

**event of
the year**

FESTIVAL WHICH PLANTS A SEED IN YOUR MIND

www.festivalevolution.cz

FINAL REPORT



festival evolution

17. – 19. 4. 2015

Prague Exhibition Grounds

– Holešovice

Ecoworld

Biostyl | Health

Inspirace

Alternativa

Every year we do our best to ensure that the Evolution Festival offers professional facilities and background as well as pleasant and kind atmosphere. We wish the Evolution Festival became a place of mutual inspiration, meetings, and recharging the right energy. This year has been the most successful of all in the festival's twelve-year history; both as far as the final numbers and as far as the feedback of visitors and exhibitors are concerned. I would like to thank you all for contributing to the success of the festival – exhibitors, lecturers, partners, visitors, and my colleagues. The rising importance and prestige of the festival challenge us and motivate us for the future, and inspire our growth. I look forward to planting a seed in our heads in 2016 again...

Ctirad Hemelík, CEO
Felicius Media, s.r.o.



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BASIC DATA

EVENT DATES

17. – 19. 4. 2015

EVENT'S ORGANISER

Felicius Media s.r.o.

VENUE

Prague Exhibition Grounds - Holešovice, Industrial Palace – Left Wing, Middle Hall, Right Wing; outdoor area

NUMBER OF EXHIBITORS

384

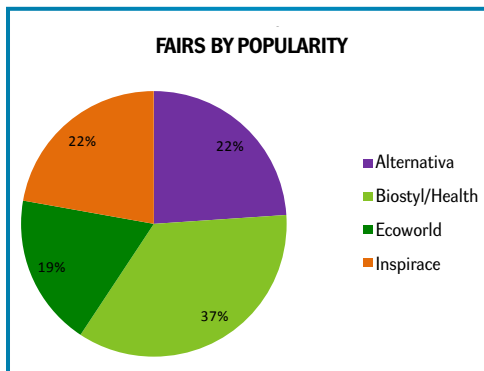
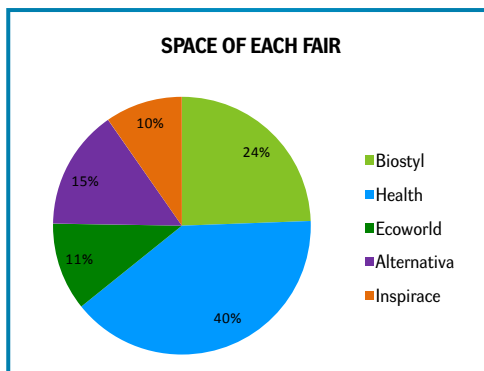
NUMBER OF VISITORS

15 598 people

EXHIBITION AREA/NET

3 948 sq.m.

● BIOSTYL	10 th Fair of Organic Food and Natural Cosmetics
● HEALTH	10 th Fair of Healthy Nutrition and Healthy Lifestyle
● ECOWORLD	7 th Ecology and Sustainable Development Fair
● ALTERNATIVA	11 th Fair of Alternative Lifestyle
● INSPIRACE	5 th Fair of Education and Personal Evolution



FESTIVAL PROGRAM

- 3 days
- 8 stages
- 6 thematic areas
- 175 programs



COMPARISON WITH PREVIOUS YEARS

Year	2011	2012	2013	2014	2015
Number of exhibitors	320	328	339	357	384
Net exhibition area in sq.m.	2 862	2 945	3 165	3 506	3 948
Number of visitors	14 231	15 748	14 426	14 562	15 598

REPRESENTED COUNTRIES

14 countries: Austria, Cameroon, Croatia, Czech Republic, Germany, Hungary, India, Italy, Kazakhstan, New Zealand, Peru, Slovakia, Switzerland, USA



ADMISSION

All-day Admission Basic Ticket: 200 CZK

All-day Admission Reduced: 125 CZK (seniors, children, youth, students, disabled)

All-day Admission Discounted (after registration): 150 CZK (after registration at www.festivalevolution.cz)

Tickets for Exhibitor's Guests: 61 CZK (each exhibitor could order tickets for their guests or customers and use the tickets as prizes in competitions or as a gift with purchase, etc.)

2 PARTNERS

Patronage of the Biostyl fair provided by the Minister of Agriculture Ing. Marian Jurečka

Organiser: Felicius Media s.r.o.

Partner of the Fairs: Incheba Praha spol. s r. o.

General Partner of Health: Herbadent s.r.o.

Professional Partner of Biostyl: PRO-BIO Association of Organic Farmers

Professional Partner of Ecoworld: CENIA, Czech Environmental Information

General Partner of the Festival Program: Maitrea

Partners: Occto s.r.o., Vstupenkov.cz, ProRegiony, Pražské Brány

Cooperation: Zelená domácnost, Goscha TV, Dajána, Zdravá potravina

Main Media Partners: Český rozhlas Dvojka, Český rozhlas Regína, BigMedia spol. s r.o., regionální Deník

Official Spring Water of Festival Evolution: Rajec

Media Partners: Bio&Life, Bioměsíčník, Časopis pro Kvalitní život, Diastyl, Doktorka.cz, Enigma, Jóga Dnes, Medium, Meduňka, Miminko, Muscle & Fitness, Paní domu, Pravý domácí časopis, Regenerace, Regena, Sféra, Šifra, Tiscali, Úschovna.cz, Ve hvězdách & Lidový léčitel, Vědomí, Vlasta, Záhady života



3 PUBLICITY

ARTICLES AND LINKS, INVITATIONS, ADVERTISEMENT:

PRINTED MEDIA

AC24 - Vědomí, Bio and Nature, Bio&Life, Bioměsíčník, Blesk pro ženy, Brněnský deník, CITY magazín, Časopis pro kvalitní život, ČTK, Diastyl, Dieta, doktorka.cz - main page, Dotyk BYZNYS, E15, ekolog.cz, Enigma, Fit pro život, Glanc, hobby.cz - rady pro domov, zahradu a volný čas, Horeka, Chuť a styl, Chvilka pro tebe č 16., Jihlavský deník, Jóga Dnes, Květy, Lidový léčitel, Listy Prahy 1, Maminka, Medium, Meduňka, Metro, MF - CITY magazín, Miminko, Moje zdraví, Osobní rozvoj, Paní domu, Phoenix, Prague post, Právo, Pravý domácí časopis, Pražský deník, Pražský deník - příloha Čtení na víkend, Regena, Regenerace, Rodina DNES, Rychnovský deník, Sféra, Šifra, Tina, Týden, Ve Hvězdách, Vědomí, Vlasta, Záhady života, Zdraví, Zen magazín, Žena a život, Žena-in

RADIO

Partnership: spots + editorial support – Český rozhlas Regína, Český rozhlas Dvojka
Spots: 500 broadcasts - Blaník Praha a Střední Čechy, Blaník Severní Čechy, Blaník Východní Čechy, Blaník Západní Čechy, City Praha, Hitrádio Dragon ZČ, Hitrádio Faktor JČ, Hitrádio FM (Most/Labe), Hitrádio FM Plus ZČ, Hitrádio Magic VČ, Hitrádio Magic Brno JM, Hitrádio Orion (Olomouc a Valašsko) SM, Hitrádio Orion (Severní Morava) SM



TV

Reports and live shots in broadcasting: ČT24, Nova TV, Prima TV, Cesty k sobě, Goscha TV

WEB

akcuj.cz, a-kresba.cz, amylon.cz, animeevolution.com, asiayogaconference.com, avasa.cz, bbc.co.uk, bio&life.sk, bio-info.cz > Zprávy, blesk.cz, blogerky.cz, casopis.sifra.cz, celostnimedicina.cz, cista-voda-zdravi.cz, cloud9institute.cz, clubofbudapest.cz, clubofbudapest.org, cma.cz, ctiradhemelik.cz, dajanapraha.cz, darcy-andel.eu, denik.cz, destination360.com > Events & Holidays, diastyl.cz, doktorka.cz - main page, dotyk.cz, drevoastavby.cz, dub.cz, duly.cz, ekamarad.cz, ekologist.cz, enduranceevolution.com, ententyky.cz, e-regena.cz, expats.cz, felicius.cz, festivalguide.cz > Seznam festivalů, hajiru.cz, hobby.cz - rady pro domov, chytrazena.cz > Bydlení, idnes.cz - blogy, incheba.cz, inovativnivzdelavani.cz, jimehlavou.cz, joga.cz, jogadnes.cz, kafe.cz - časopis pro ženy, kalendarakci.atlasceska.cz, kinobox.cz, kudyznudy.cz, kukatko.cz, lecivedivadlo.cz, lidicky.cz, lifefood.cz, masaze.cz, miminko.cz, mojemedunka.cz, mothersinprague.cz, muscle-fitness.cz, navikend.cz, peknyden.cz, potkavejmese.cz, pragmoon.cz, praguecityline.cz, pravvydomaci.cz, prazskypatriot.cz, radio.cz, regenerace.cz, rozhlas.cz - regina, sedmagenerace.cz, sfera.cz, sperkymexika.cz, spojujenasjoga.cz, superrodina.cz – main page, superrodina.cz, tealvpraze.cz, terapiemysli.cz, tiscalli.cz, tribune.cz - main page, tribune.cz > Denní zprávy > Kongresy, tyden.cz, tyden.cz > Relax > Cestování, vehvezdach.cz, vedomavyziva.cz, vedomi.cz, vlasta.cz, wellnesslife.cz, ac24.cz, bio-mesicnik.cz, casopiskvalitnizivot.cz, svetkolemnas.info, zahadyzivota.cz, zenysro.cz, and others

INTERNET CAMPAIGNS

1) PPC advertisement - **SKLIK** – 1,6 mil clicks (ahaonline.cz, auto.cz, bio-info.cz, blesk.cz, esoterika.cz, etarot.cz, fresh.iprima.cz, mineralfit.cz, novinky.cz, novinky.cz/koktejl, prozeny.cz, prozeny.cz/magazin/krasa-a-moda, revue.idnes.cz, vitalia.cz, zeny.iprima.cz

ADWORDS – 1,6 mil clicks (aknciceny.cz, aktualne.cz, anonymousgoogle.com, bazos.cz, centrum.cz, emimino.cz, impuls.cz, kompasslev.cz, mimibazar.cz, prask.net, rande.cz, seznamit.cz, seznamka.cz, stesti.cz, vinted.cz)

- 2) Banners and advertisements on partner webs – 50 partner webs
- 3) Banners and advertisement in WSA network – 35 webs
- 4) Advertisement on Úschovna.cz – fullbranding main page
- 5) Facebook advertisement – approached 2,3 million of users, over 5,4 mill. Views

DIRECT MAILING

More than 1 500 000 users interested in given fields. Contact database Felicius Media.

INDOOR AND OUTDOOR

Posters A1: carriers, roundels, columns (Prague and Central Bohemia) - 400pcs - April

Posters A3: waiting rooms and surgeries (Prague) – 100pcs - March, April

Billboards, Bigboards, Smartboards (Czech Rep.) - 39 pcs - March, April

CLV - in front of shopping centers, Prague – 5pcs - March, April

Lightboxes – main routes to Prague - 40 pcs - March, April

Varioposters – railway stations (Czech Rep.) – 105 pcs – April

Trams – Q-size (Prague) - 40 pcs - March, April

LEAFLETS:

Leaflet 1 - format A5, printed 10 000 pcs – distribution health food stores, bookstores, tea rooms, libraries, clubs, schools, hotels, etc.

Leaflet 2 - format DL, printed 5 000pcs – distribution at Night Run for Světluška and other places

FESTIVAL JOURNAL

Festival Journal – electronic and printed. 4000 copies of printed journal has been distributed to libraries, restaurants, clubs, shops, etc.



4 PRESENTATIONS OF EXHIBITORS

WEBSITE: www.festivalevolution.cz – more than 120 000 unique visitors

FACEBOOK: Festival Evolution – currently 8 280 relevant users

1. Exhibition website – exhibitors have an opportunity each year to send us their presentation, which we will publish in the News section
2. Exhibition website – publication of exhibitors, their booth number and website in the section Exhibitors
3. Facebook page – publishing news from the fairs
4. Festival Journal – presentation in column „Exhibitor’s Corner“
5. Press news – news presentations
6. Festival Guide – basic Exhibitor entry free of charge, options for various types of advertisement
7. Opportunity to perform in the festival program
8. Leaflet distribution, various forms of partnership, opportunities for presentation within the space of Industrial Palace, opportunities for presentation within the space of the Exhibition Grounds, partnerships in media campaigns, ...
9. Opportunities to donate prizes for competitions
10. More marketing opportunities – please, visit our website at www.festivalevolution.cz



5 COMPETITIONS FOR VISITORS

Competition for visitors of the festival

We have distributed over 30 attractive prizes to winners of our competitions, each averaging between 1 – 2 000 CZK.

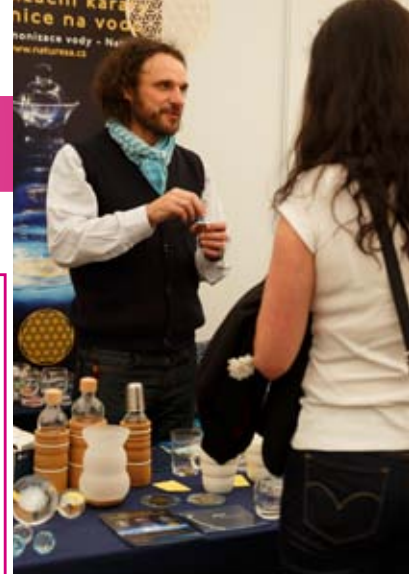
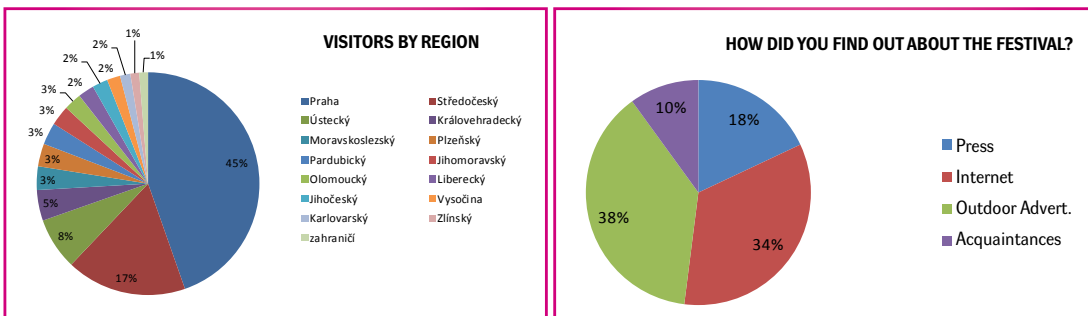
PRIZES WERE PROVIDED BY:

Herbadent, Pastelový svět, Mary Kay, Alhambra, feel eco, Kitl, Childs Farm a Superpotraviny Naturalis



6 VISITOR STATISTICS

Website forms were filled by 1725 people.



7 FESTIVAL EVOLUTION – FESTIVAL PROGRAM

Festival program was held on 8 stages. 182 Czech performers and 16 international performers made an appearance in 175 programs, 6 press conferences, 5 exhibitions were installed, 11 book signings were held. There have been 11 hands-on workshops and sample lessons, for the entire duration of the festival it was possible to visit 4 interactive workshops.

The festival program is devoted to a wide range of topics - presented side by side with traditional doctors and therapists, along with them experts in alternative therapy and holistic medicine. Speakers were specialists on personal development and coaching, there were included lectures, focusing on new trends in child nutrition, training courses and methods of development of children's potential.

On the main stage were introduced many celebrities, such as Dalibor Gondík, Varhan Orchestrovič Bauer, Antonín Baudyš and Gabriela Filippi. The lectures of MUDr. Jan Hnízdil, prof. Anna Strunecká, Ing. Hana Střítecká or dr. Petr Fořt had great response. In the field of personal development the visitors were attracted by Jan Mühlfeit, Mark Dzirasa, Libor Malý, or one of the most important representatives of Yoga in daily life Mahámandalésvar svámí Vivékpurí.



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DATE OF NEXT
YEAR'S FESTIVAL:



festival evolution

18. – 20. 3. 2016

Prague Exhibition Grounds
– Holešovice



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