

TALKFEST 2024

MUSIC FEST SUMMIT

15 MARCH » IBERIAN FESTIVAL AWARDS » GRANADA SPAIN

22 MARCH » MAIN EVENT + NIGHT EVENT » LISBOA PORTUGAL

CONFERENCES

....**FESTIVALS LEGAL FORUM**.....

.....**PITCHSTAGE**.....

.....**RESEARCH**.....

.....**WORKSHOPS**.....

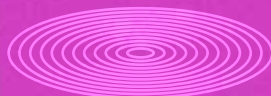
.....**DOCS**.....

.....**LOUNGE & ACTIVATIONS**....

.....**NIGHT EVENT**.....

..**IBERIAN FESTIVAL AWARDS**.....

.....**WOMEN IN MUSIC AWARD**



9 STAGES

+ 1000 DELEGATES

+ 100 SPEAKERS

**+ 10 INTERNATIONAL
KEYNOTE SPEAKERS...**

**AND A LOT OF MUSIC &
NETWORKING**

WWW.TALKFEST.EU



PROGRAMA PROGRAMME

MAIN EVENT

CONFERENCES STAGE

ROOM 1

09H25 | 09H30

ABERTURA OFICIAL

*OFFICIAL OPENING*09H30 | 10H30 . MESA REDONDA ROUNDTABLE

NOVAS ESTRATÉGIAS PARA QUE O PÚBLICO PERMANEÇA MAIS TEMPO NAS SALAS DE ESPETÁCULO E RECINTO DOS FESTIVAIS

NEW STRATEGIES TO MAKE THE PUBLIC STAY LONGER WITHIN VENUES AND FESTIVAL GROUNDS

MOD. ANA TERESA VENTURA (M DE MÚSICA/JOURNALIST)

ANDRÉ PINTO ANACLETO (MANAGER ACCREDITATION – WEB SUMMIT, MEO KALORAMA, IMINENTE)

FRANCISCO MELLO E CASTRO (SANTOS NO TEJO – MKT & EVENTS DIRECTOR)

HELDER SUCENA (JOGOS DO HELDER – DIRECTOR)

PAULO SILVER (REVENGE OF THE 90'S – DIRECTOR)

SÉRGIO NORONHA (TEACHER / MUSIC MARKETING – FREELANCER)

10H30 | 11H30 . MESA REDONDA ROUNDTABLE

INTELIGÊNCIA ARTIFICIAL E CULTURA: TEMPOS NOVOS. O QUE VAI MUDAR PARA O ARTISTA, PROMOTOR, MEDIA E PARA O PÚBLICO?

ARTIFICIAL INTELLIGENCE AND CULTURE: NEW TIMES. WHAT WILL CHANGE FOR THE ARTISTS, PROMOTOR, MEDIA AND THE PUBLIC?

MOD. ANA TERESA VENTURA (M DE MÚSICA/JOURNALIST)

ANA RITA PAINHO (SÉRVULO ASSOCIADOS – INTELLECTUAL PROPERTY LAWYER)

CARLOS FIOLEIS (PHD PHYSICS)

LUÍS BAPTISTA (NOX) (FUSE – CEO & FOUNDER)

MIZZY MILES (DJ/PRODUCER)

PEDRO MAFAMA (MUSIC ARTIST)

VALETE (MUSIC ARTIST)

11H30-12H00 . INTERVALO* BREAK12H00 | 13H00 . MESA REDONDA ROUNDTABLE

MUNDO NOVO PÓS 2020 E NOVAS MARCAS ASSOCIADAS A FESTIVAIS. COMO CRIAR CONEXÃO COM O PÚBLICO NO FESTIVAL E APÓS O MESMO?

A NEW WORLD AFTER 2020 AND THE NEW BRANDING ASSOCIATED TO FESTIVALS. HOW TO CREATE A CONNECTION WITH THE PUBLIC AT THE FESTIVAL AND AFTERWARDS?

MOD. ANA TERESA VENTURA (M DE MÚSICA/JOURNALIST)

ANTÓNIO GOMES (MUSIC MOV – BOOKING AGENT, MANAGER, PROMOTER)

JOÃO PEDRO PAIS (MUSIC ARTIST)

JOÃO PINHO (PRESS LINK – DIRECTOR)

JÚNIOR RIBEIRO (NEWGANG FESTIVAL – DIRECTOR)

MÁRCIA SANTOS (BRUNCH ELECTRONIK LISBOA – PRODUCER)

13H00-14H00 . INTERVALO* BREAK

CONFERENCES STAGE

14H00 | 15H00 . MESA REDONDA *ROUNDTABLE*

CUSTOS NA PRODUÇÃO DE EVENTOS – COMO COMBATER A INFLAÇÃO?
COSTS IN EVENT PRODUCTION - HOW TO FIGHT INFLATION?

MOD. ANA TERESA VENTURA (M DE MÚSICA/JOURNALIST)
 JOÃO MAGALHÃES (FRONTAL 360 - COO)
 JORGE FIGUEIREDO (DIGITAL FRAME – DIRECTOR)
 JOSÉ DIOGO (LISB-ON #JARDIM SONORO – DIRECTOR)
 TERRY COSTA (CORDAS WORLD MUSIC FESTIVAL – ARTISTIC DIRECTOR)
 VASCO BARBOSA (BOOM FESTIVAL – CO-DIRECTOR)

15H00 | 16H00 . MESA REDONDA *ROUNDTABLE*

CONCERTOS ESPECIAIS EM NOME PRÓPRIO VS. CONCERTOS EM FESTIVAIS
 – QUAIS AS VANTAGENS E RISCO ASSOCIADOS PARA O ARTISTA E PROMOTOR?
SPECIAL CONCERTS VS CONCERTS IN FESTIVALS - HOW TO SURPRISE AND BUILD LOYALTY WITH THE PUBLIC?

MOD. ANA TERESA VENTURA (M DE MÚSICA/JOURNALIST)
 ALEX D'ALVA TEIXEIRA (MUSIC ARTIST)
 EDUARDO JORDÃO (FESTIVAL ARTES À VILA – DIRECTOR)
 JOANA ALEGRE (MUSIC ARTIST)
 PAOLA WESCHER (LAST TOUR – TALENT BOOKING)
 TITO SANTANA (LUNA FEST - DIRECTOR)

16H00-16H30 . INTERVALO* *BREAK*

16H30 | 17H30 . MESA REDONDA *ROUNDTABLE*

A DEMOCRACIA NA CULTURA E AS SUAS PLURALIDADES
DEMOCRACY IN CULTURE AND ITS PLURALITIES
 POWERED BY FUNDAÇÃO INATEL



CARLOS SEIXAS (ARTISTIC DIRECTOR AND MUSIC PROGRAMMER)
 DIOGO INFANTE (ACTOR AND ARTISTIC DIRECTOR)
 DIOGO VARELA SILVA (DIRECTOR, FILMMAKER AND PRODUCER)
 JOÃO MORAIS – O GAJO (MUSICIAN)
 LUÍS VARATOJO (MUSICIAN AND MUSIC PRODUCER)

17H30 | 18H00 . ENTREVISTA *INTERVIEW*

THE BOOM OF THE ELECTRONIC SCENE

MOD. GARY SMITH (AMSTERDAM DANCE EVENT/ JOURNALIST)
 LOIC LE JOLIFF (BRUNCH ELECTRONIK, OFFSÓNAR – FOUNDER)

18H00 | 18H30 . ENTREVISTA *INTERVIEW*

CONTROLLING INTERESTS: WHY 1999 WAS THE MOST IMPORTANT YEAR IN
 THE RECORD INDUSTRY'S HISTORY

MOD. GARY SMITH (AMSTERDAM DANCE EVENT/ JOURNALIST)
 EAMONN FORDE (MUSIC BUSINESS WRITER / AUTHOR)

FESTIVALS LEGAL FORUM

POWERED BY CUATRECASAS



ROOM 2

10H30 | 11H30 . MESA REDONDA *ROUNDTABLE***CONTRATOS, OBRIGAÇÕES E ENVOLVIMENTO LEGAL ENTRE PATROCINADOR, PARCEIRO E PROMOTOR DE UM FESTIVAL***CONTRACTS, OBLIGATIONS AND LEGAL INVOLVEMENT BETWEEN FESTIVAL SPONSORS AND PROMOTERS***MOD.** SÓNIA QUEIRÓZ VAZ (CUATRECASAS – PI & TMT)

ANA CAROLINA CARVALHO (ROCK IN RIO – PARTNERSHIPS MANAGER)

ANA COSTA TEIXEIRA (CUATRECASAS – PI & TMT)

JOSÉ RAFAEL RODRIGUES (ABA BANDA ALCOBAÇA ASSOCIAÇÃO DE ARTES - VICE-PRESIDENT)

PAULO SOUSA MARTINS (LOCOMOTIVA AZUL – DIRECTOR)

12H00 | 13H00 . MESA REDONDA *ROUNDTABLE***SUSTENTABILIDADE – NOVA LEGISLAÇÃO ASSOCIADA A EVENTOS. O QUE FAZER PARA CUMPRIR E NÃO ENCARECER AS OPERAÇÕES NESTE SETOR***SUSTAINABILITY - NEW LEGISLATIONS ASSOCIATED WITH EVENTS. WHAT TO DO TO UPHOLD THEM AND KEPEP COSTS LOW IN THIS SECTOR***MOD.** MARISA MIRADOR (CUATRECASAS – PUBLIC LAW)

ANA CORTEZ DAS NEVES (SENIOR ENGINEER ENVIRONMENT / WASTE MANAGEMENT EXPERT)

ARTUR MENDES (BOOM FESTIVAL – BEING GATHERING / CO-DIRECTOR)

CATARINA PINTO XAVIER (CUATRECASAS – PUBLIC LAW)

DORA PALMA (ROCK IN RIO, THE TOWN, MEO KALORAMA – HEAD OF SUSTAINABILITY)

ÉRICA LIBERATO (ECOPROGRESSO – SENIOR ENGINEER ENVIRONMENT / EXPERT SUSTAINABILITY)

14H30 | 15H30 . MESA REDONDA *ROUNDTABLE***DESAFIOS EM TERMOS DE IMPOSTOS E FISCALIZAÇÃO PARA O SETOR DOS FESTIVAIS DE MÚSICA***CHALLENGES RELATED TO TAXES AND FISCALIZATION FOR THE MUSIC FESTIVALS SECTOR***MOD.** SÓNIA QUEIRÓZ VAZ (CUATRECASAS – PI & TMT)

ANA HELENA FARINHA (CUATRECASAS – TAX LAW)

JORGE DIAS (FESTIVAL PONTE D'LIMA - EXECUTIVE PRODUCER)

MÁRIO CORREIA (SETÚBAL MUNICIPALITY/ FEIRA DE SANT'IAGO – EXECUTIVE DIRECTOR)

16H30 | 17H30 . MESA REDONDA *ROUNDTABLE***LICENCIAMENTOS PÚBLICOS DE RECINTOS OUTDOOR E COMUNICAÇÕES PRÉVIAS: INTERVENÇÃO DOS MUNICÍPIOS, PLANO DE SEGURANÇA/ EMERGÊNCIA***PUBLIC LICENSING OF OUTDOOR VENUES AND PREVIOUS COMMUNICATION: MUNICIPALITY INTERVENTION, SAFETY/EMERGENCY MEASURES***MOD.** MARISA MIRADOR (CUATRECASAS – PUBLIC LAW)

CARLOS NOGUEIRA (WISESAFETY - CEO)

CARLOS OLIVEIRA (SMA – PRIVATE SECURITY / DIRECTOR)

RITA BASTOS RAMALHO (CUATRECASAS – ADMINISTRATIVE LAW)

RUI PENETRA (CARNAVAL DE TORRES VEDRAS / PROMOTORRES – PRESIDENT)

PEDRO CARDOSO (EXPOFACIC / CANTANHEDE MUNICIPALITY / DIRECTOR – VICE-PRESIDENT)

17H30 | 18H30 . MESA REDONDA *ROUNDTABLE***OBRIGATORIEDADES E LEGISLAÇÃO A CUMPRIR PELOS EVENTOS E FESTIVAIS EM PORTUGAL***MANDATORY MEASURES AND LEGISLATION THAT MUST BE UPHOLD BY FESTIVALS IN PORTUGAL***MOD.** SÓNIA QUEIRÓZ VAZ (CUATRECASAS – PI & TMT)

ANA SOFIA SILVA (CUATRECASAS – FINANCIAL SERVICES AND INSURANCE)

CARLOS CARMO (FESTIVAL MED / LOULÉ MUNICIPALITY – DIRECTOR / CITY COUNCILOR)

LUÍS LOURENÇO (ASAE – GOVERNMENT INSPECTOR)

LUÍS SILVEIRA BOTELHO (IGAC – GOVERNMENT INSPECTOR)

MIGUEL CARRETAS (AUDIOGEST /WHYPORTUGAL - GENERAL DIRECTOR/BOARD)

WORKSHOPS

ROOM 3

10H00 | 11H30

SONGWRITING E COMPOSIÇÃO MODERNA

SONGWRITING AND MODERN COMPOSITION

BY PEDRO DUARTE (EMMA - ESCOLA MÚSICA MONTE ABRAÃO / DIRECTOR)

14H40 | 15H30

PLANO ESTRATÉGICO DE COMUNICAÇÃO E GESTÃO DE CRISE PARA FESTIVAIS

COMMUNICATION AND CRISIS MANAGEMENT STRATEGIC PLAN FOR FESTIVALS

BY TÂNIA TADEU (TAYLOR - YOUNG NETWORK GROUP / GENERAL MANAGER)

16H30 | 18H00

MARKETING PARA SABER COMUNICAR CULTURALMENTE COM A GERAÇÃO Z

MARKETING TOWARDS CULTURALLY COMMUNICATING WITH GEN-Z

BY CAROLYN MCMURRAY & EMILY GOODIER (WORD TONIC - GEN-Z COPYWRITING COMMUNITY)

PITCHSTAGE

ROOM 5

10H00 | 10H30

FOLHAS CAÍDAS - A SAÚDE MENTAL, SUA FALTA E PROMOÇÃO, NO SETOR DA CULTURA

FALLEN LEAVES - MENTAL HEALTH, THE LACK OF IT AND THE EMOTION IN THE CULTURAL SECTOR

BY ISABEL BOTELHO (PSYCHOLOGIST)

10H30 | 11H00

FACILITANDO A EXPERIÊNCIA DOS FESTIVAIS DE VERÃO: KEEP YOUR HANDS FREE E OS NOVOS "CONCIERGES" PARA EVENTOS

MAKING THE SUMMER FESTIVAL EXPERIENCE EASIER: KEEP YOUR HANDS FREE AND THE NEW EVENT "CONCIERGES"

BY JULIANA TORRES (THE BIGGEST CLOAKROOM / DIRECTOR)

11H00 | 11H30

ROCK NA VILA - EDIÇÃO DE 2024. APRESENTAÇÃO OFICIAL

ROCK NA VILA - 2024 EDITION. OFFICIAL PRESENTATION

BY PAULO CÉSAR (PRESIDENT)

12H00 | 12H30

TI MILHA - EDIÇÃO DE 2024. APRESENTAÇÃO OFICIAL

TI MILHA - 2024 EDITION. OFFICIAL PRESENTATION

BY DAVID GOMES (DIRECTOR)

12H30 | 13H00

FMF - FUNDÃO MUSIC FESTIVAL - EDIÇÃO DE 2024. APRESENTAÇÃO OFICIAL DO REGRESSO DO FESTIVAL

FMF - FUNDÃO MUSIC FESTIVAL - 2024 EDITION. OFFICIAL PRESENTATION OF THE FESTIVAL'S RETURN

BY ANDRÉ LADEIRA (DIRECTOR)

PITCHSTAGE

ROOM 5

14H30 | 15H00

BEWARE! COMUNICAR E VENDER ATRAVÉS DE NEWSLETTERS E PR'S EM 2024

BEWARE! COMMUNICATING AND SELLING THROUGH NEWSLETTERS AND PR'S IN 2024

BY MIHAI ANTONOSCIUC (CEO)

15H00 | 15H30

PEDRAS SOUNDS – EDIÇÃO DE 2024. APRESENTAÇÃO OFICIAL

PEDRAS SOUNDS – 2024 EDITION. OFFICIAL PRESENTATION

BY LUÍS PEREIRA (CO-FOUNDER)

15H30 | 16H00

COMO ADAPTAR OS VÍNCULOS LABORAIS ÀS ESPECIFICIDADES DA ÁREA CULTURAL?

HOW TO ADAPT THE EMPLOYMENT RELATIONSHIP TO THE SPECIFICS OF THE CULTURAL AREA

BY PEDRO GONÇALVES FERNANDES (LABOUR INSPECTOR – ACT)

16H30 | 17H00

FESTIVAL INTERNACIONAL DOS AÇORES – O SEU IMPACTO NA COESÃO TERRITORIAL E NA PROMOÇÃO DAS DIVERSAS EXPRESSÕES ARTÍSTICAS

FESTIVAL INTERNACIONAL DOS AÇORES - ITS IMPACT IN TERRITORIAL COHESION AND THE PROMOTION OF VARIOUS ARTISTIC EXPRESSION

BY TIAGO NUNES (DIRECTOR)

17H00 | 17H30

A PALAVRA, "O SOM & A SÍLABA": AS INDÚSTRIAS CULTURAIS E A EMERGÊNCIA DE NOVOS SENTIDOS

THE WORD, "THE SOUND & THE SYLLABE": CULTURAL INDUSTRIES AND THE EMERGENCE OF NEW SENSES

BY MARIA JOANA PEREIRA (ESTRADA.PT - MANAGER)

17H30 | 18H00

COMO GERIR FUTURAS PANDEMIAS EM EVENTOS DE GRANDE CONCENTRAÇÃO DE PÚBLICO?

HOW TO MANAGE FUTURE PANDEMICS IN EVENTS WITH A HIGH CONCENTRATION OF PEOPLE?

BY GUSTAVO TATO BORGES (ANSMP – PRESIDENT / PUBLIC HEALTH MEDICAL SPECIALIST)

RESEARCH

ROOM 4

09H45 | 10H15

EUROVISION SONG CONTEST – FESTIVAL RTP DA CANÇÃO (ABORDAGENS, METODOLOGIAS, DESAFIOS E SOLUÇÕES)

EUROVISION SONG CONTEST – FESTIVAL RTP DA CANÇÃO (APPROACHES, METHODOLOGY, CHALLENGES AND SOLUTIONS)

BY SOFIA VIEIRA LOPES (PAPER, NOVA FCSH, 2023)

RESEARCH

ROOM 4

10H15 | 10H45**MARKETING DE INFLUÊNCIA E FESTIVAIS DE MÚSICA: EFICÁCIA E PERCEÇÃO DO PÚBLICO EM PORTUGAL**

INFLUENCER MARKETING AND MUSIC FESTIVALS: EFFICIENCY AND AUDIENCE PERCEPTION IN PORTUGAL

BY REGINA BARBOSA (THESIS, FACULDADE LETRAS - UPORTO, 2023)

10H45 | 11H15**A IMAGEM ENQUANTO ELEMENTO CENTRAL PARA AFIRMAÇÃO DE IDENTIDADE DE UM EVENTO. ANÁLISE DO CASO DO FESTIVAL IMINENTE**

IMAGE AS A CENTRAL ELEMENT FOR THE IDENTITY AFFIRMATION OF AN EVENT. IMINENTE FESTIVAL ANALYSIS.

BY IVÂNIA PESSOA (THESIS, ISCTE, 2023)

12H00 | 12H30**UMA BIOGRAFIA EM CONSTRUÇÃO: O FESTIVAL VODAFONE PAREDES DE COURA**

A BIOGRAPHY IN THE MAKING: VODAFONE PAREDES DE COURA FESTIVAL

BY RITA FRADE ALMEIDA (THESIS, ISCTE, 2022)

12H30 | 13H00**O PAPEL DA ÉTICA E DO GREEN MARKETING NA CRIAÇÃO E DIVULGAÇÃO DE FESTIVAIS DE MÚSICA**

THE ROLE OF ETHICS AND GREEN MARKETING IN MUSIC FESTIVALS IDEATION AND THEIR DISSEMINATION

BY MARGARIDA BRITO (THESIS, IADE, 2023)

DOCS

ROOM 4

14H30 | 14H45**CORDAS - CORDAS WORLD MUSIC FESTIVAL**

BY DIOGO ROLA, TERRY COSTA (15' | PT | 2022)

14H45 | 15H00**VAMOS AO FRINGE**

BY DIOGO ROLA, TERRY COSTA (15' | PT | 2022)

15H00 | 15H25**O MEU CAMPINHO DANÇA ASSIM - ANDANÇAS**

BY GABI BENEDETI, FLÁVIA COSTA (25' | PT | 2023)

15H30 | 15H55**ENTRUDO LAGARTEIRO - VILAR DE AMARGO**

BY RICARDO PESQUEIRA (23' | PT | 2023)

16H30 | 18H20**UM PUNK CHAMADO RIBAS**

BY PAULO ANTUNES (107' | PT | 2019)

ACADEMY

ROOM 6

09H30 | 17H30

3 PASSOS PARA OBTER APOIO FINANCEIRO, PÚBLICO E PRIVADO, PARA PROJETOS CULTURAIS – UMA INTRODUÇÃO PRÁTICA

3 STEPS TO OBTAIN PUBLIC AND PRIVATE FUNDING FOR CULTURAL PROJECTS – A PRACTICAL INTRODUCTION

BY CARLOS MEZES (SIGNIFICADO)

LIVE PODCAST

ROOM 1

21H30 | 23H30

COMEBACK TO 2004: FOOTBALL VS FESTIVALS

TALKFEST X 90+3 BY FORA DE JOGO



LOUNGE & NETWORKING

09H00 | 20H00

DJ SETS

BRAND ACTIVATIONS

COFFEE STATION (AVAILABLE AT THE BREAKS)

FUN ACTIVITIES

EXHIBITION “HEAVY METAL: A LOVE STORY” BY TATIANA PINTO

18H30 | 20H00

WOMEN IN MUSIC INDUSTRY AWARD

POP UP BAR – COCKTAILS & OPEN BAR

POWERED BY ARTCOR



NIGHT EVENT

TALKFEST MIX & MATCH*

MINISTERIUM CLUB

22 MARCH - 23H00 | 23 MARCH - 06H00

PERFORMING ARTISTS:

MANUEL COTTA

TIAGO

HELIO

FERRO

* ESTE EVENTO ESTÁ INCLUÍDO NOS BILHETES GERAIS DO TALKFEST - MUSIC FEST SUMMIT, PARA ACESSOS REALIZADOS ATÉ À 1:00 DA MANHÃ
THIS EVENT IS INCLUDED IN THE TALKFEST - MUSIC FEST SUMMIT GENERAL ADMISSION TICKETS, WITH LOCAL ACCESS UNTIL 1:00 A.M.

NOTAS:

1) A PROGRAMAÇÃO DECORRERÁ MAIORITARIAMENTE EM PORTUGUÊS COM EXCEÇÃO DE PROGRAMAÇÃO COM PARTICIPAÇÃO DE ORADORES DE OUTRAS NACIONALIDADES.
2) O PROGRAMA DO TALKFEST 2024 PODE SOFRER ALTERAÇÕES A QUALQUER MOMENTO POR RAZÕES EXTERNAS À ORGANIZAÇÃO. O ACESSO ÀS SALAS É PERMITIDO ATÉ À LOTAÇÃO DO ESPAÇO.

THE PROGRAMMING WILL BE MAINLY IN PORTUGUESE, WITH THE EXCEPTION OF PROGRAMMING WITH THE PARTICIPATION OF SPEAKERS OF OTHER NATIONALITIES. TALKFEST 2024 PROGRAMME MAY CHANGE AT ANY TIME FOR REASONS BEHOND THE CONTROL OF THE ORGANIZATION. ACCESS TO THE ROOMS IS ALLOWED UNTIL THE SPACE IS AT MAXIMUM CAPACITY.

NIGHT EVENT **MIX&MATCH**

RESIDENTS TAKEOVER
MANUEL COTTA

TIAGO
HELIO
FERRO

22 MARCH

23:00

MINISTERIUM CLUB