



MANAMA CAPITAL OF ARAB CULTURE
2012

Celebrating Manama the Arab Capital of Culture in 2012

**The Ministry of Culture in the Kingdom of Bahrain
in coordination with**

**The Arab Administrative Development Organization-ARADO
LEAGUE OF ARAB STATES**

The 2nd Forum on Festivals in the Arab Countries

**Diplomat Radisson Hotel, Manama,
March 1st & 2nd, 2012**





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OVERVIEW

The Second Forum on Festivals in the Arab Countries is the only state-level Arab Festival event hosted in the Arab region. With a galaxy of experts in various fields and masters of great wisdom, this Festival Forum is another highlight of the festivals in the Arab countries.

In its second version, this festival forum is organized by the Ministry of Culture in the Kingdom of Bahrain, in coordination with the Arab Administrative Development Organization , to celebrate Manama, the Arab Capital Culture of 2012. This forum is committing itself to both innovation and originality as successfully held in its first version in Beirut in December 2009.

Over two days, a bunch of festival presidents, organizers, managers, and art directors will gather to exchange information and expertise about different issues of festivals exploring the way to improve and upgrade the levels of festivals in the Arab countries.

The sessions of this forum are comprised into a welcome/opening address, two keynote sessions, and five regular sessions presenting and debating the latest thinking and festival business insights in addition to reviewing the key achievements and challenges facing festivals nowadays. Also, there will be a further focus on the most important issues in the festival industry, plus extended and expanded networking opportunities for neighboring countries to share knowledge and update the quality of their festivals to include all the family. This forum ends up with a panel discussion and recommendations session.

We believe that the 2nd Festival Forum is not only a gathering for festival organizers, artists, even governmental officials, enterprisers, and celebrities, but will become one of important means for intercultural communication as well.

In view of this, we sincerely invite you to attend this 2012 Forum of Festivals in Manama on March 1st & 2nd. During this event, and exclusively for this year, there will be the opening of the Annual Spring of Culture Festival in Manama on March 1st so all attendees will have the chance to enjoy an array of cultural and artistic events along with the scheduled sessions.





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TEN REASONS TO BE AT THE FORUM

- 1 – Line up with amazing speakers and experts in cultural festival and events organizations and various other related bodies in order to share ideas and best practice in festivals.
- 2 – Celebrate the successes and achievements of participating festivals.
- 3- Bring together and share experience of best practice and innovations in festival and event organization from across the Arab world and Europe.
- 4- Look at how urban and rural communities can use festival and events to stimulate local economic development, improve social well being and build civic pride and community.
- 5-Develop the knowledge and skills of participants and promote professional networking, both amongst our members and between them and related bodies in the dynamic festivals and events sector.
- 6-Discuss the interaction between the host city and large-scale cultural events or festivals.
- 7- Promote international communication and cooperation between festivals and other relevant industries.
- 8- Share operational experiences and knowledge for the common interests.
- 9- Propel the inheritance of cultural traditions and heritages of different nations of the world.
- 10-Contribute in the social development through family ties to share the experience of quality arts and cultural events.





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FORUM TRACKS

1. Festivals and the City Development
2. Festivals is a TIME and PLACE for UNUSUAL BUSINESS?
3. The Power of Festivals
4. Social Media and Marketing tools for Festivals
5. Future of non-ticketed festivals?
6. Making Your Festival More Profitable
7. Best practice for leveraging Brand Activity at festivals
8. Impact of investment in Culture on Economic Growth, Social Development and Job Creation
9. Festivals and Tourism: Management, Policy, and Practice
10. The Power of Collaboration between Festivals and Government
11. Strengthening your Brand through Community Outreach Programs

Roundtable discussion:

Topic: Understanding Appropriate Roles and Reactions to Unexpected Crisis





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WHO SHOULD ATTEND

- Ministries of culture, tourism, and media in the Arab countries
- Municipalities and city mayors
- Cultural attaches at Arab and Foreign embassies in Manama
- Tourism sub committees at municipalities
- Presidents and artistic directors of local, regional and international festivals
- Local tourism development associations and cultural foundations
- Artistic tour managers
- Box office managers
- Directors and managers of banks, hotels, airlines, transportation companies, hotels and touristic resorts
- Stage and sound engineering companies
- Schools of music and dance at private and public universities and institutions
- TV, radio, online media, and published media
- NGO's and local communities representatives

SPEAKERS

Experts in cultural economics

Experts in social media and festivals

Presidents of festivals (Kingdom of Bahrain, Kingdom of Saudi Arabia, Lebanon, Jordan, Morocco...)

Euroarab Festivals (Spain)

European festival Association

FORUM HOSPITALITY

Two lunches

Visit to the Qalaa Museum

Gala Dinner

Invitation to the opening concert of the Spring of Culture Festival





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MEDIA PARTNERS

TBD

PARTICIPATING COUNTRIES

Kingdom of Bahrain
Kingdom of Saudi Arabia
United Arab Emirates
Tunisia
Morocco
Syria
Jordan
Lebanon
Palestine
Libya
Mauritania
The Sudan
Oman
Iraq
Egypt
Qatar
Kuwait
Algiers
Germany
France
Spain
England
Turkey





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FORUM LANGUAGES

Arabic and English are the accredited languages for the forum with simultaneous interpretation from Arabic to English and vice versa.

REGISTRATION

- Registration fees: Free for all attendees.
- Kindly fill out the registration form and send it back to this email address: lakkis@moc.gov.bh

TRAVEL PACKAGE

The organising committee has obtained discounted prices on hotel accommodation and air ticket.

Hotel arrangements: Kindly fill out the hotel form on the forum link on this website: www.moc.gov.bh

For your visa, kindly send a copy of your passport (valid for 6 months at a min) to: lakkis@moc.gov.bh
The Diplomat Hotel will take care of airport transportation (from airport to hotel and vice versa.)

Air ticket arrangements:

Gulf Air has kindly offered 20% off on tickets to all attendees of the forum.

For ticket reservation, pl. fill out the Gulf Air form on the forum link on this website: www.moc.gov.bh

For Forum Details:

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