

SEA EVENT INDUSTRY HACK-A-THON

Session 2 - Team 3: *Festival and Concert Leadership*

Notes

Facilitators

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Topic & Conversation Starters

How has the current global climate impacted the future of live events?

- Though live music is a powerful source of entertainment and influence, has it really harnessed that power for maximum impact when it comes to sustainability? (pre covid)
- In the post- COVID-19 world, will ethical and sustainable experiences matter more or less to fans?
- Will a sort of social distancing become a universal norm to respect while visiting formerly crowded destinations, which will enhance strict carrying capacity measurements?
- From a venue or festival site standpoint, how can we create solutions or re-design functionality to help society and address a heightened awareness of hygiene?
- What type of impact will the current shift to digital performance and digital festivals have an on the future of in person live events?
- Will these ideas soon be the benchmark for the future live entertainment?

Observations, Learnings & Reoccurring Themes

- a) The group appreciate that live music and events are an excellent vehicle for change and a platform to communicate messages of sustainability around the world. The events industry may like to use this downtime to review and reflect on the PURPOSE of their event (or running of their business) and how they are contributing to the greater good (UN SDGs). Applicable to events large and small
- b) ****BIG ONE** Huge emphasis on the importance of HEALTH and the relationship between humans and the environment, as Covid-19 is top of mind. How can we as leaders amplify this message? Importance of building RESILIENCE and utilising our global network of event professionals to achieve a more resilient global events community**
- c) The shutdown may be an opportunity to assess the collective impact your event/s and others held in the immediate area are having on the community. This conversation re-raised questions around the sustainability of mass gatherings including concerts and festivals, and potential moving away from the historical trend of growing and developing by scaling up and attracting more attendees
- d) In response to COVID-19 and heightened awareness among consumers, venues and events may look to redesign their service delivery methods to integrate enhanced health and safety standards and procedures. There will be challenges around single-use so, as an industry we will need to be careful not to relax our standards. **SEA may be well placed to communicate this message on a global scale?**
- e) BUILDING CAPACITY of the supply chain – or what’s left of it – now will assist events producers to continue to implement sustainable event management practices during the recovery. The group are conscious not to overwhelm suppliers with increasingly onerous t’s and c’s, as it’s plausible that following the pandemic there will be tightened health and safety conditions imposed on them
- f) The conversation segued into the role of the authorities in lifting the overall sustainability standards of suppliers with regard to their product/ service offering. The group would prefer to see businesses align themselves with the SDGs, whole-heartedly adopt sustainable management and choose to embed a sustainability mindset and practices in all aspects of their business than for government to regulate this. Government could help push the envelope by supporting business
- g) **HUGE demand for access to a list of suppliers, sorted by region/ speciality aka SEA DATABASE**
- h) Events should be prepared for a new world, where live and virtual event experiences are integrated and coexist. While live events will remain the core, from a sustainability stand-point, herein lies great opportunity. We will be faced with challenges surrounding pricing and financial viability/ sustainability, new technology and consumer expectations etc

Resources & References

Live Nation - [Green Nation Global Sustainability Coalition](#) and “Sustainability Rocks” program

[Green Touring Guide](#) (Germany) written in collaboration with the [Green Music Initiative](#)

[Ticketmaster 2019 Ticketmaster State of Play Study](#)

[SEA Leadership Team](#) – please connect with your ‘local’ SEA rep

[SEA Supplier Database](#) (SEA Member resource)

[Communication and Marketing As Climate Change-Intervention Assets. A Public Health Perspective](#)

[TED Talk](#) – Coronavirus is our future

SE Qld Power: <https://www.premiairhire.com.au/events/biodiesel/>

<https://substation33.com.au/projects/solar-trailer/>

[Vision 2020](#) – UK based. Aims to inspire and support a 50% reduction in the environmental impacts of the events sector by 2025.