



2025 Fringe Central programme



Hello and welcome!

This is the Fringe Central programme of free curated events for all registered artists and accredited professionals during the Fringe.



This year, the Fringe Central programme is made up of three key strands:

Learn

Events focused on learning something new from one of our partners

Develop

Events focused on professional development, looking beyond the Fringe and making connections

Connect

Sessions focused on connecting with your Fringe community

How to register your interest and attend events?

All of our events are listed on **Fringe Connect**, our year-round digital platform for artists and industry professionals.

We ask that you register your interest to events in advance so that we can contact you with any changes or relevant resources; however, please note that events are first come first served on the day. You will need to have your participant pass to attend.

Who can attend events?

The Fringe Central programme is open to all Fringe artists, accredited professionals and Fringe project participants.

Some events will be for specific user groups so each event will state who this event is for and why you might want to attend.



Collecting your pass

Instructions for accredited industry:

You can collect your pass from the Arts Industry Office which is located on the first floor in Fringe Central.

For any questions, please email artsindustry@edfringe.com

Instructions for accredited media:

You can collect your pass from the Media Office which is located on the first floor in Fringe Central.

For any questions, please email media@edfringe.com

Instructions for artists:

You can collect your pass from the welcome desk at Fringe Central. You will be asked for your name, what show you are part of and your email address. If you are collecting passes on behalf of your team, please note you will need to list their name, the show they are part of and their email address.

For any questions, please email artistadvice@edfringe.com

Instructions for project participants:

You can collect your pass from the welcome desk at Fringe Central. You will be asked for your name and the Fringe project that you are part of.

For any questions, please email artistadvice@edfringe.com



Fringe Central opening hours

Fringe Central building will be open to all users from **10:00 – 17:00**.

Arts Industry desk (pass collection) will be open: **10:00 – 17:00** (Mon-Sat).

Media desk (pass collection) will be open from **10:00 – 17:00** (Mon-Sat).

Artist and project pass collection will be open from **10:00 – 17:00** daily.

Printing services will be open from **10:00 – 17:00** daily.



Event locations



Fringe Central

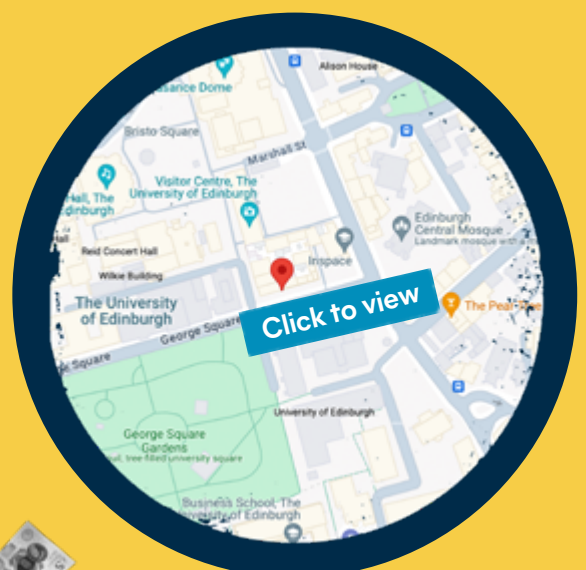
Events focused on professional development, looking beyond the Fringe and making connections that will be open to all from 10:00 – 17:00 from 30 July – 25 August.

86 Candlemaker Row, Edinburgh, EH1 2QA

Informatics Forum

Our annual Meet the Media event will be held at the Informatics Forum.

10 Crichton Street, Edinburgh, EH8 9AB



Overview of events



Week 0

Friday 01 August

- 10:30 – 12:00 ● First day at the Fringe
- 12:30 – 16:00 ● Participant pass party

Saturday 02 August

- 12:00 – 13:00 ● Meet the Media (relaxed session)
- 13:00 – 17:00 ● Meet the Media (full session)

Monday 04 August

- 10:30 – 12:00 ● ● Artist and Industry coffee morning
- 14:00 – 16:00 ● ● ● BBC Writers: Who we are and what we do

Tuesday 05 August

- 10:30 – 12:00 ● Meet the Media panel
- 14:00 – 16:00 ● ● ● Contemporary circus and outdoor arts: Beyond borders

Wednesday 06 August

- 10:30 – 11:30 ● Fringe festival support live!
- 12:00 – 16:00 ● Fringe community day

Thursday 07 August

- 10:30 – 12:00 ● ● Arts Industry: Programme insight session
- 14:00 – 16:00 ● ● Environmentally sustainable theatre : Where are we at in 2025?

Friday 08 August

- 10:30 – 12:00 ● ● Next steps pitching session
- 13:00 – 16:00 ● Fringe fair

Sunday 10 August

- 10:30 – 12:00 ● ● ● Shine your work

Monday 11 August

- 10:30 – 12:00 ● ● Artist and Industry coffee morning
- 13:30 – 14:30 ● ● Fringe to screen 1: Ask an agent

Tuesday 12 August

- 10:30 – 12:00 ● ● Fringe to screen 2: Screen potential
- 14:00 – 16:00 ● ● Why go international: Asia focus

Wednesday 13 August

- 10:30 – 11:30 ● Fringe festival support live!
- 12:00 – 16:00 ● Fringe community day

Thursday 14 August

- 10:30 – 12:00 ● ● Arts Industry: Programme insight session
- 14:00 – 16:00 ● ● Table Reads presents: Fringe today, TV tomorrow

Friday 15 August

- 10:30 – 12:00 ● ● Next steps pitching session
- 13:00 – 16:00 ● Fringe fair

Sunday 17 August

- 10:30 – 12:00 ● ● ● Shine your work

Monday 18 August

- 10:30 – 12:00 ● ● Artist and Industry coffee morning
- 14:00 – 16:00 ● ● Preparing for fame

Tuesday 19 August

- 10:30 – 12:00 ● ● Why go international: Canada focus
- 14:00 – 16:00 ● ● Why go international: Working with festivals

Wednesday 20 August

- 10:30 – 11:30 ● Fringe festival support live!
- 14:00 – 16:00 ● Fringe community day

Thursday 21 August

- 10:30 – 12:00 ● ● The Queen's Path: Writing believable narratives
- 14:00 – 16:00 ● Live Comedy Association: Next steps on stage

Friday 22 August

- 10:30 – 12:00 ● ● ● Urban meets rural touring: Touring across different terrains
- 13:00 – 16:00 ● Fringe fair

Sunday 24 August

- 10:00 – 16:00 ● Swap shop

Monday 25 August

- 10:00 – 16:00 ● Swap shop

Week 1

Week 2

Week 3

Full programme details



Week 0

Friday 01 August
10:30 – 12:00



First day at the Fringe Fringe Central

Come along to Fringe Central to kick-start your first day at the Fringe. Whether you are a first-timer or returning to the Fringe, we want to see you at this event. This will be an opportunity to connect with other artists, meet Fringe Society staff and ensure you know everything you need to know for this year's festival. Of course, we will have refreshments and freebies too!

Who: Open to all Fringe artists.

Why: To meet Fringe Society staff, connect with other artists and to find out everything you need to know for this year's Fringe.

Friday 01 August
12:30 – 16:00



Participant pass party Fringe Central

Get down to Fringe Central to collect your pass on the first day of the Fringe. We have passes for all artists involved in a registered Fringe show, accredited industry professionals, accredited media professionals and Fringe project participants.

Who: Open to all Fringe participants.

Why: To collect your pass so that you can access all of our services and exclusive discounts offered by local businesses.

Saturday 02 August
12:00 – 13:00*
13:00 – 17:00



*relaxed session

Meet the Media Informatics Forum

Artists, come to Meet the Media to connect with key journalists and reviewers. You can pitch your show to the press and gain key contacts for coverage.

Who: Open to all Fringe artists who are hoping to get a review.

Why: To have the opportunity to pitch your show to media representatives.



Learn



Develop



Connect

Full programme details



Week 1

Monday 04 August
10:30 – 12:00



Artist and Industry coffee morning Fringe Central

Artists, come and meet with industry representatives attending the Fringe this year. This weekly coffee morning is a chance to chat with key industry professionals about your Fringe experience and get their expert opinions.

Who: Open to all Fringe artists who are looking to take their work beyond the Fringe.

Why: To connect with industry professionals at the Fringe, who are experts in their fields.

Monday 04 August
14:00 – 16:00



BBC Writers: Who we are and what we do Fringe Central

BBC Writers discover, develop and champion new and experienced writing talent across the whole of the UK. Come along and find out about their opportunities and programmes, followed by a Q&A.

Who: Open to all Fringe artists, especially scriptwriters based in the UK.

Why: To learn more about how to engage with BBC Writers opportunities and programmes.

Tuesday 05 August
10:30 – 12:00



Meet the Media panel Fringe Central

Head to this panel session to hear from key Fringe reviewers and journalists. It's an opportunity to discover insights into how the media operate at the Fringe with a chance for artists to ask questions.

Who: Open to all Fringe artists wanting to engage with media.

Why: To learn top tips and insights from media professionals.

Tuesday 05 August
14:00 – 16:00



Contemporary circus and outdoor arts: Beyond borders Fringe Central

Join Articulation - Scotland's advocacy organisation for outdoor arts, circus and spectacle - for this panel discussion exploring some of the challenges and successes of international collaboration. Delve into cross border partnerships, examining the creative, cultural and linguistic differences, questioning how these are overcome, celebrated and embraced. This session will include a structured networking session and practical tips for developing international partnerships.

Who: Open to all Fringe participants with an interest working in circus and outdoor arts.

Why: To learn practical tips for developing international partnerships.



 Learn  Develop  Connect

Full programme details



Week 1

Wednesday 06 August
10:30 – 11:30



Fringe festival support live! Fringe Central

By performers for performers, Fringe festival support live! is a weekly podcast that promotes the feeling of all being in it together. Nobody wins unless *everybody* wins. Come grab a cuppa and join the audience as we listen live to special guests sharing insights from their Fringe experiences – the good, bad, past and present.

Who: Open to all Fringe participants, especially those new to the Fringe.

Why: To gain practical advice for participating in the Fringe from those who have participated before.

Wednesday 06 August
12:00 – 16:00



Fringe community day Fringe Central

Everyone is welcome to join us today at Fringe Central and be a part of our diverse Fringe community. Our event space is open for various groups to meet and connect, providing a welcoming environment for all. Whether you are here alone or with a group of friends, this is a great opportunity to make new connections. Check Fringe Connect for a list of the groups scheduled to gather at this session.

Who: Open to all Fringe participants.

Why: To meet and connect with others at the Fringe.

Thursday 07 August
10:30 – 12:00



Arts Industry: Programme insight session Fringe Central

Start your day at the Fringe by joining fellow programmers and presenters from across the festival to discuss show highlights and get some recommendations for the rest of your trip. If you're new to the festival, this is a great opportunity to meet with other professionals and the Arts Industry team to pick up some top tips on how to make the most of your visit. Teas, coffees and croissants provided!

Who: Open to accredited arts industry, especially programmers, presenters and those new to Fringe.

Why: To gain insights into the wider Fringe programme and to network with other arts professionals.

Thursday 07 August
14:00 – 16:00



Environmentally sustainable theatre: Where are we at in 2025? FC

Join us for a panel discussion exploring environmentally responsible theatre-making and where the UK theatre sector stands in 2025. This session will focus on the practical guidance offered by the Theatre Green Book and feature insights from the Carbon Literacy Project and other guest speakers. There will also be an audience Q&A and informal networking.

Who: Fringe participants that are interested in sustainable theatre practices

Why: To learn practical guidance on sustainable theatre practices by a panel of experts.



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Full programme details



Week 1

Friday 08 August
10:30 – 12:00



Next steps pitching session Fringe Central

Festivals and venues, this is your chance to pitch to artists. Artists, this is your time to discover more exciting opportunities to platform your work beyond the Fringe and network with others.

Who: Artists, festivals and venues interested in taking work beyond the Fringe.

Why: To learn more about where artists can tour their work.

Friday 08 August
13:00 – 16:00



Fringe fair Fringe Central

Come to Fringe Central to meet key organisations such as funders, membership organisations, training providers and agencies. Taking the format of a careers fair, you can browse from table to table gathering the knowledge and advice you need to help you with your next steps.

Who: Open to all Fringe participants.

Why: To find out about different organisations and services in the sector.

Sunday 10 August
10:30 – 12:00



Shine your work Fringe Central

Bringing a show to Edinburgh Fringe can feel overwhelming, but success comes from staying positive, making strategic promotion adjustments, and keeping your energy up. Artists, producers, and promoters, the Shine Your Work event series will provide you with essential tools to stay on track, refine your promotion, and effectively reach your audience even when the festival pace picks up.

Who: Open to all artists, producers and promoters.

Why: To learn tools to promote your show and reach the right audience.



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Full programme details



Week 2

Monday 11 August
10:30 – 12:00



Artist and Industry coffee morning Fringe Central

Artists, come and meet with industry representatives attending the Fringe this year. This weekly coffee morning is a chance to chat with key industry professionals about your Fringe experience and get their expert opinions.

Who: Registered Fringe artists who are looking to take their work beyond the Fringe.

Why: To connect with industry professionals at the Fringe, who are experts in their fields.

Monday 11 August
13:30 – 14:30



Fringe to screen 1: Ask an agent Fringe Central

Ready to make the leap from stage to screen? Join us for an essential panel event tailored for playwrights and writer-performers looking to break into TV and film. Ask an agent brings together experienced industry agents to shed light on what they do, what they're looking for, and how to approach them the right way. Learn how to build meaningful connections, craft targeted submissions, and recognise when the time is right to seek representation. It's not just about finding any agent - it's about finding the right one to champion your career. Come with questions, leave with clarity.

Who: Fringe artists and industry professionals who are interested in working in the screen sector.

Why: To learn more about how work is scouted at the Fringe for screen opportunities.

Tuesday 12 August
10:30 – 12:00



Fringe to screen 2: Screen potential Fringe Central

So, your Fringe show is up and running - now what? In this candid conversation with TV and film development executives, you'll learn how to make yourself and your work stand out. Whether you're a playwright, comedian, or writer-performer, this session will explore the art and the alchemy of the development process. Find out what decision-makers are really looking for when they come to the Fringe, and what makes them see screen potential in live work. Learn how to present your ideas with clarity and flair - and walk away with practical first steps to begin developing your Fringe show into a project for TV or film.

Who: Fringe artists and industry professionals who are interested in working in the screen sector.

Why: To learn more about the development process behind making live work suitable for screen.



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Full programme details



Week 2

Tuesday 12 August
14:00 – 16:00



Why go international: Asia focus Fringe Central

Hear from four dynamic speakers exploring the significance of going international in today's cultural landscape. Each artist will share insights from their unique practice, reflecting on why international engagement is no longer just an option but a necessity. This conversation will delve into post-COVID realities, examining the evolving challenges artists face and the strategies they've developed to navigate them. Find out about the support systems available within their respective countries and explore how international collaboration can enhance these resources. Through personal stories and shared experiences, this session aims to spark dialogue on the power of cross-border exchange and how artists across Asia can build more resilient and connected futures.

Who: Fringe artists who are looking to work internationally, particularly in Asia.

Why: To spark conversation on international collaboration.

Wednesday 13 August
10:30 – 11:30



Fringe festival support live! Fringe Central

By performers for performers, Fringe Festival Support Live! is a weekly podcast that promotes the feeling of all being in it together. Nobody wins unless *everybody* wins. Come grab a cuppa and join the audience as we listen live to special guests sharing insights from their Fringe experiences – the good, bad, past and present.

Who: Open to all Fringe participants, especially those new to the Fringe.

Why: To gain practical advice for participating in the Fringe from those who have participated before.

Wednesday 13 August
12:00 – 16:00



Fringe community day Fringe Central

Everyone is welcome to join us today at Fringe Central and be a part of our diverse Fringe community. Our event space is open for various groups to meet and connect, providing a welcoming environment for all. Whether you are here alone or with a group of friends, this is a great opportunity to make new connections. Check Fringe Connect for a list of the groups scheduled to gather at this session.

Who: Open to all Fringe participants.

Why: To meet and connect with others at the Fringe.



Learn



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Full programme details



Week 2

Thursday 14 August
10:30 – 12:00



Arts Industry: Programme insight session Fringe Central

Start your day at the Fringe by joining fellow programmers and presenters from across the festival to discuss show highlights and get some recommendations for the rest of your trip. If you're new to the festival, this is a great opportunity to meet with other professionals and the Arts industry team to pick up some top tips on how to make the most of your visit. Teas, coffees and croissants provided.

Who: Accredited arts industry, especially programmers, presenters and those new to the Fringe.

Why: To gain insights into the wider Fringe programme and to network with other arts professionals.

Thursday 14 August
14:00 – 16:00



Table Reads presents: Fringe today, TV tomorrow Fringe Central

Getting your show, or yourself, from the Edinburgh Fringe onto TV isn't what it used to be. Hear how the TV landscape has shifted, and what that means for artists trying to make the leap from stage to screen. Hosted by John McEwan-Whyte (Bonnie and Braw Productions, co-founder of Table Reads) and joined by a representative from one of the UK's biggest broadcasters, this session aims to shed light on what commissioners are really looking for - and how to catch their eye in 2025 and beyond.

Who: Fringe artists with an interest in screen development.

Why: To understand what commissioners are looking for to turn stage into screen.

Friday 15 August
10:30 – 12:00



Next steps pitching session Fringe Central

Festivals and venues, this is your chance to pitch to artists. Artists, this is your time to discover more exciting opportunities to platform your work beyond the Fringe and network with others.

Who: Artists, festivals and venues interested in taking work beyond the Fringe.

Why: To learn more about where artists can tour their work.

Friday 15 August
13:00 – 16:00



Fringe fair Fringe Central

Come to Fringe Central to meet key organisations such as funders, membership organisations, training providers and agencies. Taking the format of a careers fair, you can browse from table to table gathering the knowledge and advice you need to help you in your next steps.

Who: Open to all Fringe participants.

Why: To find out about different organisations and services in the sector.



Learn



Develop



Connect



Full programme details



Week 2

Sunday 17 August
10:30 – 12:00



Shine your work Fringe Central

Bringing a show to Edinburgh Fringe can feel overwhelming, but success comes from staying positive, making strategic promotion adjustments, and keeping your energy up. Artists, producers, and promoters, the Shine Your Work event series will provide you with essential tools to stay on track, refine your promotion, and effectively reach your audience even when the festival pace picks up.

Who: Open to all artists, producers and promoters.

Why: To learn tools to promote your show and reach the right audience.

Week 3

Monday 18 August
10:30 – 12:00



Artist and Industry coffee morning Fringe Central

Artists, come and meet with industry representatives attending the Fringe this year. This weekly coffee morning is a chance to chat with key industry professionals about your Fringe experience and get their expert opinions.

Who: Fringe artists who are looking to take their work beyond the Fringe.

Why: To connect with industry professionals at the Fringe, who are experts in their fields.

Monday 18 August
14:00 – 16:00



Preparing for fame Fringe Central

Join Dr Stacey Simmons, psychotherapist to Hollywood creatives, for a crash course in assessing your social habitat, building resilience, finding honest collaborators – and how to spot the bad ones. This discussion will prepare you for the challenges of being in the public eye and how to avoid financial and public pitfalls.

Who: Fringe artists looking to pursue their career beyond the Fringe.

Why: To prepare for the challenges of being in the public eye.

Tuesday 19 August
10:30 – 12:00



Why go international: Canada focus Fringe Central

Join top Canadian performing arts experts as they unpack the touring landscape: what does it look like today, how does touring in Canada work and how can you connect with the right networks? Learn about regional and national venues, and what support there is for international artists. Bring your questions—this is your chance to join the conversation!

Who: Fringe artists and independent companies interested in touring to or working in Canada

Why: To gain practical advice for engaging and working within the Canadian market.



Full programme details



Week 3

Tuesday 19 August
14:00 – 16:00



Why go international: Working with festivals Fringe Central
Dreaming about taking your work to global stages and unlocking new opportunities? This panel discussion is your insider's guide to touring and collaborating with international performing arts festivals. Hear directly from festival organisers and seasoned artists as they draw on first-hand experiences and share tips on building an international profile, navigating the curation process, diversifying funding and approaching co-production models. Bring your questions along - this is your chance to gain expert insights.

Who: Fringe artists and independent companies interested in international touring.
Why: To gain practical advice for engaging and working with international festivals.

Wednesday 20 August
10:30 – 11:30



Fringe festival support live! Fringe Central
By performers for performers, Fringe Festival Support Live! is a weekly podcast that promotes the feeling of all being in it together. Nobody wins unless *everybody* wins. Come grab a cuppa and join the audience as we listen live to special guests sharing insights from their Fringe experiences – the good, bad, past and present.

Who: Open to all Fringe participants, especially those new to the Fringe.
Why: To gain practical advice for participating in the Fringe from those who have participated before.

Wednesday 20 August
14:00 – 16:00



Fringe community day Fringe Central
Everyone is welcome to join us at Fringe Central and be a part of our diverse Fringe community. Our event space is open for various groups to meet and connect, providing a welcoming environment for all. Whether you are here alone or with a group of friends, this is a great opportunity to make new connections. Check Fringe Connect for a list of the groups scheduled to gather at this session.

Who: Open to all Fringe participants.
Why: To meet and connect with others at the Fringe.



 Learn  Develop  Connect



Full programme details



Week 3

Thursday 21 August
10:30 – 12:00



The Queen's Path: Writing believable narratives Fringe Central
Come and learn from researcher, Dr. Stacey Simmons, and author of *The Queen's Path: A Revolutionary Guide to Women's Empowerment and Sovereignty*. Dissect female narratives from *Waitress* to *Wicked*, and *The Bible* to *Barbie*, and look at why women characters are less often portrayed as the hero. Bring your next project and learn writing techniques to break away from this trend and set your characters free.

Who: Fringe artists, writers and producers with an interest in female character development.

Why: To learn about character development techniques in writing.

Thursday 21 August
14:00 – 16:00



Live Comedy Association: Next steps on stage Fringe Central
Join the Live Comedy Association and their curated panel to gain practical advice on working in the live comedy sector. Soak up discussions on career development and how to build on the stage time you've had this August. This event is to get you thinking about what's next and how to achieve it – with a nod to returning to Edinburgh Fringe 2026.

Who: Fringe artists working in the live comedy sector.

Why: To gain practical advice on how to develop your career as a comedian.

Friday 22 August
10:30 – 12:00



Urban meets rural touring: Touring across different terrains FC
Touring in rural spaces is a world away from city theatres, but equally rewarding. Join the National Rural Touring Forum and World Fringe to explore the unique joys and challenges of rural and urban touring. Learn how you can adapt, connect, and thrive in both. This is a must for anyone curious about taking their work further afield.

Who: Fringe artists who are interested in touring beyond the Fringe.

Why: To learn more about urban and rural touring.

Friday 22 August
13:00 – 16:00



Fringe fair Fringe Central
Come to Fringe Central to meet key organisations such as funders, membership organisations, training providers and agencies. Taking the format of a careers fair, you can browse from table to table gathering the knowledge and advice you need to help you in your next steps.

Who: Open to all Fringe participants.

Why: To find out about different organisations and services in the sector.

 Learn  Develop  Connect



Full programme details



Week 3

Sunday 22 August
10:00 – 16:00



Swap shop Fringe Central

Take this opportunity to pass on unwanted props, furniture and costumes to other Fringe artists who may get use from them. Every Fringe, tonnes of items go to the bin when they could be reused elsewhere or recycled. This is essentially a free rummage sale – bring what you have, take what you want!

Any unclaimed items will be reused and recycled by **Reset Scenery.**

Who: Open to all Fringe participants

Why: To recycle and reuse items from Fringe shows

Monday 23 August
10:00 – 16:00



Swap shop Fringe Central

Take this opportunity to pass on unwanted props, furniture and costumes to other Fringe artists who may get use from them. Every Fringe, tonnes of items go to the bin when they could be reused elsewhere or recycled. This is essentially a free rummage sale – bring what you have, take what you want!

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Who: Open to all Fringe participants

Why: To recycle and reuse items from Fringe shows



Learn



Develop



Connect



Thank you!

Thank you for taking the time to read through our Fringe Central programme. We hope that you find it useful and are as excited about these events as we are.

We are looking forward to welcoming you along to Fringe Central in August – your home away from home.

Sign up to events online through **Fringe Connect**.



Follow us on social media
for more updates:

