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FESTIVALS - the top of the "experience industry"

My purpose is to explain some key points about the producing an entertainment event and run it successfully decade after decade. As a founder and director of the Pori Jazz Festival I'm naturally using it as the example case to make this story more understandable.

What is a good home place for a festival ?

Big or small town ? The entertainment infrastructure - venues, hang around areas, hotels, travel connections ? A festival area, where a person can enjoy of the stay all the time. What everything is needed in a "total product" ?

Network leadership

The big picture - the masterplan makes the whole network/participants understand their own roles as a flowing part the total experience. The network leadership cannot be nominated. It must be earned every morning. Network leadership is kind of "creative leadership", which is an education program at Pori University Center. Its called CBM.

The life times

If a festival cannot make trends or even follow the trends, it is going to schrink and die. Pori Jazz Festival has lived five life times. At the end of each "wave" has been some kind of saturation period with different crisis. The length of a life time seems to between 5-10 years. And then there is a new generation with its different ideas from the previous ones.

To survive over the waves

Developing is easy ! To do something, what has been done earlier ! It is also necessary ! To move, move, move.. even without caring, which is the direction.

A festival can change every year the program. As well the graphics, the venue design, the uniforms, etc. The most impressive factor in the continuous infrastructure developing. Sometimes even to the worse direction. From a concert hall to a factory loft.

The art of planning conceptions and selling ideas

The most valuable skill to today's person is "To know, how to ennoble and perform information". The skill to design plans and to sell the idea ! Today's work is thinking, thinking thinking ! THINK BIG ! And make a strategy ! Be faster, be smarter !

A festival management works like an advertising agency. It creates images, products and ideas and sells them to the operating or investing network. The ideas must be mostly some type of "earning logics". Everybody needs to earn !

Pori Jazz Festival has an organization of about 3000 people. The only way to make all those people to walk to the same direction is MOTIVATING. Nobody can rule and control every detail. But everybody must follow the big plan. And EVERYBODY MUST UNDERSTAND the big plan.

During the festival there is a short (3 days) term seminar called "Pori Jazz For Professionals". People from many countries are taking part in this great learning and networking event. An example of our networking is www.ijfo.org.

As a whole

The festival visit shall a "unic experience" with no disappointments. It is possible to handle product in smaller towns, rather than in big metropolis, where even a big event disappears. There must be the "festival atmosphere", which takes over everything. Everybody feels to belong in something.

Everything has its lifetime. Also Roman Imperium had it. Do you know a 1000 years old limited company ? A festival can have a little longer life, if it can behave as an eternal beginner. Eternal pioneer from generation to generation.

If somebody wants to run this kind of organization long time, even longer than my short 44 years director career, must this person have energy, motivation and courage to be study new things and skills his lifetime. And do on the side other activities and part time profession to be able to look at himself from the side. And to be able to listen his own words from the side or mirror: If you have courage and try hard, you will manage ! But you will do mistakes also. But if you do a lot, some mistakes cant kill you !