

Agenda

Subject:	Roadburn expansion practicalities	
Date:	16-12-2022	
Location:	Poppodium 013	
Chairperson: Tom		Minutes: Zsófia
Present:	Tom Barbier, Lara Delhaute, Lux Jongen, Zsófia Kovács, Stijn de Ridder	

1. Opening

2. Incoming information and announcements

3. Minutes from previous meeting

4. Action point from previous meeting

- Announcement from the advisory board, concerns on splitting the audience.

- Roadburn is NOT moving, we are expanding.

- If Roadburn expands, Rotterdam would be preferable because of the (international) travel accessibility.

- Concerns were shared on safety and logistics regarding new locations.

- Relevance of trends and developments to attract a younger target group were briefly discussed, more research is needed.

- Ideas were shared on when the festival in Rotterdam should take place.

- Make list of possible locations in Rotterdam (Lara)

- Research trends within the heavy metal scene (Lara)

- Research security and safety in Rotterdam (Stijn)

- Research behaviour of younger target groups (Stijn)

- Research the logistical challenge of expanding to Rotterdam (Lux)

- Do research on how to attract a younger target group and marketing of the edition in Rotterdam (Zsofia)

- Research travel patterns of (international) visitors (Lux)

4. Final decision on expanding to Rotterdam

- Round of motivations/insights on expanding to Rotterdam

- Decide on the date of the festival

- Safety and security involved

- Logistics involved

- Marketing involved

5. Discuss possible locations in Rotterdam

- Lara shares research
- Safety and security involved
- Logistics involved

6. Content of the program

- Trends and developments
- Music genres
- Safety and security involved
- Marketing involved

7. Any other business

10. Summarization decisions

11. Summarization action points

12. Questions

13. Next meeting

14. Close of meeting