

# FESTIVAL & CARNIVAL LAB EVENT PRODUCTION COURSE



continental drifts  
ARTISTS | MUSIC | PRODUCTION





# FESTIVAL & CARNIVAL LAB 2024: TOWARDS A MORE BALANCED PRODUCTION WORKFORCE

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Festival & Carnival Lab 2024 is a really special project for all of us. We decided to do something about the complete **lack of Global Majority producers within the wider Carnival Communities**, as some of the UK's most diverse events are completely run by white senior producers and we believe **this can and should change**.

After a first 'Festival Lab' course in 2022, we decided to dedicate the course to young people (18-35) from the black community and have had 2 successful years with this aim in mind in 2023 and 2024. The course is managed by **Global Local (Continental Drifts Arts Council project)** and **Global Carnivalz** and was in partnership with **Certain Blacks** in 2023.

In 2024, we have contributed **£8,500 in Arts Council funding** to pay for the course, teachers and expenses in 2 locations (London and Bristol) and **our clients have covered more than £12,500 of our students wages onsite**, which we require to be at £12.5 per hour minimum.

We aim to run this **8-week course** using people from **senior production** to give **2 hours talks** on their role and then place our students in the thick of it. Lecturers' will be drawn from the small knot of diverse producers and team leaders from national events.

The gold standard for us is that every student will have a **CV packed by the end of summer** to be industry ready and apply for jobs in further event companies directly, avoiding expensive university events courses.

**2024 Key Partners & Guests:**

**Leila Jones - Glastonbury-on-Sea / Glastonbury**

**Cassie Leon - The Cocoa Butter Club**

**Matthew Phillip and Tim Owen – Notting Hill Carnival**

**Chris Macmeikan and Mel Wilds – Continental Drifts**

**Pax Nindi – Global Carnivalz and Junkanew**

**Nicky Ezer - Culture Promotions**

**Louise Nindi - Little Giant Production**





**FESTIVAL LAB  
BACKGROUND**



# WHAT IS FESTIVAL & CARNIVAL LAB?

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The Festival & Carnival Lab programme is designed to **support the next generation of event producers** in developing their **ideas, skills, and knowledge** through a **mixture of talks from industry specialists, workshops, and hands-on experience.**

The project will give **10 keen event producers aged 18-35** the opportunity to **get involved in the delivery of events by working at cultural events during the same year.** Over 8 weeks participants will learn about **production, programming, marketing, sponsorship and audience development.**



# FESTIVAL & CARNIVAL LAB - A SHORT HISTORY

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Continental Drifts has been running similar production courses to 'Festival Lab' for **over 10 years**. In our first year, we built our own **classrooms on festival sites** such as **Lovebox and Lewisham People's Day**, followed by some work with the **young producers from Roundhouse**, where we created **self-curating teams for 'Roundhouse Rising'** and lately with Rich Mix in East London, with students working on our very own **London Remixed Festival as their final project**.

We have had speakers including the **director of Wilderness Festival, Live Nation, the Head of Digital Marketing at the O2, field producers at Glastonbury** and even some of the **GLA culture team**.

This project has been a great success throughout the years and in many cases, students have gone into **big careers in events and gained full-time employment**. This is why **we decided to focus on one of the community we didn't see represented enough at events** and partnered with Global Carnivalz to create Festival & Carnival Lab.



# PROJECT PLAN: OVERVIEW

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Through weekly sessions the participants will hear from **a range of speakers from festivals, events and music industry specialists**, giving them an **insight into festivals, live music events and other events types ranging from community, commercial, greenfield, venue-based programme, Arts, fashion and more**. As a result, the participants will be able to gain work experience at events with paid roles **such as stage managers assistant, production crew, accreditation, artist liaisons, music/production office or shadowing the tech team, event managers and production managers** (exact roles are defined by each client). We can guarantee **at least one festival opportunity per person**.

After finishing the course, Continental Drifts and Global Carnivalz will continue to **support the candidates throughout with more work and networking opportunities** (when available), for them to build a **stronger CV for recognition in the wider events community and access to more senior roles**.



# ABOUT CONTINENTAL DRIFTS

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Continental Drifts have **experience running Youth Events programmes** for a variety of different settings including a **4-year project for Create leading up to the Olympic Year**. These consisted of **classroom-based workshops and seminars based around live outdoor events**. Participants had a great deal of **onsite and practical experience as well as classroom-based learning and event exercises**. Festival & Carnival Lab follows a similar format with the focus drawing on **event work opportunities and access to more senior roles for young people from the black community**.





# ABOUT GLOBAL CARNIVALZ

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Global Carnivalz Limited (formerly Global Carnival Centre) was founded in 2010 by its Chief Executive, **renowned international carnival consultant, Pax Nindi FRSA** who has been **involved with carnival artists, organisations and events for over 20 years**. Global Carnivalz aims to **assist and support the carnival sector as well as provide services relating to the artform**.

We deliver our services **working and in consultation with artists and organisations around the world**. We have Global Ambassadors from over 12 countries who keep the site informed of global carnivals and arts activities.







# FESTIVAL & CARNIVAL LAB 2024 CASE STUDY



# FESTIVAL LAB 2024: CASE STUDY

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The **latest Festival & Carnival Lab course** happened in **London and Bristol**, in partnership with **Rich Mix (London) and Bristol Beacon**, the course in London was led by Joe Perryman, an experienced production manager and teacher and Andrea Mahoney who is the Front of House Manager at the Beacon.

In London, **10 students aged 18-35 attended the course for 8 weeks** and took part in our coordinated **summer opportunities**.

In Bristol, opportunities were given by another Bristol-based organisation (Team Love) who coordinated placements, whilst we coordinated the course.

**Festival & Carnival Lab 2024 Ad: [https://www.globallocal.co.uk/festivalandcarnivallab2024\\_](https://www.globallocal.co.uk/festivalandcarnivallab2024_)**



# FESTIVAL LAB 2024: INDUSTRY EXPERTS

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In 2024 we invited **8 industry experts and 2 alumni** to give talks and run **inspiring and insightful sessions**. All were from a variety of **different event backgrounds** aiming to give a **broad spectrum of event information**. Sessions included **case studies and personal work** to inspire them to produce their own events in the future.

Our 2024 experts included:

**Louise Nindi - Founder of Little Giant Production**

**Tim Owen & Matthew Phillip - Event Manager & Executive Director of Notting Hill Carnival**

**Cassie Leon - Theatre & Cabaret Producer / The Cocoa Butter Club**

**Nicky Ezer - Cultural Event Producer at Camden Markets**

**Clive Lyttle - Artistic Director at Certain Blacks**

**Leila Jones - Director & Creative Producer at Showponies**

**Mel Wilds - Director, Production & Event Manager at Continental Drifts**

**And course alumni: Devanté Hinds and Jenniah Lynch**



# SESSIONS TIMETABLE

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**WEEK 1: INTRODUCTION TO THE COURSE & TESTIMONIES FROM ALUMNI**

**WEEK 2: CREATIVE PRODUCTION & FREELANCE**

**WEEK 3: CARNIVAL, EVENT MANAGEMENT & CROWD CONTROL**

**WEEK 4: PRODUCTION & GLASTONBURY FESTIVAL**

**WEEK 5: LOCAL AUTHORITIES/ STAKEHOLDERS**

**WEEK 6: SPECTACLES & OUTDOOR LOCATIONS**

**WEEK 7: ARTISTS & LOGISTICS**

**WEEK 8: ARTIST LIAISON, STAGE MANAGEMENT AND SUMMER PLANNING**

# LIST OF 2024 CLIENTS & OPPORTUNITIES

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Our event clients and 2024 work opportunities were paid fully by clients for 90% of the time - this list only includes placements secured for our 2024 students:

## **DOWNLOAD FESTIVAL - 3 PLACEMENTS**

**ACCREDITATION OFFICE & CAMPSITE ASSISTANT**

## **GREAT GET TOGETHER - 3 PLACEMENTS**

**ARTIST LIAISON, ASSISTANT STAGE MANAGER AND PRODUCTION OFFICE CREW**

## **GLASTONBURY FESTIVAL - 9 PLACEMENTS**

**ARTIST LIAISON, ASSISTANT STAGE MANAGER AND PRODUCTION OFFICE &  
COORDINATOR, ARTS TEAM, VENUE MANAGER**

## **SECRET GARDEN PARTY - 3 PLACEMENTS**

**STAGE MANAGER, MUSIC OFFICE, ARTIST LIAISON**



# LIST OF 2024 CLIENTS & OPPORTUNITIES

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**WILDERNESS FESTIVAL - 2 PLACEMENTS**

**ARTIST LIAISON & STAGE COORDINATOR**

**BOOMTOWN - 2 PLACEMENTS**

**MUSIC OFFICE AND ARTIST BACKSTAGE COORDINATOR (DRIVING INVOLVED)**

**SHAMBALA - 4 PLACEMENTS**

**ARTIST LIAISON MANAGER AND ASSISTANT STAGE MANAGER**

**NOTTING HILL CARNIVAL - 2 PLACEMENTS**

**INFO POINT AND ZONE COORDINATOR**

**MEATOPIA - 2 PLACEMENTS**

**STAGE MANAGER & PRODUCTION OFFICE**

**HACKNEY CARNIVAL - 7 PLACEMENTS**

**ZONE COORDINATOR, PARADE ASSISTANT & MANAGER, ARTIST LIAISON**



# 2024 STATISTICS

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**10 MAJOR  
EVENT CLIENTS**

**37 PLACEMENTS  
OVER 5 MONTHS**

**OVER £12,500  
INVESTED BY CLIENTS  
FOR DIRECT WAGES**

**15 EXTRA  
PLACEMENTS  
FOR ALUMNI**

**50% OF THE COHORT  
WORKED AT MORE  
THAN 4 EVENTS**

**OPPORTUNITIES  
WERE RATED AT  
8.8/10**

AS WE ARE STILL GATHERING DATA FOR 2024,  
YOU CAN FIND OUR 2023 IMPACT REPORT HERE:

[FESTIVAL LAB 2023-24 IMPACT REPORT](#)







# QUOTES FROM STUDENTS

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**“I’ve loved this course so much and I’m so lucky to have been part of it. It’s really helped me discover where I want to go, and who I want to be.”**

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**“The placements were engaging, and some time challenging, but I enjoyed the opportunity to be thrown in to the deep end particularly at Hackney Carnival, which was testing but rewarding in the end as we had the chance to manage a site and i do think you learn through doing, so that validated my experience and my ability to work in difficult situations.”**

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**“I found meeting new people with a similar interest beneficial as it helped to fuel my creative interest as well as expanding my network. Additionally, I appreciated that we had the opportunity to turn the theoretical into practical experience by having paid opportunities to work as part of an events production team at various festivals over the summer.”**



# QUOTES FROM CLIENTS & PRESS

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“We appreciate as an organisation how important it is to be inclusive, and are also undergoing EDI training. But it’s not just for the sake of ticking a box. We are trying to better ourselves as an organisation and an industry. That’s a process and we can’t do it ourselves.” **(Boomtown)**

“If you can’t see yourself in an industry, then why should you join it? That fact that it is coming from people like Pax and Chris, who fight the good fight on a daily basis, is so important. The cultural history of our industry they represent and the story they are able to tell is so much more nuanced”  
**(LLDC/ Great Get Together)**

“Access to work in this area of live events can feel like a closed shop for people from many backgrounds. Especially if you don’t have contacts through family and friends who open the door. If people can’t find that open door, it’s virtually impossible to get in.” **(Secret Garden Party)**

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MENTION OF FESTIVAL & CARNIVAL LAB 2024 AT GLASTONBURY IN THE GUARDIAN PHOTO  
ESSAY: **‘LIKE AN ISLAND SEPARATE FROM ENGLAND’: BLACK JOY AT GLASTONBURY**

# CONTACT US

For any further questions or queries:

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Visit our website:

<https://www.globallocal.co.uk/>

