and the study of new spectrum sharing paradigms.

### **Kelly Tonaco (Director | Festival Pé na Terra)**

*Festival Pé na Terra – history and official presentation of the 9th edition*

Born in Minas Gerais (Brazil) she had a passion for music and traditional rhythms from early on. In 2008, she moved to Lisboa, where she began developing cultural projects, promoting concerts and forró balls in the city. In 2012, she created the Festival Pé na Terra, a music and dance event focused on traditional Portuguese-speaking rhythms, which takes place annually in Vila da Fuseta, southern Portugal. In 2014, she began her work as a tour manager and executive producer. Since then, she has toured with different Brazilian artistic groups, visiting more than 15 countries, promoting an important cultural bridge for Brazilian and European artists. She currently works as a local producer in Portugal with Brazilian artists.

### **Luana Bristane (Team | Festival Pé na Terra)**

*Festival Pé na Terra – history and official presentation of the 9th edition*

She is a master student in Culture and Communication from the Universidade de Lisboa, a specialist in Creative Economy, graduated from Universidad Rey Juan Carlos – Madrid and a cultural manager. She is curious and researcher in the area of development through the Culture and Creative Economy. She is Co-founder and Director of LadoBe Creative Agency and senior consultant for startup Bridge For Billions. In Brazil, she also produced several cultural events.

### **Manuel Angel López (Music Lawyer | Sympathy for the Lawyer)**

*Sympathy for the Lawyer - How to be legally protected as an artist or promoter, in Spain?*

Manuel Angel López is the founder of Sympathy for the Lawyer, a hyper-specialized law firm in the music industry. He has a degree from Universidad de Granada and is lawyer and managing partner at MYL Abogados & Asesores, SLP. At Sympathy for the Lawyer deals with all legal issues related to music, such as intellectual property, contracts, taxes, visas, employment. He also advises artists, festivals, agencies and publishers.

### **Pablo Galindo (Team | Cooltural Fest “Music for All”)**

*Diversity and social inclusion in the music industry (case-study)*

Pablo holds a doctorate in Sociology from the Universidad de Granada. Professor of Sociology at the Facultad de Ciencias de la Educación since 2000 (Universidad de Granada). Professor-Tutor in Universidad Nacional de Educación a Distancia (UNED), since 1997. Social researcher and trainer.

### **Ricardo Costa (Director | Copos Reutilizáveis by ArtCor Light)**

*Reusable cups: A problem or a solution for the future of festivals?*

Born in 1976 is the CEO and founder of ArtCor Light. He has gained his know-how working in events since 1999, creating his own project in 2009 - ArtCor Light - Event Bar Service. In 2017, due to the new ecological needs, and the work developed in the biggest festivals, he also developed the project: Copos Reutilizáveis by ArtCor Light, being present in most festivals nationwide.

**Silvia Sá (Executive Director | PassMúsica)**

*New legal framework for the use of music in public spaces*

Licenciada em Controlo Financeiro pelo ISCAL, Pós-Graduada em Gestão Pelo INDEG e em Direito de Propriedade Intelectual pela Faculdade de Direito da Universidade de Lisboa. É diretora Executiva do Serviço de Licenciamento PassMúsica. Há 13 anos ao serviço da indústria musical (produtores e artistas) na cobrança, gestão e distribuição de direitos conexos aos direitos de autor.

## SCIENTIFIC PRESENTATIONS

### SPEAKER

#### **Francisca Castro Lousada (ESCS-IPL)**

*The contribution of Music Festivals to nation-brand promotion*

Has a degree in Communication Sciences, postgraduation in Branding & Content Marketing and Master in Advertising and Marketing. Is currently Project Manager at Shift Thinkers (Branding and Brand Management agency). The interest and curiosity about the world of music and festivals led her to dedicate her master's thesis to the study of the contribution of music festivals to the promotion of the nation brand.

#### **Margarida Rangel (ESCS-IPL)**

*Sponsorship in the consumer engagement and attitudes: Somersby Out Jazz case-study*

Enthusiastic about the world of marketing and strategic communication, from an early age she was interested in maximizing her knowledge in the field. In love with brilliant brands, great stories and companies with strong strategic and creative thinking. Passionate and a frequent consumer of music festivals, she has done her masters dissertation in the area of Advertising and Marketing, on the same theme: "Sponsorship in the consumer engagement and attitudes: Somersby Out Jazz case-study".

#### **Joana Gonçalves (ISEG)**

*The impact of perceived quality on customer satisfaction at music festivals*

Graduated in Hotel Management, she has always been passionate about organizing events. A taste for production, logistics and unforeseen management directed her to the corporate events area for 3 years. Has recently completed her master's degree in Industrial Strategy and Management with a dissertation on the Impact of Perceived Quality on Customer Satisfaction at Music Festivals.

#### **Rute Sousa (ESAD.CR)**

*Artistic practices in rural context - culture for the development of the rural territories*

Graduated in Artistic Studies and Master in Cultural Management. She began her professional experience at ESAD.CR's communication and event organization office and interned at Binaural - Associação Cultural de Nodar. Interested in the areas of culture and art, especially in how territories and communities can be developed through them.

**Sara Duarte (ISCTE-IUL)**

*Exploring Drivers of Consumer Well-being in Music Festivals: A Relationship Marketing Approach*  
Completo a licenciatura em Gestão no ISCTE Business School. Mais tarde, decidiu realizar o mestrado em Marketing, através da mesma Instituição. Sempre manifestou interesse por organização de eventos, e viria a encontrar na sua dissertação uma forma mais próxima de se envolver com esta área ao ter investigado o que está por detrás do fenómeno dos festivais de música.

**Uriel Oliveira (Vice-president | Cision Portugal)**

*“Maratona dos Festivais de Verão” – measurement of: clipping, audience and favorability analysis*  
He specializes in media, business communication, marketing and public relations and has a degree in Business Communication. He has functions as vice-president of Cision in which coordinates the operations and business development of this company that is the global leader in providing services to communications and marketing professionals. He is also a postgraduate professor in Marketing, Advertising and Design for PME's Universidade Fernando Pessoa, and regularly writes opinion articles for the Imagens de Marca website. He is co-author of the book Marketing Digital e E-Commerce #2.

## WORKSHOPS

### THEME

#### **How to create a roster of artists that works collectively?**

*Afonso Ferreira e Bernardo Miranda (Co-founders | Bridgetown)*

Bernardo Miranda and Afonso Ferreira are co-owners of Bridgetown, a community that brings together artists, producers, managers, visual and audiovisual artists and that make a mission: the development of the artistic environment in Portugal. The agency/publisher was founded in 2014 and is currently working on career management for artists such as Richie Campbell, Dengaz, Plutonio, Mishlawi, Dj Dadda, Luis Franco-Bastos or Pedro Teixeira da Mota. Determinant in the development of the promotion and marketing of artists in the digital age, Bridgetown is today one of the largest and most important agencies in the Portuguese music industry.

#### **Cultural and Creative Industries – Attracting partnerships and support in an international logic**

*Cristina Góis Amorim (Cultural Specialist | AICEP Portugal)*

Studied and graduated in Línguas e Literaturas Modernas, Variant of Estudos Portugueses, at the Faculdade de Letras da Universidade Clássica de Lisboa. In 1987 she joined the staff of the then ICEP – Instituto de Comércio Externo de Portugal, currently AICEP Portugal Global - Agência para o Investimento e Comércio Externo, having gone through several areas within these entities, organizing, participating and disseminating multiple actions and initiatives of different nature, such as business missions, international fairs, seminars, workshops and conferences. Today she develops her activity in the area of Cultural and Creative Industries and in the area of Tourism.

#### **Visual Storytelling – form brands and concepts that attract audiences**

*Meneses Francisco Véstia (Team | SamyRoad)*

He began his career as a communications consultant and later as a project manager, passing houses such as YoungNetwork or Cupido. But it was in the defunct TORKE 2.0 that he initiated strategic functions related to Social Media that solidified at IPG Mediabrands, with the mission of integrating ideas and elevating them to the digital landscape, through the creation of content. In 2013, he assumed the position of Digital Manager for L'Oréal Portugal's consumer brands, and in 2015 moved to Warner Music Group as Head of Digital and New Media. He has been leading SamyRoad Portugal since 2016, holding the position of Country Manager, responsible for the company's operation in the national market, articulating the entire strategy with its headquarters in Spain.

## **Influencers and bloggers – new type of communication at the disposal of events**

*João Belo (CEO | Naughty Boys)*

10+ years of management, working politicians, actors, athletes, singers, CEO's and institutional projetos including RTP (state-run TV station), institutional relation during the European Football Cup 2004, responsible for public relation for Caras magazine (leading lifestyle magazine) and Executive Director of MAG (celebrity agency). Founded in 2013, Naughty Boys, first based company of media advisor and publicists in Portugal. At the same time, works as a publicist on the prestigious magazines: Vogue and GQ.

## **Think, plan, prepare and run sustainable events**

*João Meneses (General Secretary | BCSD Portugal)*

Graduated in Management he has held various management and leadership positions in the public and private sectors, as well as in the third sector. Among other duties, he was president of TESE, a very active NGOD in Portugal and the PALOP, coordinator of GABIP Mouraria in the Lisboa City Council, Secretary of State for Youth and Sport in the 21st Constitutional Government of Portugal and, most recently, general manager of an investment fund for business angels and an accelerator of Porto Business School (Universidade do Porto). He was also a guest professor at two Portuguese universities for about ten years.