

## Festivals Forum Action Plan

## APPENDIX 1

Action	Details	Further Details	Dates	Responsibility	Budget
Festivals Skills Development	<ul style="list-style-type: none"> <li>• Carnival Skills Development to train artists in visual and performance areas.</li> <li>• New &amp; Innovative Marketing [Viral] for larger scale Festivals with ION Marketing</li> <li>• Marketing Training for small-mid range Festivals</li> <li>• Tailored Mentoring for small-mid range Festivals</li> </ul>	Page 2	➤ Year round	➤ Beat Initiative/BCC /Carnival Consortium	£5,000
			➤ September 22 2009	➤ BCC	£4,000
			➤ June 09-January 10	➤ BCC/ Arts & Business	£2,500
			➤ June 09-January 10	➤ BCC/Arts & Business/Forum Members	£2,500
Networking	<ul style="list-style-type: none"> <li>• Sponsorship Convention: Ulster Hall</li> </ul>	Page 3	➤ October 08 2009	➤ BCC	£8,000
Marketing	<ul style="list-style-type: none"> <li>• Co ordination of a festivals promotional materials to include calendar, website publication and DVD</li> <li>• Integrated ticketing for festivals organisations</li> </ul>	Page 4	➤ September- November 2009	➤ BCC/ Festival Forum Executive Committee	£3,000
Monitoring and Evaluation	<ul style="list-style-type: none"> <li>• Return of evaluation on training throughout year</li> <li>• Assessment on the Economic Impact of Festivals on Belfast</li> </ul>	Page 5	<ul style="list-style-type: none"> <li>➤ January 29 2010</li> <li>➤ Throughout year as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>➤ All Festival Members in receipt of training</li> <li>➤ BCC/Milward Brown Ulster/Participating Organisations</li> </ul>	£3,000
Scheduled Quarterly Meetings	<ul style="list-style-type: none"> <li>• Waterfront Hall</li> <li>• Ulster Hall</li> <li>• Malone House</li> <li>• Belfast Castle</li> </ul>	Page 6	<ul style="list-style-type: none"> <li>➤ April 28 2009</li> <li>➤ July 29 2009:</li> <li>➤ November 4 2009:</li> <li>➤ February 03 2010</li> </ul>	➤ BCC/ Festival Forum Executive Committee	£2,000
<b>Total</b>					<b>£30,000</b>

## Training for Festival Organisations

### ➤ Carnival Training:

**£5,000**

Bespoke training in carnival skills in order to develop the Carnival product of the city. Areas for training will be identified in conjunction with the Carnival Consortium in order to tailor it to the specific requirements of Belfast's Carnival organisations.

**Timescale:**            **Year-round**

### ➤ New and Innovative Marketing for larger scale Festival Organisations:

**£4,000**

In order to encourage ongoing development in Marketing Techniques Belfast City Council hope to work in conjunction with ION Marketing to deliver a tailored seminar in new and innovative methods of marketing including viral marketing that will be effective and strategic in the current economic climate. It is hoped that this training will be delivered by Niall McKeown founder ION Online Marketing in 1999 ([www.ionom.com](http://www.ionom.com)). Since its creation, the company has grown organically to become one of the leading authorities in Email Marketing both in UK and USA. ION has assisted the creation of digital marketing strategies for companies such as Encyclopaedia Britannica, Goldman Sachs – New York, Macmillan Cancer Support, Vodafone Ireland and Jet2.com.

**Timescale:**            This event is scheduled for September 22<sup>nd</sup> and places will be limited. It is anticipated that this event will take place at the Ulster Hall's Group Space.

### ➤ Bespoke Training for Small-Mid-level Festivals

**£5,000**

In order to encourage growth and development in small –mid level organisations Belfast City Council will work in conjunction with Arts and Business to deliver two training Initiatives specifically tailored to each individual organisations requirements.

Arts & Business is a world leading membership network and consultancy with over 30 years of experience in fostering innovative partnerships between business and the arts. Through in-house research and network of regional and national offices, they deliver a wide range of bespoke services and programmes working with both the commercial and cultural sectors to encourage private sector support of the arts. Culture and Arts has developed a strong working partnership with Art & Business who have delivered a wide range of training for Belfast Arts organisations including, the Festival Forum, Annual and Multi-Annual Funded clients.

**£2,500** will fund 10 organisations to receive a bespoke mentoring service in the area that they feel will most benefit them.

**£2,500** will cover the costs of marketing training delivered to a further 10 organisations through Arts and Business.

**Timescale:**            **This initiative will commence on June 1 2009 and will be complete by January 31 2010. All clients in receipt of training will be asked to provide an evaluation of the training by February 28<sup>th</sup> 2010.**

## Networking

### Sponsorship Convention at the Ulster Hall

In order to develop the area of sponsorship for Festival Organisations in Belfast Culture and Arts have scheduled a training and networking event looking at its viability as an option in the current climate and the way forward if it is appropriate for organisations. Culture and Arts will work in conjunction with Arts and Business, AOIFE and Tourism to ensure that the delivery of an event that is relevant, informative and motivational. There will be scheduled key speakers from both the Festivals and Corporate sponsorship sectors. It is anticipated that this will include representatives from festivals such as The Notting Hill Festival, The Edinburgh Festival, The Cork Jazz Festival, The Galway Arts Festival.

Areas to be explored will be:

- “The reality of sponsorship in tough economic times”
- “Arts sponsorship from the sponsor’s point of view”
- “How to grow a festival through sponsorship”

The event is scheduled for October 8<sup>th</sup> and will take place at the Ulster Hall. It will be an all day event. It is a free event but places will be limited.

### Timeline

- |               |                                                                                                                                                                                                                                           |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| June 09:      | 1. Book venue                                                                                                                                                                                                                             |
| July 09:      | 1. Identify and check availability of speakers<br>2. Liaise with Arts & Business, AOIFE and the Tourism Unit of Belfast City Council on proposed programming for the event.                                                               |
| August 09:    | 1. Finalise and book speakers.<br>2. Finalise programming and timetable for the event.<br>3. Create publicity materials for the event.<br>4. Initial invitations to conference sent to members of arts, community and business sector     |
| September 09: | 1. Follow –up and finalisation of delegate list.<br>2. Creation of convention packs for delegates.<br>3. Dissemination of publicity for event, including coverage in local media and City Council website<br>4. Viral marketing of event. |
| October 09:   | 1. Staging of Convention<br>2. Dissemination of evaluation materials and collecting feedback from delegates<br>3. Collation of report on Sponsorship Convention.                                                                          |

## Marketing

### Festivals Calendar:

The Culture and Arts Unit will work with the designer to update the design and create the Belfast Festival Calendar Jan-June 2010. Organisations will be requested via email in September to submit information for the calendar including:

- Name of Festival
- Contact Details
- Strapline describing the event
- and where possible images of previous festivals.

The deadline for submission of information is October 30<sup>th</sup> and the final Calendar will be presented to the Forum at the start of November 2009.

### Timeline

- August 09:           1. Meet with designer to discuss possible update of design for festival calendar, print costs etc
- September 09:       1. Brief Corporate Communications on forthcoming publications  
2. Request festival organisations to submit information for calendar
- October 09:           1. Follow up with organisations on information and forward to designer.  
2. Deadline for organisations to submit information
- November 09:         1. Calendar submitted to Executive Committee of Festival Forum and Culture & Arts Unit for approval  
2. Calendar presented to Festival's Forum.  
3. Calendar submitted to Corporate Communications for approval.  
4. Calendar submitted to printer.  
5. Calendar disseminated throughout Northern Ireland and published on Belfast City Council website

### DVD

A promotional DVD will be created containing a montage of Belfast festival activity throughout the year. In addition to showcasing actual festival activity, the DVD will contain commentary from key stakeholders and will highlight the impact that festivals have on the city of Belfast. This DVD will be used as a tool to increase audiences for Belfast Festivals and promote cultural tourism within the city of Belfast.

## **Monitoring & Evaluation**

### **Economic Impact Study**

In conjunction with Milward Brown Ulster, Culture and Arts will commission a Study on the Economic Impact of Festivals in Belfast. Working in partnership with key festivals throughout the year Milward Brown Ulster will assess footfall at festivals, demography of attendance and satisfaction levels of audience in order to ascertain the effect festival activity has on the economic regeneration of Belfast City.

### **Timeline**

Year-round as appropriate

### **Training Evaluation**

Subsequent to all training for large and smaller scale festival organisations being completed, each organisation in receipt of training will be requested to return an evaluation report on the impact the training had for them. The outcomes of this evaluation will inform the Festival Action Plan for 2010-11 in the area of training.

### **Timeline**

January 10:

1. Creation of tailored evaluation forms for each initiative.
2. Dissemination of evaluation forms to organisations in receipt of training

February 10:

1. Return of evaluation feedback from Festival Forum members.
2. Creation of report on outcomes of feedback.
3. Presentation of report to Chair & Vice Chair of the Festival Forum.
4. Start of development of 2010-11 Festival Action Plan

## **Festival Forum Meetings**

In order to encourage the maximum possible attendance and opportunities for exchange of information, Festival Forum meetings for the year have been booked and scheduled for the following dates, times and venues:

### **Timeline**

July 29 <sup>th</sup> 09	11am-1pm Ulster Hall: Meeting Room 5
November 4 <sup>th</sup> 09	11am-1pm, Malone House: Montgomery Room
February 3 <sup>rd</sup> 10	11am-1pm Belfast Castle, Ashleigh Room

Invitations to these events will be disseminated to Festival Forum Members via email 3 weeks before each meeting and agendas sent one week before the meeting.