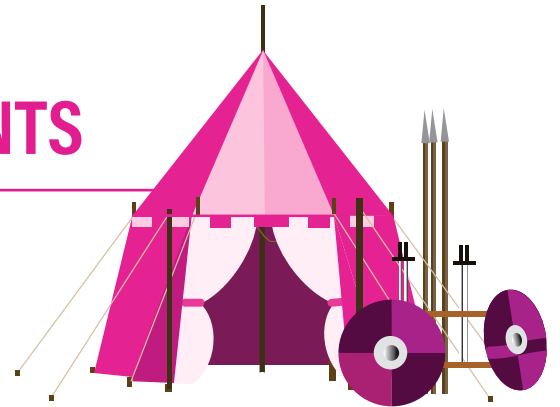




# HERITAGE FESTIVALS & EVENTS

## MARKETING CHECKLIST



### INTRODUCTION

Organising a festival or a small event is a great way to excite people about heritage. It can also be an excellent way of supporting local businesses by bringing people into a usually quiet village or town centre. The purpose of this short document is to help organisers of heritage festivals and events to get the best return for their efforts by ensuring that people know what's happening. The advice and checklists are intended to provide focus and structure during the planning process and guidance on how best to reach your target audiences.

**Top Tip:** Local Authority area offices are a good first port of call about possible logistical issues. If a heritage-themed event is being run at a sensitive historic site, great care must be taken to ensure that the site is not damaged. When planning an event it is advisable to contact your local County Heritage Officer for guidance on site management and any permissions that might be required.

**Top Tip:** A good rule of thumb for a marketing fund is 10% of the overall event budget.

### STEP 1: HITTING THE TARGET

#### (a) Who are your target markets/audiences and why?

**Top Tip:** Check out the Fáilte Ireland publication 'Driving Growth Through Segmentation' for guidance on audience types (you will find the link at the end of this document).

**Top Tip:** The theme of your event must be relevant to your target markets.

#### (b) What are the best ways of reaching your target markets?

(see various methods in the checklist below for ideas)

**Top Tip:** Different market groups may require different media. Depending on your target audience(s) all the various methods listed below may not be required. Nonetheless, the effectiveness of each should be carefully evaluated for your event. Remember to think of your audience(s) not just yourself! It is advisable to have an individual marketing checklist for each market segment/target audience.

**Top Tip:** For all brochures, posters, flyers, website, etc, try to engage a local graphic designer. All publicity material must have a brand coherence (i.e. a similar style, no matter the media used). Remember to use bright, dynamic colours and images that are easy to comprehend.

#### (A) WHO ARE YOUR TARGET AUDIENCES?

#### (B) WHAT ARE THE BEST WAYS OF REACHING THEM?

## STEP 2: MAXIMISING THE MEDIA

## CHECKLISTS



### WEBSITES

#### WEBSITE ADVICE

Consider developing a simple but elegant event-specific website.

There are several free or low-cost web development platforms available (e.g. Wix, Squarespace or Weebly), which offer a multitude of templates. It is worth paying a little extra to remove outside ads. You might alternatively consider using a local web designer.

Remember, if you design a website, it should render best on mobile devices.

Register the event on websites such as those in the checklist ...



### SOCIAL MEDIA

#### SOCIAL MEDIA ADVICE

Connect with your audiences on social media with language, themes and stories that are meaningful to them.

Facebook is still the most effective social media platform for heritage events. Create an 'Event' through your Facebook account and consider setting up a dedicated event page.

Post on community social media pages and tailor your message to the local community.

Consider setting up an Instagram account. Heritage, as a subject, lends itself to visual communication.

Every county has an hour on Twitter each week for local news (e.g. @MayoHour, @CorkHour). Use hashtags and tag heritage-related social media influencers in your posts. Don't forget to create a hashtag for your own event.



### PRESS RELEASES

#### ADVICE ABOUT PRESS RELEASES

Press releases should be clear, concise and no more than two pages. Choose a simple headline that states what the story is about. The first two paragraphs should address "who, what, where and when". Additional details and quotes can be added in the third and fourth paragraphs. Make sure to include a contact number at the end of the press release.

If issuing by email, paste the press release into the body of the email and include a subject line that summarises your story.

Issue the press release 2 or 3 days before the deadline for local newspapers and before lunchtime the day before for national newspapers. A press release template for Heritage Week events is available at [www.heritageweek.ie](http://www.heritageweek.ie).

Write separately to newspapers to be included in the Local Notes section.

Heritage Council	<input type="checkbox"/>
Community	<input type="checkbox"/>
Heritage Week	<input type="checkbox"/>
Fáilte Ireland	<input type="checkbox"/>
Discover Ireland	<input type="checkbox"/>
Ireland.com	<input type="checkbox"/>
Local Tourist Group	<input type="checkbox"/>
<a href="http://irelandsancienteast.com/">irelandsancienteast.com/</a>	<input type="checkbox"/>
<a href="http://wildatlanticway.com">wildatlanticway.com</a>	<input type="checkbox"/>
Local Authority	<input type="checkbox"/>
others _____	<input type="checkbox"/>

Create an Event page on Facebook	<input type="checkbox"/>
Identify Influential Twitter Accounts	<input type="checkbox"/>
Post on Heritage Week Facebook & Twitter	<input type="checkbox"/>
Post on Heritage Council Facebook & Twitter	<input type="checkbox"/>
Post on Community Facebook & Twitter	<input type="checkbox"/>
Create an Instagram Account	<input type="checkbox"/>

National Newspapers	<input type="checkbox"/>
Regional Newspapers	<input type="checkbox"/>
Local Press	<input type="checkbox"/>
Local Notes	<input type="checkbox"/>
Free Local Newspapers	<input type="checkbox"/>
Community Newsletters (e.g. church newsletters)	<input type="checkbox"/>

## STEP 2: MAXIMISING THE MEDIA

## CHECKLISTS



### MAIL SHOT

#### ADVICE ON SPREADING THE WORD

Create an Email Database of people or organisations who may be interested in your event.

It is essential that you have permission to email everyone on your mailing list.

Also, remember the value of Word of Mouth. Tell local groups who will spread the word for you (e.g. Chamber of Commerce, Men's Sheds, ICA, Scouts, etc.).

Permission Received

Mail Shot Sent

Encourage Event Committee to Spread the Word



### LOCAL RADIO

#### LOCAL RADIO ADVICE

Identify a spokesperson for your event who will speak with authority and enthusiasm if interviewed.

When emailing your press releases include the local radio stations.

It is worth asking your local radio if they could broadcast live from your event.

Spokesperson Chosen

Local Radio Community Listings and Ads

Local Radio Interviews with Festival Organisers



### PRESS PHOTOGRAPHY

#### PRESS PHOTOGRAPHY ADVICE

Consider holding a press event launch, roughly six weeks in advance of the event.

Use a photographer with experience and professional equipment (create links with a local photography club).

Why not send a specific photo notice to your local newspaper. Describe any photo opportunity that exists at your event – similar in style to a press notice but be as descriptive as possible. Add a link to your contact details and a link to your social media pages.

If sending your own photos, make sure that they ...

Are high quality .jpgs (approx. 2mb at 300dpi)

Action, rather than formal group shots

Involve a celebrity, special guest, children (with parental consent)

Have all names & relevant details for captions



### FLYERS/ BROCHURES

#### ADVICE ABOUT FLYERS & BROCHURES

Flyers and brochures should be colourful and make the event seem exciting. Print in colour and use both sides.

Ensure that they clearly show the event name, date, location and a list of activities and website addresses.

Don't forget to go to neighbouring towns & villages.

Why not ask local businesses to place an ad in their publicity material as benefit-in-kind sponsorship.

Make a list of distribution locations and follow up with a call to ask if they need more. Locations might include ...

Local Hotels and B & Bs

Tourist Offices

Heritage Attractions

Libraries

Bars & Shops

Hairdressers

Supermarkets

Doctor/Dentist Offices

Schools

Sports Clubs

Train/Bus Stations

Day Centres

# STEP 2: MAXIMISING THE MEDIA

## CHECKLISTS



**LARGE SCALE POSTERS**



**SMALL SCALE POSTERS**



**EVENT DAY**

### ADVICE ABOUT LARGE SCALE POSTERS

Locate in the town and at major junctions within an hour's drive of the event site.

Ensure that you contact your Local Authority about permissions and guidelines.

Posters must be clear, colourful and vibrant. Remember, the posters are made for people passing in cars, so less is more. Include only the event name, date, location and website.

Remember, do not obstruct sightlines and take the posters down promptly after the event.

### ADVICE ABOUT SMALL SCALE POSTERS

Like the flyers, event posters should be colourful and include the festival name, date and location, a list of events and a website address.

Remember to distribute posters to neighbouring towns and villages.

Make sure to put them up yourself.

Locations for posters might include ...

### EVENT DAY AND POST EVENT ADVICE

Ensure that the signage on the day of the event clearly indicates the location of entrance and parking facilities.

Send 2 or 3 high-quality photos to the national press by 3pm on the event day. Send post-event day press releases to local press, free local newspapers, regional and national press and to the local community newsletter.

Post live coverage of the event on social media.

Review the effectiveness of the marketing through attendee surveys.

Possible Locations:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Tourist Offices

Heritage Attractions

Libraries

Shop fronts & Bars

Supermarkets

Doctor/Dentist Offices

Day Centres

Schools

Sports Clubs

Train/Bus Stations

Event Day Signage

Event Day Photographs

Post Event Press Releases

Live Social Media

Attendee Surveys

## HELPFUL RESOURCES:

- Heritage Officers contacts: [www.heritagecouncil.ie/our-work-with-others/county-heritage-officers](http://www.heritagecouncil.ie/our-work-with-others/county-heritage-officers)
- Organising heritage themed events YouTube playlist: <https://tinyurl.com/y9zhxn2e>
- Market segments: [www.failteireland.ie/International-sales/International-sales.aspx](http://www.failteireland.ie/International-sales/International-sales.aspx)
- Planning a Heritage Week event: [www.heritageweek.ie/register-an-event/plan-your-event](http://www.heritageweek.ie/register-an-event/plan-your-event)

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