

FESTIVAL PROJECT PLANNING MATRIX

For simplifying planning and developing the unified algorithm for design, arrangement and holding a festival hereunder is offered the festival design planning matrix, grounded on results of analyzed experience arrangement and holding of festivals in the Republic of Karelia and Finland (including questionnaire results) for several years and trends of festival activities. The Matrix contains main characteristics (parameters and terms) of festival arrangement dependent on festival type, its specialization, target audience and range. When using the offered matrix the initiative group or organization committee that arranges and plans a festival might work out technical terms and conditions taking into account main suggested parameters and terms, to follow while planning the festival to held.

Festival planning matrix

	Theater festivals	Music festivals	Dance and sport festivals	Film festivals	Literature festivals	Art festivals	Folk art festivals	Historical festivals	Mixed festivals
									
Initiative group	Personnel of theaters, art-directors	Art-directors of ensembles and groups	Art-directors of dancing schools and groups	Directors of film associations and clusters	Members of society of writers, libraries	Museum personnel, association of artists	Centers of folk art and crafts, ethno-cultural centers	Museum personnel, military history clubs	Cross-sectional initiative groups
Range (number of Participants/spectators/ Capacity)	Regional up to 2000; local up to 500	Open air – up to 10000; in halls – up to 1000	Open air – up to 1000; in halls – up to 300	Up to 500	100-300	300-2000	Open air – up to 2000; in halls – up to 500	Open air – up to 2000; in halls – up to 500	Open air – up to 2000; in halls – up to 500
Time frame	3-7 days	1-3 days	1-2 days	3-7 days	2-3 days	3-7 days	2-5 days	1-2 days	2-4 days
Averaged min. Arrangement expenses (Rub. per Participant/day)	1200-1500	800-1200	800-1200	500-800	300-600	900-1100	500-900	400-600	800-1000
Financial sources (ranged by Importance)	Budget, sponsors, tickets	Sponsors, tickets, sale of add. Services /goods	Budget, sponsors, tickets	Sponsors, tickets, sale of add. Services /goods	Sponsors, tickets, sale of add. Services /goods	Sponsors, tickets, sale of add. goods	Fairs, sales, master-classes, sponsors, budget	Budget, sponsors, add. services	, Fairs, sales, master-classes, sponsors, budget
Partners	Governmental bodies, big business advertisers	Big business, commerce, production centers	big business, commerce, budgetary bodies	big business, commerce, governmental bodies, media	Publishers, commerce, advertisers, govern.bodies	Galleries, museums, advertisers, govern. bodies	Folk art-craft centers, commerce, govern. bodies	Govern. Bodies, museums, media, big business	Govern. Bodies, museums, media, big business
Methods for monetization (Commercialization)	Ticket sales	Ticket sales, merchandise	Ticket sales, arrangement fee	Ticket sales, merchandise	Book sales, merchandise	Fair sale of art objects and merchandise	Sales of merchandise	Arrangement fees, sales of merchandise	
Elements of facilities and equipment	Equipment, theater halls	Equipment, concert halls, open air	Dancing and sport halls, open air	Cinema halls	Conference halls and training rooms	Exhibition halls	Exhibition halls, open air	Concert halls, open air	Concert and conference halls, open air
Facilities for combination of different formats									