

# FestiSkills Hunters project training programme “From passion to practice”

FestiSkills Hunters training program is designed for remote areas active people aged 40+ to enhance their skills and knowledge in the field of festival and event management. The training program gives participants practical skills, innovative strategies, and real-world experience to increase their skills and confidence in the events and festival management.

The program starts in August 2025 and ends in summer 2026. It includes eight training modules, including financial management, marketing, team leadership, crisis management, sustainability, and digital innovation. Each module combines theoretical knowledge with hands-on activities, such as business simulations, problem-solving exercises, and project implementation. Participants will also gain practical experience through job shadowing at real events, including festivals in Finland and Estonia.

There will be 8 training modules containing 2.5 hours lecture + homework 2-4 hours (online lectures will be recorded and used as a tool to enable learning also in case some people can't attend the lectures). After one week there will be a follow up meeting with the lecturer for up to 1 hour. Modules are organized jointly and divided between partners and organized in turn. Experience coaches and mentors provide personalized support to help participants set goals and develop participants' own festival projects. Total programme is ca 80 hours, depending on

participants own idea and initiative to participate (including practical tasks, mentorship, and final event).

Mentorship is a key element of the program, with participants receiving personalized guidance during the development of their own festival projects. The program ends with a final presentation of projects during the programme ending event in Estonia.

All participants gain a certificate of completion signed by both project partners in case they pass 75% of the training program.

## TRAINING PROGRAMME CONTENT

August 2025 - Training program kick-off event in Finland - The training program will officially start in August 2025 in Imatra, Finland. The structure, objectives, mentoring and trainers of the training program will be introduced. Participants will gain their first practical experience as job shadowing event organizers at a local film festival.

October - November 2025 - Online training program modules - The program consists of eight online modules, which include lectures and homework. Each module covers important topics such as budgeting, marketing, teamwork, crisis management, sustainability and digital tools, etc.

1. Fundamentals of festival management / planning and preparation
2. Financial management and budgeting
3. Marketing and communication
4. Team management and collaboration & preparation
5. Crisis management and problem solving
6. Sustainable and eco-friendly festivals, accessibility
7. Innovation and digital tools for festival organization
8. Event ideas pitching and project implementation



June 2026 Training program observation event in Estonia - A meeting of the training program participants will take place in Estonia in June 2026. There will be a 2-day meeting in Viljandi, where workshops and a visit to a sample event will be held and its analysis will be conducted.

November to June 2026 - Pilot projects and mentoring - From January to June 2026, participants will implement their own small or medium-sized event or festival project. Each participant will receive individual mentoring for up to 3 times during the project. The mentoring will support the successful implementation and development of the practical event project proposal to get some funding for your idea.

## AGENDA

**14.08.2025 Module 1: Fundamentals of festival management** (EST/FIN) - Astrid Hallik, event management expert, NGO Vaba Kava founder

**22.-24.8.2025 EVENT VISIT and WORKSHOPS at Saimaa Film Festival, Imatra in Finland** . Program kick-off and practical experience during the film festival in Imatra

**23.09.2025 Module 2: Sustainable and eco-friendly festivals** (FIN) - Petri Katajarinne Cultural production specialist at the Human University of Applied Sciences

06.10.2025 Module 2 homework feedback and discussion

**07.10.2025 Module 3: Crisis management and problem solving** (EST) - Peedu Põld, Head of Operations, Estonian Traditional Music Center

16.10.2025 Module 3 homework feedback and discussion

**21.10.2025 Module 4: Financial management and budgeting** (FIN) - Juha-Pekka (JP) Natunen, business professional in culture, arts, events and creative industries.



30.10.2025 Module 4 homework feedback and discussion

**4.11.2025 Module 5: Marketing and communication** (EST) - Aleksandra Leštšuk, SA Ida-Viru Entrepreneurship Center, marketing specialist and consultant for entrepreneurs on digital marketing

13.11.2025 Module 5 homework feedback and discussion

**18.11.2025 Module 6: Team management and collaboration** (FIN) - Johanna Rajamäki, senior producer, Helsinki Events Foundation

27.11.2025 Module 6 homework feedback and discussion

**13.01.2026 Module 7: Innovation and digital tools for festival organization** (EST)

22.01.2026 Module 7 homework feedback and discussion - Jaan Leppik, The Tallinn Black Nights Film Festival ticket sales manager, development project manager

**27.01.2026 Module 8: Event ideas pitching and project implementation** (EST/FIN)

**MENTORING - november 2025 - mai 2026**, Participants will organize their own small or medium-sized festival or events.

**EVENT VISIT and WORKSHOPS - june 2026, Viljandi, Hansa Days** - observation event and work shadowing experience during the Hansa Days + **module 9:**

**International networking and cooperation** - Lee Taul, NGO Estonian Traditional Music Center project manager of the educational department