



## WORKSHOP MENU

---

### ***Programming a Successful Festival***

#### **With Caroline Moore**

This workshop is designed for government workers, festival committees and artists looking to organise and run festivals at the local level. It covers the core concepts of festival organising:

- Programming to bring an audience
- Programming with sponsors
- Budgeting and ticketing
- Venues and safety

Caroline Moore has had extensive experience in the music industry, ranging from managing bands, to establishing an independent record label, to establishing a live music venue, and producing national and international tours. In 2003 she was awarded the Ausmusic Foundation's Peter Korda Award for most promising entertainment empresario. The artists managed by Caroline include Nick Barker, Sally Dastey, Kerri Simpson and Mayfly.

Her record label, Belmore Records has a range of local and international artists and was hailed as the most promising independent label when it was established in 2002. Caroline also has vast experience in Festival management. She was General Manager of The Melbourne International Jazz Festival, Melbourne Fringe and The Push. She has worked for the music press and record labels in the UK, and has a passion for the music and entertainment industry as a whole.

---