

SO FEST! FORUM FRANCE FESTIVALS

Meet the People
Who bring People Together



PROGRAM



SoFEST! Forum France Festivals, is an event dedicated to Festivals. Take part in these discussions about current and future issues of the festival sector

Registration : <https://bit.ly/4h2o1uS>

13&14
MARCH
2025

La Comédie,
CDN de Reims

Registration : <https://bit.ly/4h2o1uS>



9h – 10h : Welcome coffee and registration – HALL
10h – 11h : Opening Plenary Session – GRANDE SALLE 

11h – 13h : Round table – GRANDE SALLE 

The Festival Model Under Pressure – Challenges and strategies to overcome them
How Can Public Policies Support This Evolution ?

GRANDE SALLE

PETITE SALLE

AUDITORIUM

STUDIO

limited capacity

limited capacity

14h30 – 16h

Round table 

Festivals, Management
Challenges in Festivals

14h30 – 16h

**Workshop
conference**

Insurance for Economic
and Climate Risks

14h15 – 16h15

Workshop

Economic and Ecological
Transformation through
Cooperation

14h30 – 16h

Workshop

Social News in Cultural
Sector

16h15 – 17h45

Round table 

Festivals and Mobility
Challenges in the Grand
Est Region

16h15 – 18h15

**Workshop
Initiatives**

Share and mutualise
your equipment and
ecocups with BotCup &
Le Matériel Partagé

16h15 – 18h15

Workshop

Festivals of the Future
Imagining 2050

16h15 – 17h45

Workshop

From Standardized
Solutions to Tailored
Approaches – Leveraging
Employment and Training
Strategies for 2025

19h : Networking and cocktail in Reims townhall
At the invitation of our partners Les Flâneries Musicales de Reims and Crédit Coopératif

Champagne wine offered by the Vranken-Pommery Champagne House



10h00 – 10h30
Grande Salle

OPEN PLENARY SESSION

- Chloé Dabert, Artist-Director, La Comédie, CDN de Reims
- Maria-Carmela Mini, President, France Festivals
- Arnaud Robinet, Mayor of Reims
- Martine Lizola, President of Culture Commission, Grand Est Region
- Rachida Dati, Minister of Culture (TBC)

10h30 – 11h00
Grande Salle

OVERVIEW OF FRENCH FESTIVAL SECTOR AND ROUND TABLE

Keynote

- Thomas Paris, Economist, Associate Professor and Researcher, CNRS and HEC

Festival Barometer 2024

- Edwige Millery, Research Officer and Regional Dynamics Coordinator, DEPS, Ministry of Culture

Current Paradoxes

- Emmanuel Négrier, Research Director, CNRS and CEPEL

The Festival Model Under Pressure

Challenges and strategies to overcome them

How Can Public Policies Support This Evolution?

The sector is already facing numerous challenges: inflation, rising costs (notably artistic and technical), increasing difficulties in achieving financial balance, exposure to climate risks, evolving cultural practices, challenges in renewing audiences and shifts in the role of festivals in artists' careers.

As festivals must reconsider their model to become more resilient and economically sustainable, public authorities play a crucial role in supporting this transformation. Can they act as accelerators, encouraging economic adaptation and creating incentives? Which kinds of festivals should be prioritized, and with what objectives and resources ?

Speakers :

- Delphine Benassy, Vice-President of Culture for Centre-Val-de-Loire Region, Association des Régions de France
- Marie-Pia Bureau, Director, Office national de diffusion artistique
- Véronique Evano, Representative for multidisciplinary outreach, General Direction for Artistic Creation, Ministry of Culture
- Alexie Lorca, Deputy Mayor of Montreuil and Vice President of Fédération Nationale des Collectivités pour la Culture
- Paul Rondin, Director of the International Center for the French Language – Château de Villers-Cotterêts
- Mary Vercauteren, Director of support for artists, companies and projects, Centre National de la Musique

Moderator : Catherine Boissière



14h30 – 16H00
Grande Salle

ROUND TABLE

Keynote : Thierry Teboul, General Director, AFDAS

Management Challenges in Festivals

Management in the performing arts sector has been a sensitive topic for a long time. As management challenges grow more complex, professionals struggle to establish suitable practices. Festivals, with their specific timelines, require flawless organization. Good management is essential to maintaining a festival's reputation and long-term success.

Inspired by the book *Debunking Myths About Cultural Management* (published September 2024), this session will explore various facets of this issue.

Speakers :

- Fabrice Benkimoun, Delegate for Professional and Social Policies for Authors, Ministry of Culture
- Nicolas Bucher, Co-President of Scènes Ensemble
- Maria-Carmela Mini, Director, Latitudes Contemporaines Festival
- Frédéric Olivennes, General Director, Audiens
- Malika Séguineau, General Director, Ekhoscènes

Moderator : Claire Guillemain, Politismos

14h30 – 16H00
Petite Salle

WORKSHOP-CONFERENCE

Insurance for Economic and Climate Risks

Are you organizing or producing a festival and wondering about the necessary insurance policies to secure your operations? What's the future of relationships between festivals and the insurance sector, especially concerning climate and economic risks? This workshop will guide you through this crucial yet complex topic.

- Antonella Spinella, Head of Spectacles, Events, and Audiovisual Department, Diot-Siaci

Organized with the National Music Center

14h15 – 16H15
Auditorium

WORKSHOP

Economic and Ecological Transformation through Cooperation

How can we reconsider economic models to align with ecological transformation? This workshop explores how collaboration can serve as a pathway for cultural actors and their organizations to engage in sustainable practices.

- Solweig Barbier, General Delegate, ARVIVA
- Sandro De Gasparo, Co-General Delegate, European Institute for Functional Economy and Cooperation



14h30 – 16H00
Studio

WORKSHOP

Social News in the Cultural Sector

This workshop aims to provide an update on regulatory changes in 2025, their impact on payroll, and product developments at GHS.

- Drissia Landragin, Product Manager, GHS
- David Lescure, President, GHS

Organisé avec GHS (sPAIEctacle)

16h15 – 17H45
Grande Salle

ROUND TABLE

Festivals and Mobility Challenges in the Grand Est Region

This session will focus on the environmental challenges faced by festivals in the Grand Est region. It will explore mobility issues related to the region's rural characteristics and address how cultural and ecological policies can be coordinated at a regional level.

Exploring ongoing initiatives, this panel will promote the sharing of ideas, best practices, and actionable strategies to support festivals in their ecological transition and strengthen cooperation among cultural actors, national and regional authorities.

Speakers :

- Fabian Chappuis, Co-director, Othe-Armance Festival
- Florence Forin, Deputy Regional Director in charge of Creation, DRAC Grand-Est
- Valérie Lahouel, Deputy Director for Culture, Heritage and Memory, Grand Est Region
- Christophe Pereira, Director, Montier Photo Festival

Modération : Eve Lombart, President of Cofees and General Adminsitrator of Avignon Festival

16h15 – 18H15
Auditorium

WORKSHOP

Festivals of the Future – Imagining 2050

In June 2024, the CNMLab released a prospective study outlining 4 scenarios for the evolution of the music industry by 2050 in the context of France's carbon-neutral economy. This workshop invites participants to imagine the festival experience in 2050 based on these scenarios.

Organized with the National Music Center

March 13 2025

Full program



16h15 – 17H45
Studio

WORKSHOP

From Standardized Solutions to Tailored Approaches – Leveraging Employment and Training Strategies for 2025

Amid economical, digital, ecological, and societal transitions, as well as evolving audience expectations, festivals face numerous HR challenges. This workshop, led by AFDAS, will address employment and training strategies to help your organization adapt to these changes.

- Agnès Giangrande, Director of Development and Network, AFDAS

Organized l'AFDAS

March 14 2025

Timetable

 *english translation available*



9h – 9h30 : Welcome coffee and registration – HALL

GRANDE SALLE

PETITE SALLE

AUDITORIUM

STUDIO

limited capacity

limited capacity

9h30 – 11h

Round table 

Policies for Ecological Transformation and Festivals

9h30 – 11h

Workshop conference

Diversifying Funding Through European Programs

9h30 – 11h

Workshop

Conflict Management Through Mediation

11h – 12h30

Round table 

Be perfect ! Balancing Core Responsibilities and CSR Commitments

11h – 12h30

Workshop

Leveraging Motivation and Engagement

11h – 12h30

Workshop

Reducing Team Stress

14h – 15h30

Round table 

Ecological Constraints and Economic Constraints: How Do They Interact ?

14h – 15h30

Round table

Supporting Festivals Ecological Transformation at Regional Level – A Focus on PACA and Occitanie

14h – 15h30

Workshop

Ecology and Working Conditions

14h – 15h30

Solutions Workshop

Reducing Audience Carbon Footprints with Festicar and Fairly

15h45 – 16h15 : Closing plenary session – GRANDE SALLE



9h30 – 11H00
Grande Salle

ROUND TABLE

Keynote : Gwendolenn Sharp, coordinator, The Green Room

Policies for Ecological Transformation and Festivals

How can European, national, and local policies work together? What lessons have been learned from collaborative efforts, and how can progress be achieved? Successful ecological transformation in the festival sector requires close collaboration between local stakeholders, organizers, and public authorities, each playing a complementary role.

National and local authorities define strategic frameworks and regulations to promote sustainable practices, while festivals serve as local innovation labs capable of implementing practical solutions, such as eco-responsible infrastructure, collective transportation for attendees, or participatory initiatives to raise public awareness of environmental issues. Harmonizing these efforts is key to a successful ecological transformation.

Speakers :

- Yohan Delmeire, Director of Artistic Creation and Territories, City of Bordeaux
- Béatrice Macé, Vice-President for Culture and Cultural Rights, Brittany Region
- Stéphane Segreto-Aguilar, Director, Relais Culture Europe
- Sophie Zeller, Head of Performing Arts Service, Ministry of Culture

Moderator : Brice Arnaudeau, General Coordinator, Grabuge Network

9h30 – 11H00
Petite Salle

WORKSHOP-CONFERENCE

Diversifying Funding Through European Programs

European funding offers significant opportunities for cultural and artistic initiatives. This workshop will provide an overview of major funding programs, focusing on international cooperation, innovation, sustainability, and social inclusion. Through case studies of festivals that have successfully utilized these resources, participants will learn how to integrate a European dimension into their projects and explore new funding opportunities.

- Helena De Winter, European Cooperation and Development Consultant, Chapeau!



9h30 – 11H00
Auditorium

WORKSHOP

Conflict Management Through Mediation

Conflicts and tensions can affect team dynamics and productivity. Festivals, with their short timeframes, diverse team structures, and passion-driven work, are particularly susceptible to such issues.

Mediation is an alternative mode of conflict prevention and resolution that relies on individuals' ability to communicate and find solutions. The intervention of a neutral and impartial mediator, as well as the key principles of confidentiality and voluntary participation, mediation fosters effective communication and empowers participants to take ownership of solutions.

- France Charlet, Mediator

Organized with France Charlet Médiation

14h00 – 15H30
Petite Salle

ROUND TABLE

Supporting Festivals Ecological Transformation at Regional level – A Focus on PACA and Occitanie

Following the 2021 États Généraux des Festivals, the Ministry of Culture adopted a Charter for Sustainable Development, complemented in 2022 by new financial aids for ecological and societal challenges. In 2024, this framework was further strengthened by the Action and Transformation Framework for Ecological Transition (CACTE), which is now being implemented across regions.

This panel will showcase how ecological transition support is being deployed in PACA and Occitanie, highlighting successful initiatives and collaborative approaches.

Speakers :

- Véronique Fermé, Development and Animation Manager, COFEES
- Béatrice Magnier, Coordinator, Elémen'terre
- Morgane Baer, Administrator, Festival Constellations, Kubilai Khan investigations
- Pierre Baux, Co-Director, Festival 543, Coustouges

Moderators :

- *Lucie Elgoyhen, Festival Policy Mission Officer, Ministry of Culture*
- *Maxime Gueudet, Ecological Transition Mission Officer, Ministry of Culture*



11h00 – 12H30
Auditorium

WORKSHOP

Leveraging Motivation and Engagement

Understanding the mechanisms behind satisfaction, motivation, and engagement is crucial for mobilizing teams. This workshop will help participants identify actionable levers to foster commitment and collaboration within their teams, through collective problem-solving.

- Cyril Puig, Pogo développement

11h00 – 12H30
Studio

WORKSHOP

Reducing Team Stress

Is Stress Inevitable? A manager's mission is to ensure good working conditions for their teams. This responsibility might explain why, in 2021, 23% of managers were affected by sick leave, compared to 13% of employees.

- Olivier Coldefy, Clinical Psychologist

Organisé avec Thalie Santé

14h00 – 15H30
Grande Salle

ROUND TABLE

Ecological Constraints and Economic Constraints: How Do They Interact ?

It is possible to consider economic constraints as independent from the ecological challenges faced by festivals, such as the imperative to reduce their environmental impact and the necessity to prepare for increasingly unpredictable climate events. However, to what extent can the necessary ecological transition be seen as an opportunity to reshape our organizational models and build economic models that are also robust and sustainable?

Speakers :

- Erwan Gouadec, Director, Festival Trans Musicales
- Natalia Oszkó-Jakab, Festival Director, Valley of Arts Festival (Hungary)
- Gwendolenn Sharp, Coordinator, The Green Room
- Julien Sauvage, General Director, Festival Cabaret Vert

Moderator : Solweig Barbier, General Delegate, ARVIVA



11h00 – 12H30
Grande Salle

ROUND TABLE

Be perfect ! Balancing Core Responsibilities and CSR Commitments

Festival management increasingly involves balancing traditional objectives, such as programming, public engagement, and financial sustainability, with new responsibilities related to Corporate Social Responsibility (CSR). These include addressing environmental impacts, promoting diversity and inclusivity, and improving working conditions.

This panel will explore how festivals can strike a balance between their core mission and growing expectations concerning their CSR.

Avec la participation de :

- Franco Belletti, Administrator, Ravenna Festival (Italy)
- Michaël Dian, Director, Festival de Chaillol
- Claire Fournier, Technical Administration, Festival Les Nuits de Fourvière
- Aurélie Hannedouche, Director, SMA (Union of Modern Music)
- Clemence Lézier, Festival Support Manager, National Music Center
- Guillaume Villemot, Deputy Delegate for author's employment and social policies, General Direction for Artistic Creation, Ministry of Culture

Moderator : Stefano Arnaldi, Arnaldi, Director of Culture and Heritage, City of Reims

14h00 – 15H30
Auditorium

WORKSHOP

Ecology and Working Conditions

What are the consequences of ecological transitions on working conditions and organizational structures?

This workshop aims to initiate a dialogue on this issue, ensuring that ecological transitions do not come at the expense of employees' well-being.

- Aline Dronne Caron, Task Officer, ARACT Grand Est
- Amelie Pierre, Task Officer, ARACT Grand Est

Organized with ARACT Grand Est

March 14 2025

Full program



14h00 – 15H30
Studio

SOLUTIONS WORKSHOP

Reducing Audience Carbon Footprints with Festicar and Fairly

Discover Festicar, a platform for cultural carpooling that addresses the environmental impact of audience mobility while promoting accessibility to cultural events. This session will demonstrate how the platform can help festivals foster eco-friendly and inclusive practices.

Organized with Festi'Car and Fairly

HOW TO COME ?



La **Comédie, Centre Dramatique National de Reims**

Parvis Chaussée Bocquaine, Esplanade André Malraux, 51100 Reims

From Paris :

Regular trains from Gare de l'Est (45 minutes travel)

Public transportation in Reims :

- Tramway line A or B : Stop "Comédie"
- Bus line 1, 7, 8, 30 : Stop "Comédie"

Cycling in Reims :

- Parking for cycles : Esplanade André Malraux
- ZébullO, city cycles : Station Comédie

By car :

Move with Festi'Car, carshare solution !

SoFEST! Forum France Festivals works with Festicar, a partner that helps you find people to carshare with : <https://francefestivals.festicar.io/fr>

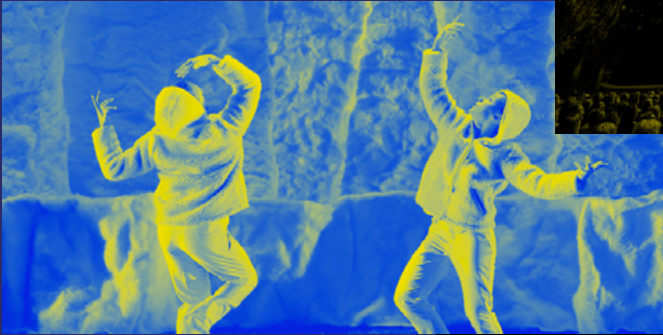
- Motorway A344 (Exit *Reims centre*)
- Closest parking : Stade Auguste Delaune

PARTNERS



SO FEST! FORUM FRANCE FESTIVALS

Meet the People
Who bring People Together



@credits

Patrick Berger, Festival Petits et Grands

Anais Bellanger, NAME Festival

Raoul Gilibert, Passages Transfestival

Jean-Pierre Gilson, Festival des Forêts

Registration :
<https://bit.ly/4h2oluS>

