

# THE BOARD TABLE



## A Year of Contrasts and Successes

One of the things I most enjoy in my work is the contrast between different festivals. For many years my hometown hosted the Dance Parade. A Parade of more than 20 DJ's on trucks followed by over 200,000 dancing young visitors that set the city on fire until late at night. The next day, the event was followed by 'the day of romantic music' where people enjoyed classical music in a city park. The much older visitors of this event, many dressed up in 19<sup>th</sup> century romantic clothing, mixed with the younger generation dancers that used the park as a lounge space to recover from the dance party the night before. Somehow the contrast between the two generations emphasised the 'character and richness' of both events and how they were able to work together.

For a lot of us, this was also a year of contrasts in some ways. Like many of you with your festivals, while dealing with the financial crisis that we are all struggling through, the IFEA seized the moment to evaluate how the Annual Convention was held and what they could do to make it better. This process resulted in noticeable changes to improve the overall footprint and effectiveness of the Conven-

tion. Taking this on during the global financial crisis emphasised to me, not only the 'character and richness' of the IFEA Staff, but also the creativity and dedication they had, working together to bring the best, most effective convention to the members. I would like to wholeheartedly thank them for their perseverance and passion over the past few years.

But let's not stop there! Let's take the success of the new convention footprint and keep the excitement going. One of the most exciting and promising developments I saw over the past year was seeing and speaking with new IFEA members at the Convention. Many of these members representing a new generation in the Festivals & Events Industry - an ambitious new generation that will enrich and refresh the festival world and the IFEA with new formats, new ideas and new energy. I look forward to seeing where this generation will take the industry in the future.

Leading us in to the future will be our 2011 IFEA Chairman, Wright Tilley, CFEE, Executive Director of the Watauga County Tourism Department Authority in Boone, North Carolina. Wright has without a doubt been one of the most capable and loyal members and supporters of the IFEA and I know the association will be in great hands with Wright as Chairman of the Board in 2011. I wish you much success Wright!

As my year as IFEA Board Chair comes to an end, I would also like to take a moment to thank the IFEA Board and IFEA Foundation Board for their continued support. They are leaders of the industry that volunteer an enormous amount of time and costs to support the development of this industry and I have a deep respect for them all. Their joint commitment over the past year in keeping the IFEA healthy and prepared for the future deserves much admiration and I very much appreciate their ongoing dedication and support.

Wishing everyone continued success in the New Year,

**JOHAN MOERMAN**

2010 IFEA Board Chair

Rotterdam Festivals - Rotterdam, The Netherlands

Tel: 31-10-433-25-11

Email: [directie@rotterdamfestivals.nl](mailto:directie@rotterdamfestivals.nl)