

NORTH YORKSHIRE TOWNS ALIVE SEMINAR

Festivals Workshop

Conyngnam Hall, Bond End, Knaresborough, HG5 9AY

Wednesday 28th September 2011

- 09.30 **Registration (Refreshments will be available)**
- 09.45 **Welcome and introductions**
- 09.55 – 11.00 **Wendy Clews Director of Create, Arts and Cultural Development Agency**

Wendy will cover the benefits that market towns can get from running festivals and then give a whistle stop 'How to' including warnings of potential pitfalls and problems and tips for making your event a success.

- 11.00 **Coffee/Tea**
- 11.00 – 11.40 **Wendy Clews** (continued as above)
- 11.45 – 12.15 **Case study one: Grassington Festival of Music and Arts**
- 12.15 – 1.00 **Lunch**
- 1.00 – 1.30 **Case study two: Knaresborough Bed Race**
- 1.30- 2.00 **Case study three: : Malton Food Festival**
- 2.00 **Coffee/Tea**
- 2.15- 3.25 **Q and A workshops with all four speakers**
- 3.30 **Wrap up and close**