

Ventura Barba, operations director at Advanced Music

‘These two broad areas of interest -companies (sponsors) and the public- are increasingly better known and in more depth although, in parallel, it is more complex to figure out the way of approaching these two large groups’

Ventura Barba has a Degree in Law and an MBA in Cultural Industries, with extensive experience in the sector connected to music and cultural events in general. Advanced Music organises cultural events with a tight focus on music events, as well as providing services as a creative agency. It organises events around the world, in New York, Washington, Madrid, London, etc. This year, Advanced Music was recognised with the ‘2009 City of Barcelona’ prize, under the category of international projection, by the Sonar organisation, the International Festival of Advanced Music and Multimedia Art, operating for 17 years now. Meriting mention is the fact that in addition to being a world reference in electronic music, it is also a meeting point and driving force for local and international creative industries.

Which professional profiles are currently in most demand in the area of performing arts and, specifically, in cultural events?

Firstly, we believe that there is a need for professionals in marketing, who have enough skills to establish spaces for dialogue with companies and to reach collaboration agreements in the area of sponsorship.

Secondly, people are needed who specialise in new technologies, particularly with regard to social networks. These professionals would centre their attention on identifying and attracting audiences for events using new communication platforms.

What are the qualifications required?

The necessary competences are not centred only on education and knowledge, but also on attitudes and skills.

Thus, in-depth knowledge is essential about the area in which we are working, continuous training, being up-to-date about new features, etc. But in parallel, knowing how to adapt to the environment in which they are working and mastering the tools and instruments employed.

Marketing and sponsorship managers have to know how to talk with ‘brands’, namely, have to know what companies’ lines of communication are, the parameters for defining their corporate images, etc.

A professional working with social networks has to know about all the existing platforms, which ones fit the audience profile that is sought, what type of language and communication and promotional tools to use, etc.

What are the main reasons for the demand for these profiles?

There is increasingly greater and more in-depth knowledge about these two large areas of interest, companies (sponsors) and audiences, but at the same time, it is more complex to manage the approach to take for these two broad groups.

In the case of companies, we have committed to seeking collaboration and sponsorship from companies with a high technological component, which has also become a natural fit for the type of festival that we organise.

In the case of audiences, it is a more complex scenario, as musical preferences and cultures in general have extremely different and unique features. Nobody can aim to standardise audiences.

This reality is what generates demand for these professionals.

Which professional profiles that are currently in demand in the sector have the most significant shortages?

What is increasingly necessary, in fact, is that there are powerful and high-quality auxiliary and support industries. Namely, companies like ours cannot have a lawyer, an economist and an insurance specialist, to name just a couple examples. What we need are professionals in these working areas, who also know about our sector. In other words, finding an insurance specialist who is also an expert on managing this service for events like Sonar ends up being very complicated.

Our sector must act as teachers, promoting collaboration with the service sector for companies, etc.

How do you believe these shortages should be resolved?

In reality, so that this support or auxiliary industry can be prepared and ready, we have to be attractive. This entails:

Standardising the sector, namely, the sector must be identified as an emerging economic sector, but one that has started to show signs of maturity.

The sector's economic impact must be calculated and known in order to communicate its size, as an enticement for the auxiliary industries. Conveying the full potential of the sector as a client of this industry.

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