

# Music

## L A D D E R S

**Name of Speaker:** Joe Davies

**Company (representative of):** JoeFest

**Website:** [www.joefest.co.uk](http://www.joefest.co.uk)

**Background:**



In 2015, I hosted a party in my back garden which grew to be an annual get together for a group of mates. After growing over a few years, the party has now become small festival based in rural Lincolnshire for about 500 people.

The project is managed by a small team of committed friends who have all learnt on the job. Within that team I focus on the creative side of things including securing a line-up of artists and working on the aesthetics of the event, as well as being a representative for all the public facing elements of the festival.

Outside of the festival, I also play in an indie-pop band from Lincolnshire called The Pylons.

**The Business/Company:**

JoeFest started as a party in Joe Davies' back garden for his 18<sup>th</sup> where a few friends got up to play a bit of music, it's quickly grown to be an exciting public event put on and attended by an ever-expanding community of music lovers.

The festival looks to support new and upcoming music from the local Lincolnshire area and the wider region, as well as looking to bring some exciting national acts to an area that they might not normally venture into. The core demographic of the event is the 16-24 bracket – within Lincolnshire there is a reasonably large population of young people who don't necessarily get the chance to experience good live music as much as those who live in vibrant cities, JoeFest is for these people.

JoeFest 2018 aims to bring 1,000 people together with a line-up of over 30 acts, most being local, over two days in August.



**Joe's presentation will concentrate on:**

Broadly speaking, the presentation will cover several key topics:

- The story of JoeFest
  - o How it started, how it has grown to where we are now and how we're looking to grow the business
- Starting a business
  - o Identifying an opportunity
  - o Learning on the job
  - o Growing a brand
- The Music Industry
  - o Promoting your own events
  - o Getting acts for your gigs
  - o What to do as an act to get a gig
- General/misc
  - o Some of the unexpected parts of the festival
    - e.g. how on earth do you organise a bar or work out how many portaloos you'll need



For this speaker book your place here: [Ladders Creative & Digital Careers Day 27<sup>th</sup> March](#)