

## NORTH YORKSHIRE TOWNS ALIVE SEMINAR

### Festivals Workshop

**Conyngham Hall, Bond End, Knaresborough, HG5 9AY  
Wednesday 28<sup>th</sup> September 2011**

- 09.30                    **Registration** (Refreshments will be available)
- 09.45 – 9.55           **Welcome and introductions:** [Debbie McGrath](#) **Action for Market Towns** and [Carol Renahan](#) **North Yorkshire County Council**.
- 09.55 – 10.50        **‘How To’ Guide to Festivals:** [Wendy Clews](#) **Director of CREATE Arts Development Ltd.**
- Wendy will cover the benefits that market towns can get from running festivals and then give a whistle stop ‘How to’ including warnings of potential pitfalls and problems and tips for making your event a success.
- 10.50 – 11.00        **Coffee/Tea**
- 11.05 – 11.45        [Wendy Clews](#) (continued as above)
- 11.45 – 12.15        **Case study one:** [Amelia Vyvyan](#), **Grassington Festival of Music and Arts**
- 12.15 – 1.00         **Buffet Lunch**
- 1.00 – 1.30           **Case study two:** [Nigel Perry](#) and [Alan Walgate](#), **Knaresborough Bed Race**
- 1.30- 2.00           **Case study three:** [Jeni Cropper](#) and [Michael Lough](#), **Malton Food Festival**
- 2.00 – 2.10         **Coffee/Tea**
- 2.15- 3.25           **Q and A workshops with** [Wendy](#) **and the three Case Studies**
- 3.30                    **Wrap up and close**