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IRELAND'S *festivals*

Regional Festivals & Participative Events Workshop

Workshop Outline

- Introduction
- Key Success Factors for Tourism Led Festivals
- Understanding the Festival Basics
- Animating the Destination & the Importance of Cross Selling
- Post Event Reporting
- Fáilte Ireland Business Supports
- Q & A

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Introduction

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Fáilte Ireland's Festivals & Events Team

Vision:

To support, develop and deliver a portfolio of tourism led Festivals and Events and to feed into Fáilte Ireland's strategic mission to make a more sustainable contribution to Ireland's economy, environment, society, and culture by motivating both international and domestic audiences to attend Festivals and Events across the regions in the off-peak season.

Festivals Portfolio:

- 300+ festivals
  - Incl. 2 large scale festivals owned and delivered by Fáilte Ireland – NYF and Púca
  - Incl. co-created festivals delivered in conjunction with local authorities e.g. Regional St. Patricks Festivals

Tourism Objectives of Festivals & Events

Regionality	Seasonality	Animates the local area
Contributes to the Night time economy	Increases awareness of the area	Increases dwell time in the local area
Adds variety and diversity to the destination	Aligns with individual objectives of the RTS	Aligns with individual DEDP Objectives

Regional Festivals & Participative Events

Fáilte Ireland Funded Festivals

Key Findings

1. Ongoing challenges for festival organisers
2. Data verification and economic analysis
3. Lack of local animation & stakeholder engagement
4. Continued business supports required

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Key Success Factors

10 Key Success Factors

for Regional Festivals & Participative Events

Clear USP & Programme Focus

International & Domestic 'Fan Base'

International & Domestic Networks

International & Domestic Profile

Immersive Experiences

Website

Digital / Social Media

Management Capability

Customer Experience

Financial Stability

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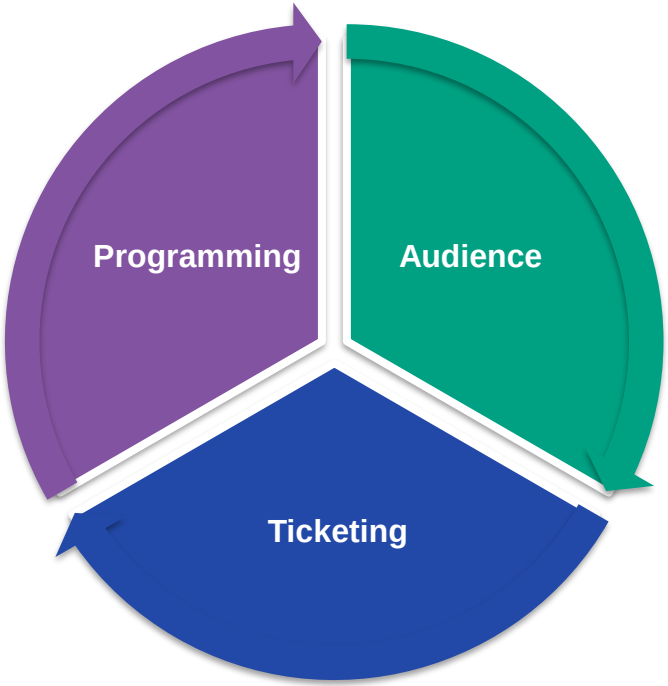
Understanding the Festival Basics

Understanding the Festival Basics



Programming

- #1 aspect of your festival's development
- Develop a programme that embodies the USP
- Facilitate audience participation

Programme & USP

Festival: Rory Gallagher Festival

USP:

Rory Gallagher International Tribute Festival is an annual Rock and Blues Music Festival in Ballyshannon, Co. Donegal, Ireland that honours Rory Gallagher, Irish Rock and Blues guitar legend whose birthplace is Ballyshannon.

Programme:

- Thursday – Sunday.
- 30 acts on 15 stages over 4 days.
- Big Top performances Friday – Sunday.
- Pub gigs every night.
- Series of fringe workshops and masterclasses every day.

Programme & USP

Festival: BikeFest

USP:

BikeFest is Ireland's largest free open biker festival. All brand motorcycles are welcome and motorbike enthusiasts travel from all over the world to experience Ireland at its very best at BikeFest.

Programme:

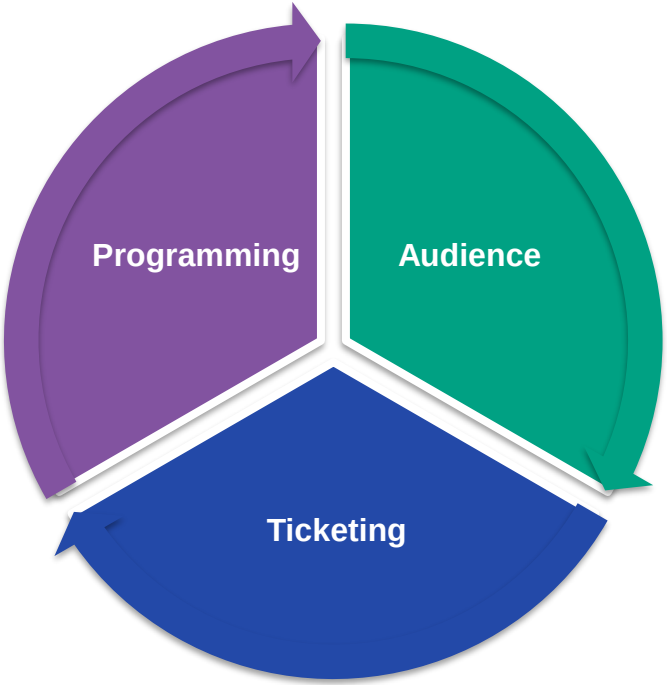
- 3-day motorcycle and rock music extravaganza.
- Ride outs along the WAW, Sunday Parade through Killarney, extensive live entertainment schedule, bike shows, Bike Village.
- Harley-Davidson demo rides, Jumpstart rider experience.

Programme & USP

Festival: Wexford Festival Opera

USP:
The artistic policy of producing the highest quality productions, striking a balance between tradition and innovation, as well as being a champion of often-overlooked operatic gems.

Programme:
- 2023 Theme: Women & War.
- 13 days, 70 events.
- 3 central productions supported by a range of concerts, talks and small-scale productions.
- Pop up events – theatrical moments in unexpected locations.


Programming
Audience
Ticketing

Audience

Understanding your audience profile

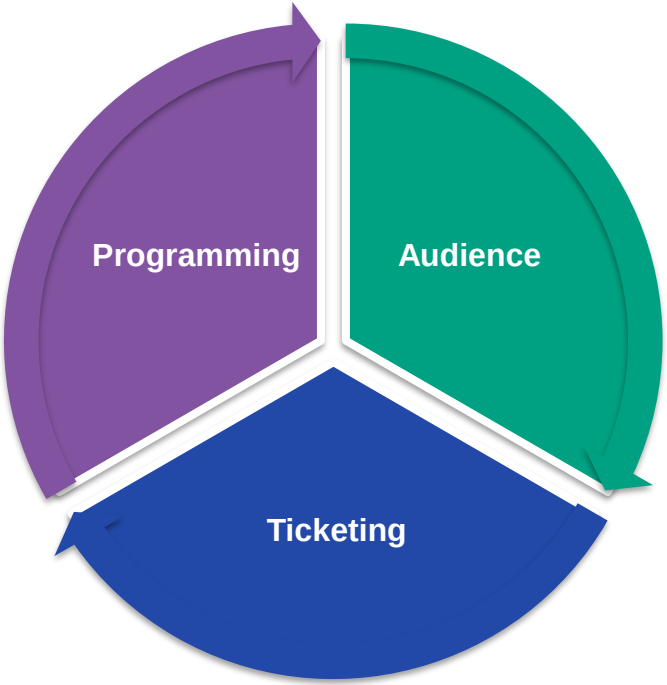
- Who are they? Where do they come from? What are their interests? How do you capture this?

Why is it important?

- to meet their needs through your festival programming
- to help build a strong case for funding and sponsorship

Things to consider:

- Ticketing solution
- Market research to identify target audience
- Post event feedback mechanisms - surveys, volunteer feedback or online reviews


Programming
Audience
Ticketing

Ticketing

- Streamline planning and execution
- Gain a deeper understanding of audience profiles

Why is it important?

- Data collection and analysis
- Quantifying audience size & type
- Providing information for sponsors

Things to consider:

- Benefits of ticketing for paid and free events
- Ticketing solution

ticketsolve eventbrite

Ticketing - Benefits

	Paid Events	Free Events
Revenue generation	✓	
Pre-registration	✓	✓
Access control	✓	✓
Capacity Management	✓	✓
Data collection and analysis	✓	✓
Marketing	✓	✓
Flexibility	✓	✓
Feedback and surveys	✓	✓
Real time updates	✓	✓
Sponsorship opportunities	✓	✓

Exercise

In your own time…

Write a 20-word USP for your festival/event.

USP development:

- *Demographics and motivations of your audience*
- *What makes your festival unique*
- *Connect the audience persona and the uniqueness of the festival – make sure they align*
- *Create a compelling story/narrative*

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Animating the Destination & Cross Selling

Bring the Destination to Life

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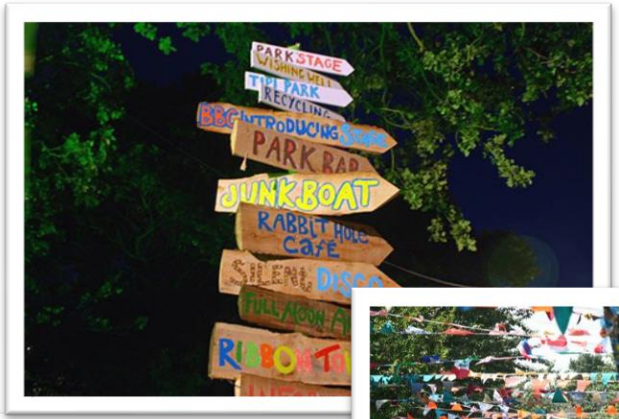
Site Branding Plan



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Site Map

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Involve the Locals

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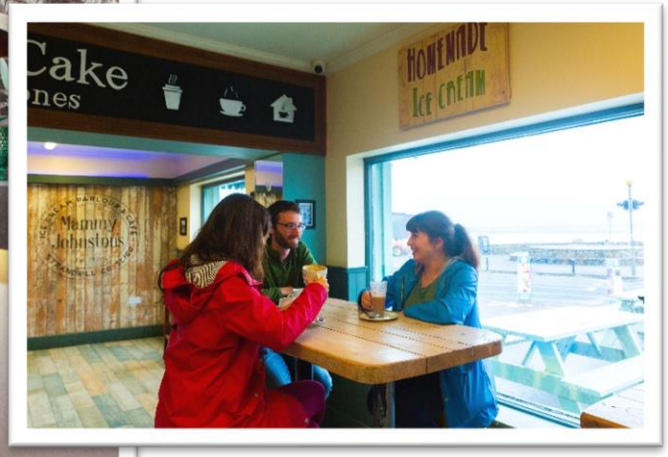
Animating the Destination & Cross Selling

- Importance of Local Partnerships

Animating the Destination & Cross Selling

- Front of House / Customer Facing Staff

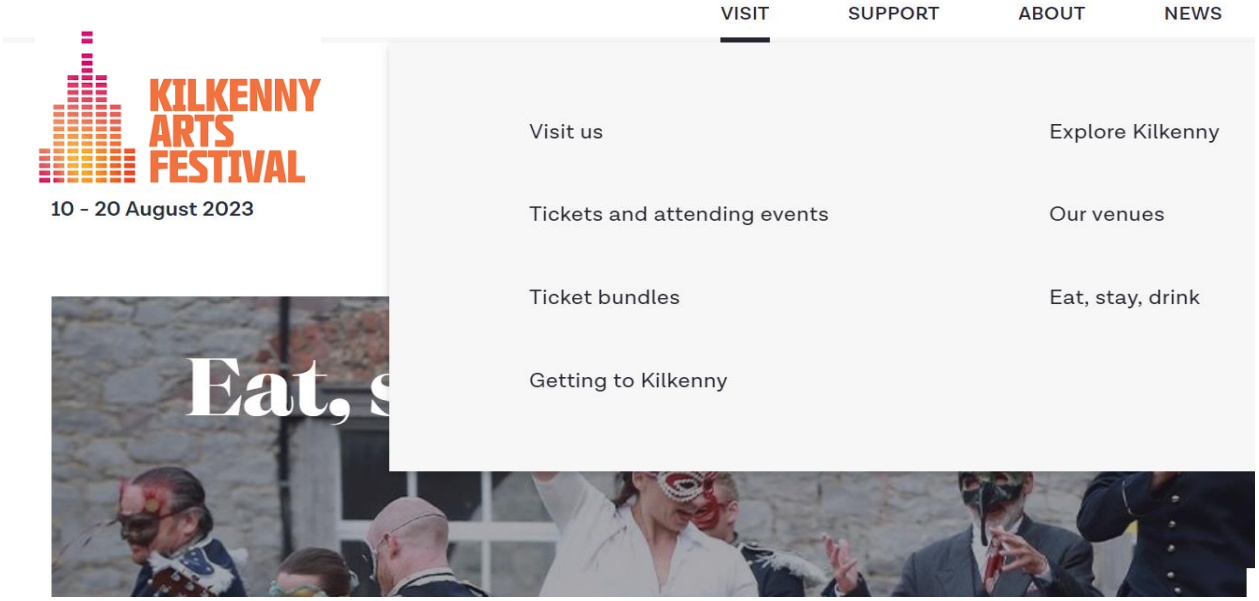


Animating the Destination & Cross Selling

- Collaboration to facilitate Audience Participation

Animating the Destination & Cross Selling

- Links to other tourism providers



Animating the Destination & Cross Selling

- Digital Toolkit

Welcome to the Púca Festival Industry Partner Toolkit

We've got ready-to-go social assets, festival images, videos and helpful advice to help leverage the Púca Festival campaign and promote your business to get more bookings this Halloween festival season.

Getting involved to grow your audience

Here's how to participate and promote your business.
Submit an event listing for any events you're organising in either of the locations in Meath (Trim and Athboy) between 28th – 31st October 2022.

Engage with us on social media, this is a great way to extend your reach.
Tag us in

GOOD TO KNOW
If you don't already have an account for Ireland's Content Pool set up your free account now for access to 1000s of images and videos.

Púca Festival
@pucafestival
@pucafestival
@pucafestivalireland
Púca Festival
@pucafestival

Ireland's Ancient East
@irelandsancientest
@irelandsancientest
@ancientseastirl
@irelandsancientest

Hashtags
#Pucafestival
#IrelandsAncientEast
#KeepDiscovering
#DiscoverIreland

Festival Images & Videos

Check out our suite of inspiring festival images and videos for use across your websites, social media and email marketing. ***Play by clicking the video below.***

Images | Videos

Social Giphys

We've created a suite of Púca Festival Giphys for you our industry partners and consumers to use. You can find them here or click on the Sticker icon on Instagram stories and search Púca Festival.

Púca Festival Logo

Create your own digital assets for use across your platforms using the Púca Festival Logo.

Púca Festival Logo

Púca Halloween Festival

Cross Selling & Packaging

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Exercise

In your own time…

Identify 5 low-cost ideas to animate your destination that you don't already do.

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Post Event Reporting

Post Event Reporting (PER)

- Best practice
- Importance and value – for stakeholders, sponsors and local authorities
    - Evaluation and Improvement
    - Accountability
    - Stakeholder Communication

Post Event Reporting (PER)

What to include:

- Successes
- Key Learnings
- Attendee Breakdown
- Sales & Marketing Activity
- Collaboration
- Sustainability
- Accessibility
- Sponsor Activations / Opportunities

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Business Supports & Resources

Business Supports

- Webinar: Sponsorship Management for Festivals & Events Organisers
  - https://www.failteireland.ie/Product-development/Festival-and-events/Festivals-Events-Business-Supports.aspx
- Fáilte Ireland Business Supports Hub
  - https://supports.failteireland.ie/
  - https://supports.failteireland.ie/courses/sales-marketing-how-to-video-series/
- Live Learning
  - https://supports.failteireland.ie/support-programmes-schedule/
- Accessibility Guidelines
  - In development for 2024

Sustainable Festivals Guidelines

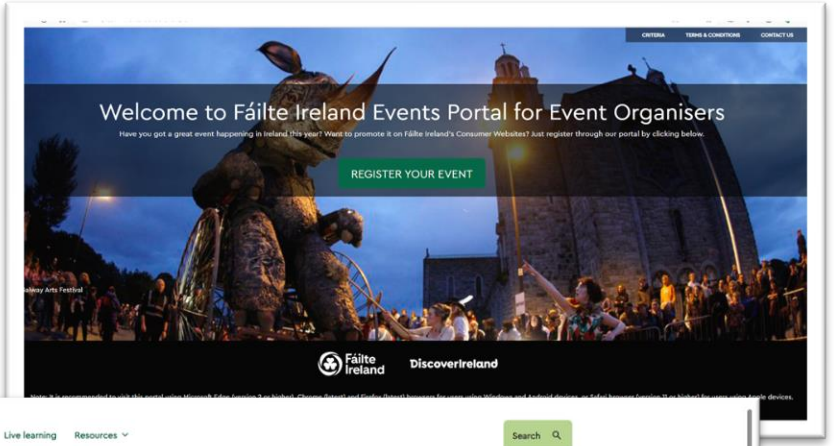
A video overview - Fáilte Ireland Sustainable Festivals Guidelines

Fáilte Ireland Sustainable Festivals Guidelines

- Created through engagement with local authorities and festival organisers
- Tailored to suit several festival types
- Contains a useful traffic light system to suit all levels in sustainability
- Divided into 7 impacts areas which align with the UN Sustainable Development Goals

PR & Marketing Resources

- Fáilte Ireland Events Portal
  - Fáilte Ireland Events Portal (failteirelandevents.ie)
  - How to create an event listing
- Leveraging Discover Ireland Campaigns - Keep Discovering Marketing Toolkit



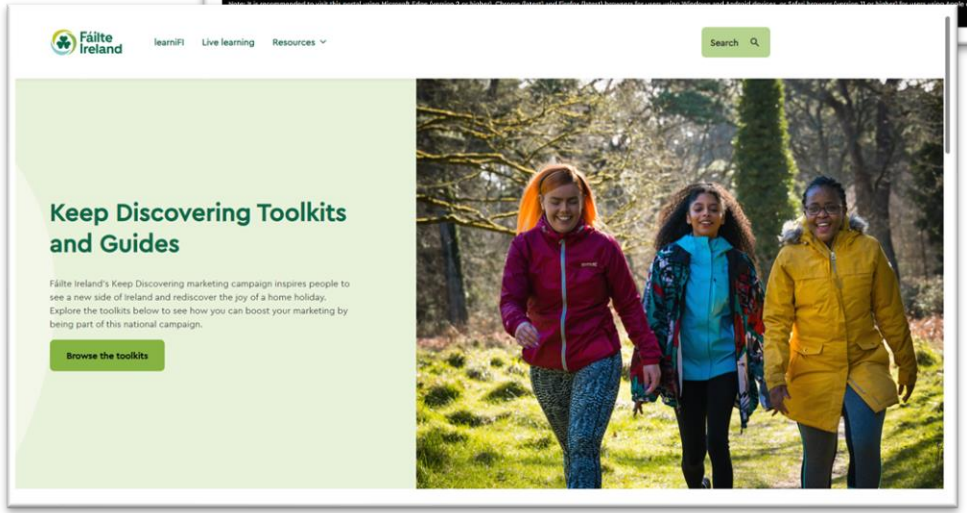
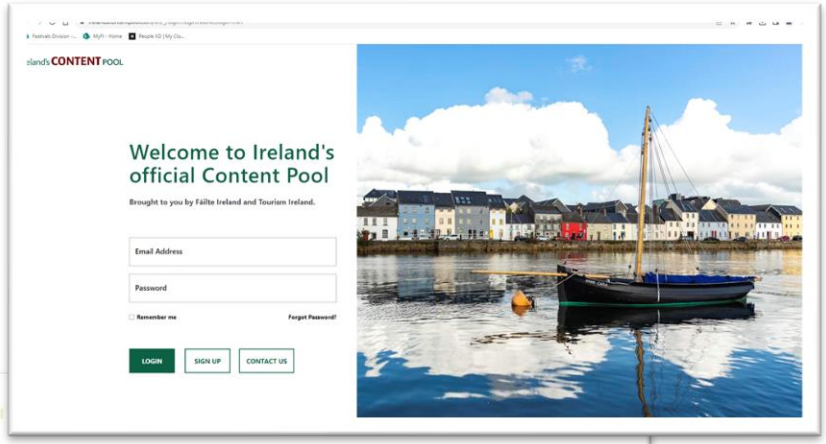
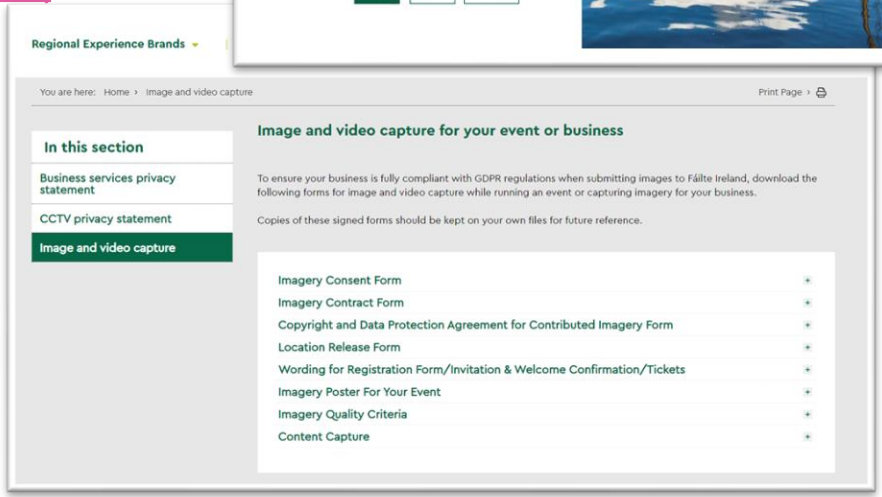


Image and Video Capture

- **Ireland's Content Pool -** https://www.irelandscontentpool.com/
- **Data Protection -** Failte Ireland - Image and Video Capture | Data Protection | Fáilte Ireland





Top 5 Takeaways

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Top 5 Takeaways

1. Identify and finetune your USP
2. Programme Immersive Experiences
3. Animate your Destination
4. Partner with local businesses
5. Maximise Fáilte Ireland resources and campaigns

Thank You

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