

## *12 Ways to Kill a Festival*

- 1) Rest assured that sooner or later everything will fall nicely into place. There's no real need for organization.
- 2) Begin planning tomorrow. These things are a piece of cake to produce.
- 3) Ignore health regulations. The inspector won't dare close up such a worthwhile event.
- 4) Give everybody equal authority. We're all in this together anyway!
- 5) Assume that the publicity campaign is under control. The local newspaper has to give us front-page coverage, right?
- 6) Draw up a rigid plan and stick to it. Flexibility is for gymnasts, not festival organizers.
- 7) Forget the idea of something simple. Any festival worth attending has to be a week-long event, especially if it's the first one.
- 8) Demand help and support from the local business community. They owe it to the town, don't they?
- 9) Don't worry about manpower. You and me and Joe can handle anything that might come up.
- 10) Move the festival date around from year to year. If people really want to come, they will find out when it is.
- 11) Discard receipts, invoices and other records as soon as they are paid. Let somebody else worry about next year.
- 12) Budgets are a waste of time. Let's audition the dancers instead!

