



BRITISH ARTS AND SCIENCE FESTIVALS ASSOCIATION

BAFA ADVICE FOR PERFORMERS

Are you interested in performing at one of our members' festivals? We receive many enquiries about this, and though BAFA does not facilitate direct contact between performers and festivals, we can offer the following advice. Please note:

- Festivals receive many hundreds of unsolicited enquiries from performers each year
- They do not have the time or facility to review all of these so your chances of success are extremely limited
- The key to success is a great deal of research and a targeted approach
- Remember that most programmes are conceived a year in advance, longer for the largest festivals.

We have two suggestions that might improve your chances, these are not easy or quick.

1: Research

Using the BAFA members' festival calendar www.artsfestivals.co.uk plus any other festivals that you know of, research past festival programmes to discover what sort of performers they book. This should enable you to produce a short list of festivals to contact. This is not a quick process but a targeted approach will give you a greater chance of success. You can waste a lot of time and money posting out specially produced CDs/DVDs and other literature which is never looked at if you simply do a mass mail-out.

Checklist

- the programme - is it *suitable* for your type of performance?
- does the festival list any information on *when* to approach them?
- does the festival say *who* to send your information to?
- and *most importantly* - does the festival say *what information* they want from you and in *what format* they want to receive it?

If the festival looks to be a good match for you but you can find no information on the website on how to approach them, then ring them up and ask ... Email if you can find no phone number, but telephoning is ideal.

2: Research

Though your performance will be unique you will be familiar with other performers who are in some way similar to you. By reviewing their websites and by searching online for their bookings, you should be able to draw up a list of festivals they have performed at. This should enable you to draw up your own shortlist of festivals worth further research using the checklist above.

WORK SMARTER : STAY CONNECTED : MEAN BUSINESS