



Freiburg Wirtschaft Touristik
und Messe GmbH & Co. KG
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Internationale Kulturbörse Freiburg (IKF) - digital
International trade fair for stage productions,
music and events
18 – 20 January 2021, Messe Freiburg

IKF.digital 2021 - Tickets on sale from 18 December

In the cultural and creative industry it is more important than ever, in view of the difficult external conditions, to stay in touch with each other, to network, get inspiration and promote the development of business deals.

This is where the IKF.digital comes in as a platform that fits the bill and, especially in times of pandemic, is safe. This is why Daniel Strowitzki, General Manager of FWTM, hopes “that the digital offering will be intensively used and that in the period from 18 to 20 January 2021 a lively and active exchange will take place between exhibitors, artistes and the trade public on www.kulturbörse-freiburg.de.”

From 18 December, online tickets for visiting IKF.digital can be purchased via the IKF website at € 33 each. Then, after registration, access is opened to a password-secured area in which access can be gained to everything that the IKF.digital has to offer.

Registered participants will be able to contact each other, see all the exhibitors and what they are offering and use an online appointments diary to set up video chat meetings. Artistes who were slated for a live show at the 33rd IKF will be able to show their videos in a prominent place.

But communication works in every direction – naturally, exhibitors and artistes will also have the opportunity to get in touch with registered trade visitors.

The packed online framework programme comprising seminars,



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talks and discussions on current, industry-relevant topics offers plenty of opportunities for getting new ideas. The spectrum of content is wide-ranging, covering topics such as “Law of Contract in Times of Corona“, „Virtual Events and Collaborations“, “Strategic Planning in Crises for Organisers and Artists” and “Event Safety in Times of Corona” as well as offering an insight into the latest “Sponsorship Programmes by the Music Initiative” and “New Fundraising Models”. The programme will be supplemented by several talks and short presentations of new projects from the areas of Theatre in the Public Space and Contemporary Circus.

Susanne Göhner, Project Manager of the IKF, is convinced “that even in its digital edition the IKF will be a central, inspiring meeting place for the industry.”

Further details on IKF.digital will be available from 18 December at www.kulturboerse.de.

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