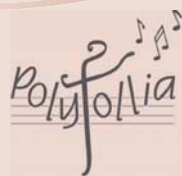


# 2nd International Study Tour for Choral Managers to the Polyfollia Festival

Saint Lô, France | 29/10-05/11/2012



MANAGEMENT



Through this International Study Tour Polyfollia and ECA - Europa Cantat are offering all those interested in the organisation of a major choral event the unique chance to "learn from behind the scenes", in a group of maximum 15 people and in a way you can't learn in any academic Arts Management training program. POLYFOLLIA, the World Showcase and Marketplace for choral singing (5th edition) is today the biennial reference meeting point for the best emerging professional ensembles and for music promoters and concert organizers involved in this field. It aims to promote a cappella choral art at its worldwide best, presenting all styles of choral music: from early to contemporary, from traditional to jazz and from classical to pop; acoustic or amplified; featuring all types of vocal ensembles from 4 to 40 singers, children or adults, equal voices or mixed choirs, from all over the world. At the same time, Polyfollia is a huge „choral festive party“ where all singers, can meet and mix. Some figures 2010: 50 concerts, 14 selected professional ensembles from 13 countries/ 4 continents, 137 mini-concerts, workshops & free events, 53 amateur choirs from France, 103 music promoters, concert organizers and professionals from 23 countries, general audience: 33 000 entries, festival staff: 52 employees + 140 volunteers.

## Participants

Choral managers, conductors and singers interested in the promotion and marketing of choral music, especially in the management of international choral events. Participants sent by VOICE project partners are especially welcome, but any young choral manager can apply. For conductors and singers, the study tour will also be interesting from an artistic / musical point of view.

## Programme

Arrival one day before the official beginning of Polyfollia. Sharing of professional experiences, valuable guidelines and key processes to manage the many aspects and challenges of organizing an international choral event, and of rooting it in a regional context with a dozen staff members and international experts linked to Polyfollia. Guided tour with insight into all sectors of the organisation: preparation of the event, artistic selection procedure, rehearsals, concerts in the city and in the region, technical production (sound and light), management of a large group of volunteers, services for participants and guests, programme with local choirs, communication and PR, international networking and marketing.

## Coordinator:

**Anne-Marie Cretté**, music teacher and conductor / Caen University, Polyfollia artistic advisor

## Accommodation

Polyfollia will arrange low-budget accommodation and meals in the festival restaurant. The participants will have free access to all festival events.

**Further details and participation fees will be published in autumn 2011 on [www.EuropeanChoralAssociation.org](http://www.EuropeanChoralAssociation.org) and [www.polyfollia.org](http://www.polyfollia.org)**