

Working at a Festival/event - Considerations



What you need:

- **Hula Hoops (lots)**
- **PLI (Insurance)**
- **Risk Assessment (template available in Core Crew Hub)**
- **Transport**
- **Hoop Storage**
- **Accommodation (If staying over night e.g Tent/Caravan/B&B)**

What is your main motivation for working at this festival?

Clarity on why you want to be at this festival will help establish what it is you want to get out of the whole experience and therefore what you should focus on when communicating with the festival.

Here's a few examples of why you might want to work at the festival:

- Exposure for your classes in the local area
- A paid working opportunity at a fun festival; you're getting paid for sharing your passion
- You love the festival & want to go and have some fun! You're happy to get in for free in return for teaching hooping. If you are happy to do it for free, how many free tickets can you get so you can bring friends/family?

How much to charge for working at a festival?

It's always good to approach work like this knowing roughly how much you would like to charge. Some festivals may offer you a specific fee, but if that's not the case you need to let them know your fee.

To work this out you need to take a few factors into consideration:

- What do you want to earn per hour of work?
- What are you charging for providing equipment/equipment hire? (Hoops may get damaged/broken)
- What are your travel expenses? Incl Travel time & fuel/transport fares.
- What are your food/drinks expenses? If you're there a whole weekend, this can really add up - can you get a petty cash subsistence to spend on site? Or can you get meal/food vouchers?
- If you are happy to work for free in return for tickets, how many free tickets can you get so you can bring friends/family?
- If you're doing this for free for exposure - see point below.

How can you advertise yourself through the festival?

If you're doing the event for free for exposure, or even paying to attend the event, you want to make sure you're getting the absolute maximum you can from this event.

Contact the organisers and ask them about the different ways you can promote yourself and your classes.

Here are a few examples:

- Feature on their website ; Picture, company, name, name of class and description/bio
- Feature on Socials (IG/FB) : Picture, company, name, name of class and description/bio
- Can you erect flags/banners to promote your company (HulaFit has flags for outdoor and Roller banners for indoor events that can be loaned for events)
- Hand out flyers
- Can you feature in their newsletter or have your details sent out to their mailing list
- Is there an official photographer taking pictures of your class? Can you have copies of the official pictures?
- Ask them if it's ok for you to take photos/videos of your session - see next point.

Working at a Festival/event - Considerations cont



Photos/Videos

What you definitely want to get from any festival work is a selection of photos and videos of you teaching and your class. Ask a friend/family member or, failing that, staff member to take a selection of photos and videos at key points throughout the session for marketing purposes, videos should be roughly 1 minute long.

Here's a good brief to give people:

- Group photo before and/or after the session - hold hula hoops up!
- Photos/videos from back of room - arms waving in the air, high energy dynamic moves
- Close ups of people hula hooping and smiling
- Videos walking from the back of the room to the stage showing the audience and their energy
- Close up Photos/videos of you teaching on the stage and also from behind you on the stage

If possible you could also set up a camera/your phone on a tripod behind you on the stage, looking out over the class and video the whole session.

How many workshops/classes will you be teaching over the weekend?

Clarify this with the organisers. If they want you to run you a hula hoop area for the whole day, agree a set timetable with scheduled breaks. Ask for signage advertising the class times to be displayed at your area, or be prepared to create it yourself. If you're running an area, is there a steward/volunteer around to supervise your hoops while you're on a break or think about packing the hoops away in between sessions.

Who are the participants? Adults / kids / all the family?

Knowing what audience you are teaching for will help you to plan your sessions for the event.

How many participants will there be? How many hoops will you need to provide?

Generally you'll want to take as many as possible so everyone can get involved, unless you know you have spatial restrictions. If it's a family event, ensure to take a range of sizes for all ages.

Transport: How are you getting there?

Driving is preferable due to the logistics of bringing hula hoops with you.

Transport onsite: How are you getting your hoops to your area/stage?

If it's a big festival, are you able to drive/park near your area/stage to unload the hoops? Are they able to offer onsite transport for you and your hoops? Or do you have a helper who will help you carry the hoops to the area/stage?

Overnight Hoop Storage

If you're teaching over multiple days, is there a secure area/location you can store the hoops between your sessions? Preferably this storage is located by the stage/area where you are teaching. Think about taking a padlock & chain to wrap around the hoops if you're leaving them over night.

Camping

Are you able to camp in crew camping? Generally this is quieter & more secure than general camping.

Are you able to camp near the area/stage where you are teaching?

Can you park close to where you are camping?