

Panels, Workshops and Networking Sessions have been designed to appeal to both general and specific audience with some that are likely to be of more interest to presenters, performers and youth. Showcases round out the schedule with a variety of Official, Sponsored and Private showcase presentations.

GENERAL INTEREST SESSIONS

The OCFF's Annual General Meeting

This AGM is the annual opportunity for OCFF members to gather together to hear about the activities of the past year and look to the future together. The Board of Directors and Executive Director present reports, the audited financial statement and the results of the Board elections. There is also a public opportunity for members to be heard on any OCFF business.

Chair: Scott Merrifield, OCFF Board President

Panelists: OCFF Directors and Peter MacDonald, OCFF Executive Director

First-timers Orientation

Where do I go? Who should I meet? What will I say? When will I sleep? This brief session is for newcomers to the OCFF conference and for veterans who want to hear about any changes we've made to it this year. Attend this session and we'll guarantee that you will get more out of the conference!

Host: Jory Nash

Emergency Planning

This timely session will likely prompt as many questions as it will answer, especially after such a dramatic summer of festival tragedies and near-misses. What do our festivals and events need to be considering in order to safeguard lives and protect assets? Do all events need an emergency plan? If we ignore it again this year, will the need for a plan go away? We'll discuss some of the key elements of emergency planning and we'll take away your questions and comments so the OCFF can develop a guide to the development of these plans for its members.

Moderator: Tamara Kater

Panelists: Ana Miura, Mike Hill, Jerry Switzer

SOCAN Songs and Stories

The OCFF has a long history of introducing new voices to festival stages and concert halls via the showcasing component of the conference. SOCAN has played an important role through the years with their Songs and Stories circles. This 25th annual OCFF conference features past showcasers who have made good on the promise they displayed on our showcase stages.

Participants: Matt Andersen, Ariana Gillis, Ridley Bent, Jim Bryson

Ukelele Building Workshop

Back by popular demand, come to this session and walk away with an ukulele that you built yourself, with the help of the fine folks from Wolfelele!

Facilitator: Wolf Kater

One-on-One Sessions

These fifteen-minute, one-on-one sessions with industry professionals will help you look at where you are currently in your career and what decisions you need to make to take it to the next level. Please note that this is not an opportunity to pitch to presenters about hiring you for their next festival. These sessions are by appointment only and pre-registration will be necessary. Sign-up will happen in the registration area on Friday of the conference starting at 9:00am. It is your responsibility to keep track of your appointment time.

Coordinator/Host: Bob LeDrew

Mentors: Doug Cox, Sue Panning, Don Brownrigg, Robyn Boyd, Dave Carmichael, Volker Steppat, Mitch Podolak, Michael Wrycraft, Richard Flohil, Helen Austin (others may be available at the conference, TBD)

Borealis Reception

This annual pre-Gala reception is a great chance to see old friends and meet new people. Come to help celebrate 15 years of Borealis Records!

Hosts: Bill Garrett, Grit Laskin

Music Workshop – Traditional

Continuing a new OCFF tradition that started with fiddle music and continued by exploring the blues' influences, this music workshop is curated by Mill Race's Artistic Director, Brad McEwen. This interactive session will explore the roots of the traditional music found where the artists live and will help to show the many fundamental, yet dynamic ways that "Trad Music" still contributes richly to the entire folk music scene.

Moderator/Host: Brad McEwen

Participants: Anne Lederman, Dave Ruch, Jean Mills, Ian Bell

Social Media using Mobile Technology

For those who have embraced social media and use it regularly, the concept of mobile ecosystems (phones being highly networked receptacles) is a given. How can some of the new innovative platforms and mobile apps available, serve the music community – especially OCFF festivals, music organizations and performers – better in the future? We'll talk about such things as app monetization, in-app advertising and in-app purchases. This workshop will provide some hands-on, immediate user satisfaction. Bring your smart-phones, but please set them to vibrate.

Moderator/Host: Tamara Kater

Panelists: Trevor Mills, Selena Burgess, Larry LeBlanc, Tom Power

Social Media: New Trends for Current Users

How much time a day do you spend on social media sites? An hour? Two? We all use some form of social media and definitely hear about it at every turn. We often think we understand it. Then, along comes the next big thing and we're left scratching our heads and unsure of where to put our efforts in maintaining the ever-growing number of platforms and networks. How can you combat social media overload and choose the platforms that are best for you? This session will provide an overview of what's available; what makes sense for you to be using, along with some how-to that you can immediately incorporate into your own social media strategy and maintenance.

Moderator/Host: David Newland

Panelists: Dave Cool, Selena Burgess

World Music Forum

This session will continue a robust discussion from the 2010 conference by gathering together people who have a particular interest in advancing “World Music” within the folk and roots community. What strides have been made since the last time we met? We will seek more common ground and find more ways to increase the visibility of this highly diverse musical niche over the short and long terms.

Moderators: Chris MacLean and Bob LeDrew

House Concerts – Where Do They Fit?

Folk music has always been about the community. The music thrives when there is a community to spread it, and the community thrives when it shares its stories, politics, history and celebrations through music. House concerts have proven to be essential to the survival of folk performers in Canada. Without them, many tours would not happen. Entire networks have been created and in some areas, house concerts now compete for the same audiences as concert series, clubs and festivals. This session will look at the explosion of house concerts from a number of perspectives.

Moderator: Scott Merrifield

Panelists: Steve Tennant, Tim Osmond, Bob LeDrew

Starting and Building a Festival

One of the most-asked questions from the general public at the OCFE office is just that – “How can I start my own festival?” Is it time for a festival in your locale? Should you start small and work up to something bigger, or go all-out in the first year to meet your vision? In this session we’ll hear start-up stories that will inspire and ignite passion in the organizers amongst us.

Moderator: Katharine Partridge

Panelists: Mitch Podolak, Joelle May, Sam Baijal

Exhibit Hall

Not your typical trade show...the OCFE Exhibit Hall is a hub of networking activity that allows delegates to find out more about a variety of exhibitors. Instrument builders, music industry associations, festivals, agencies, managers and many others participate with booths and samples of their products and services.

Campfires

These sessions are themed jams hosted by OCFE members. They happen during the day with the added benefit of the OCFE’s very own campfire...actually an ingenious artifact built by a past president of the OCFE.

OCFE Song Swap Campfire: Participants bring a song by ANOTHER OCFE member.

Protest Songs Campfire: Let out your inner protest singer with your songs or a great cover.

Jam Sessions

Jamming has long been a fixture at the annual OCFE conference. Join OCFE member hosts and bring your instruments to these all-acoustic sessions. There’s even a room where the jamming can happen through the night!

Friends of Bill W.

Open to anyone wanting some twelve-step support while attending the conference.

PRESENTER STREAM

The Value of Presenting: A Study of Arts Presentation in Canada

CAPACOA and Canada's performing arts presenting networks (OCFF is on the planning committee for this study) are conducting a large-scale enquiry to better understand and communicate the value and benefits of presenting for Canadians and to raise awareness of the role of the live arts presenter in the creative chain, in communities and in society. The project description as well as a literature review is available on the website launched by CAPACOA: www.diffusionartspresenting.ca/documents. This dialogue session will gather input from presenters in the festival, concert series and house concert community supported by the OCFF and will help to strengthen the connections between the various participants in the presenting field.

Facilitator: Inga Petri

Hosts: Peter MacDonald and Erin Benjamin

Private Showcase Orientation

Join us for these sessions if you are a Private Showcase presenter at this year's conference. We'll fill you in on the latest news about your shows and share some ways to help get the most out of your conference experience.

Facilitators: Sam Turton, Ana Miura and Bob LeDrew

Presenters Peer Networking Session

After a successful launch in 2010, this networking session is a great opportunity for presenters to meet one another and carry on a real-time, real-life conversation unimpeded by a computer, telephone or fax machine. Finally – put a face to the name! In a partnership between the OCFF, CAPACOA and Folk Music Canada, the Executive Directors of all three organizations will introduce their organizations and describe the rich partnership that has developed through this year's Presenters Program.

Host: Erin Barnhardt

Building and Strengthening Your Organization

Succession planning, retaining great Board members and key volunteers and developing staffing plans as your organization grows – all of these can be stressful, but each is also an exciting sign of the health of our community-based, not-for-profits. Nathan Garber, a leading expert in how non-profit organizations work, will lead a discussion on how good planning can help you avoid typical problems and will introduce some ways that you can get out of a rut today.

Moderator: Nathan Garber

Host: Dan Greenwood

Audience Development – Non-Musical Content

How can we build audiences for folk and roots music? Is it all about increasing the numbers? What role can we play in educating our audiences? Explore the nuances of designing effective programming and audience retention methods for your events through the use of non-musical content. Surprising enough to some, but festivals and events are not only about the music. How does the programming of non-musical elements affect the vibe of the event? What drives these decisions? Come to hear success stories and learn where to find new resources for your events.

Moderator: ShoShona Kish

Panelists: Phyllis Stenson, Heather Daley, Cheryl Ewing

Festival Organizers Meet and Greet

In advance of the Round Table Sessions, this is an opportunity to meet your peers from other festivals and to find out who is doing what at other OCFF member festivals. It's time for all of us to get reacquainted with our peers, so pull up a chair and have a chat!

Host: Brad McEwen

Festival Organizers Round Table

Join other festival organizers in a round table session dealing with topics of interest to all festivals. Potential discussion topics include Partnerships, Best Strategies, Site and Volunteer Management, Greening and Sharing Resources. Please bring your own suggestions.

Facilitators: Brad McEwen and Mike Hill

The Festival Funding Crisis

We hear it all the time: festivals are getting their funding cut here, there and everywhere! How can festivals and other presenters cope in this economic climate? Did you know that some don't even apply for available grants? Does your festival know how to analyze a failed grant application and who to ask for assistance? This panel session will identify common mistakes by funding applicants and correct some assumptions about how to get through these tough economic times.

Moderator: Jerry Switzer

Panelists: Joanna Maratta, Phyllis Stenson, Michael Martyn, David Barnard

Meeting of Festival Board Chairs

This closed session is an opportunity for OCFF member Festival Board Chairs to meet and discuss various topics of shared interest.

Host: Scott Merrifield

Meeting of Festival Artistic Directors

This closed session is an opportunity for Festival Artistic Directors attending the conference to meet and discuss various topics of shared interest.

Hosts: Candace Shaw and Brad McEwen

PERFORMER STREAM

Presenters Program/Export Artists Meet and Greet

This session brings together the participants in the Presenters Program with artists from the community who are “export-ready” and who are itching for that opportunity to break out of Ontario or to perform internationally.

Moderator/Host: Erin Barnhardt

Stage Craft

Does your performance begin when you strike the first note, or long before that, as the ambient music is playing? Are you in command of your instrument and in control of the entire stage space? This session will highlight the subtle and sometimes more obvious ways that a performer can wow their audiences and create more memorable experiences for everyone.

Workshop Presenter: David Ross Macdonald

Host: Jane Harbury

Funding for Performers

Tours (and applications for support) require a plan that addresses the who, where, why, what, when, how and HOW MUCH of leaving your hometown. What about support for marketing, promotion and showcasing? Once on the road and playing regularly, how can you “monetize” your hard work? This session with the Ontario Arts Council, FACTOR and SOCAN will walk performers through the entire touring process and highlight the ways you could be earning more income now while planning properly for a better-funded future.

Moderator/Host: Kuljit Sodhi

Panelists: Sean McManus, Aengus Finnan, Christy DiFelice

Touring and Crossing Borders

Learn from the pros who help get performers across borders every day. Work visas, merchandise issues, travelling with instruments and basic border coping skills will be discussed. Bring your general questions to find out how all of these challenges can be made easier for performers and the presenters who host them.

Moderator/Host: Mary Granata

Panelists: Robyn Boyd, Derek Andrews

Record Production

Recordings are an important part of every artist’s arsenal and making a good record can be a complicated and expensive business – especially if you don’t know what you’re doing! This panel will feature four industry professionals who specialize in various aspects of making and producing recordings. They will break the making of a record into its three distinct phases:

Pre-production: Why record? What to record? Where to record? How to record?

Production: Getting the best results in the least amount of time

Post-Production: Mastering, Graphics, Manufacturing, Distribution

Real-world examples will be used and illustrated with audio and visual materials. Come with your own perspectives, experience and questions.

Moderator/Host: Paul Mills

Panelists: David Travers-Smith, Michael Wrycraft