

Breifne Comhtháite Teo., agus Forbairt Chomhtháite Mhuineacháin Teo., ag obair le céile ar son forbairt uaithe Breffni Integrated Ltd., and Monaghan Integrated Development Ltd., working together for rural development

Cavan Monaghan LEADER Gathering Development Programme

Workshop 5 Promotion and Marketing

Marketing and Communications Plan

The 'Marketing & Communications Plan' provides a clear basis for the promoters to move forward collectively, in partnership to ensure all activities are pursued and taken forward under funders requirements and are encompassing local, national and international promotional activities.

1 *Marketing Aims and Objectives*

The 'Publicity & Communication Strategy' aims to:

- Inform potential beneficiaries' of the purpose and the programme of activity of the **Festival/ Event**
- Increase national and international visibility, awareness, knowledge and accessibility of the **Festival/ Event**
- Influence the movement of visitors and the activities they undertake while visiting the **Festival/ Event**
- Market the **Festival/ Event** in partnership with the key stakeholders throughout the public, private and community sectors
- Increase visitors' length of stay in Cavan or Monaghan
- Promote the funders requirements and disseminate information on the specific operations associated with the **Festival/ Event**
- Keep with the principles of openness, transparency and public accountability
- Develop, maintain and strengthen strategic relationships with relevant partners from the public, private and voluntary sectors that can help support and add value to the aims and objectives **Festival/ Event**
- Create a two way platform for consultation and engagement.

2 **Define Budget**

Community Group Defined Activity

3 **Communication Activities**

It is important that the **Festival/ Event** is visible and that communications are managed through the implementation of the following measures:

- The funder's logo and requirements in relation to publicity wording are visible in all activities
- The identification and agreement on spokespersons, patrons, conference directors and management committee
- Constructive use of publicity and media tools e.g. paper based media, internet, video, TV and radio
- Agreed procedures for media relations which may be proactive, reactive and include crisis management
- Awareness campaigns design to promote the **Festival/ Event** to local, national and international groups, communities and/or sectors

- Publicity and information leaflets, the world wide web, posters and similar campaigns to attract, develop and sustain a wide range of interest
- Research and develop stories, articles of features on the **Festival/ Event**
- Assessment at regular intervals of the level of public awareness and the methods in use;
- Use of templates for press releases and response mechanisms for media
- Use of the **Festival/ Event** for launches of publications or initiatives
- Use of promotional campaigns to promote the success of the annual **Festival/ Event**

4 Potential Target Audiences

It is considered important that local, national and international audiences have access to information on the **Festival/ Event**. The aim of the communication action plan will be to inform key audiences about the **Festival/ Event** **EXAMPLES**

- Council Officials / Elected Representatives
- Actual Beneficiaries Local, National and International
- Social Partners
- Media Contacts
- Political Parties
- Special interest – history, culture, genealogy, education groups
- Diaspora
- General Public

5 Media Tools, Techniques & Targets

Resources		Dates to be achieved
	Update Website /facebook with dates of festival/event	
	Create flyer, poster, signage based on programme of events	
	Create Press Release/Media Pack Appendix A	
	Preparation of mailing and media lists. Appendix B	
	Contact prospective beneficiaries of the event and start listing VIPs and opinion leaders	
	Send programme of events to Cavan and Monaghan Gathering Committees; Cavan Monaghan Leader; Cavan Tourism; Monaghan Tourism; Special Interest Groups; Discover Ireland, Failte Ireland, Culture Fox and other Festival/Event social media	
	Send out initial news releases with pictures to all media	
	Awareness-raising advertising, e.g. posters, flyers etc	
	Launch campaign to local and other media with short lead time. Emphasizing the events contribution to the community, local businesses, etc. Highlight volunteers, sponsors and benefactors.	
	Meet local businesses, Gardai and support services to discuss event programme and resources required	

6 Communication Plan Template

Audience/ Stakeholder Group	Objective	Key Message(s)	Vehicle	Sender	Timing or Frequency
Media	To secure media coverage of the commencement of work on development of the programme for the Event	To advise of the commencement of the development of the Festival/ Event programme, to provide general details on of the Event, the timing of the Event and the location of the Event	EXAMPLE Press Advertisement via Festival/Event Committee Press Interviews Photo opportunities Websites	The Promoters	EARLY STAGE in Action Plan e.g. Following securing of funding and/or Development of the theme for the Festival/Event <i>Month of inception meeting for the Festival/Event</i>
	To maintain interest in and momentum of Project	To inform of the progression of the Event Programme, to maintain public support and to remind the public of the event timing and location		The Promoters	Mid-way during Festival/ Event programme development Month
	To secure the medias reporting of the Official Launch – of the Festival/Event Festivities'	To provide information on the overall Festival/Event and to provide details on official opening of the Festival/Event (date, time location etc.)		The Promoters	Following development Festival/ Event programme <i>One Month Following Previous task</i>

	Ongoing publicity campaign based on Festival/Event activities	To raise awareness and ensure participation in ongoing Festival/Event activities		The Promoters	To be initiated upon Festival/Event launch but concentrated on post Festival/Event launch
Social Media	To secure social media coverage of the commencement of work on development of the programme for the Festival/Event	To advise of the commencement of the development of the Festival/ Event programme, to provide general details on of the Event, the timing of the Festival/Event and the location of the Festival/Event	EXAMPLE Twitter Facebook LEAF WEB LINKS – to specific sites e.g. ARTS http://www.culturefox.ie	The Promoters	EARLY STAGE in Action Plan e.g. Following securing of funding and/or Development of the theme for the Festival/Event <i>Month of inception meeting for the Festival/Event</i>
	Ongoing publicity campaign based on Festival/Event activities	To raise awareness and ensure participation in ongoing Festival/Event activities		The Promoters	<i>Ongoing</i>
Public/ Stakeholder/Visitors/ Tourists	To secure public & stakeholder support	To inform public of the Festival/ Event aims, objectives and projected outputs and to confirm funding secured	EXAMPLE Announcements at local events/ services, Press Articles, Announcement on Websites, Parish Bulletins Community Newsletter, Website, Newsletter, Posters, Adverts etc.	The Promoters	Following Festival/ Event development of the Theme & Confirmation of Funding Secured
	To maintain public & stakeholder interest in and support of Festival/	To provide the public & stakeholders with an update on the progression of the Festival/ Event Programme, to remind the public of		The Promoters	Mid-way in Festival/ Event Planning

	Event activities	the Festival/ Event			
	To secure public & stakeholder attendance at the Festival/ Event and Festival/ Event Programme of activities	To inform of official opening of the Festival/ Event and Festival/ Event Programme of activities. To provide details of time, date, location etc. of launch		The Promoters	Monthly and intensely Weeks prior to Festival/Event
The Festival/ Event Committee for the Funders	To meet with any Funders requirements	Communications to submit a Publicity Monitoring Report demonstrating and evaluating all publicity undertaken. Publicity file also to be setup.	EXAMPLE Logo Evaluation and Reporting Financial Updates/Reports	The Promoters	Following the Event
	To meet with any Funder requirements	Permanent acknowledgement of Rural development Programme funding		The Promoters	One-off
	To ensure that Funders are kept up-to-date	To provide funders with regular updates with regard to the progression of the Festival/ Event /budget/recoupment's etc.		The Promoters	As Required

7 Post Event Activity

Resources		Dates to be achieved
	Send images and press release to local media	
	Update social media with images and updates	
	Thank You letters to sponsors and supporters	

APPENDIX A

PRESS RELEASE

Add Your logo →

For Immediate Release OR Embargoed Until: (date)

TITLE (make it brief and attention-grabbing)

The title should not be one word; a minimum of two unique words is required. It must be in upper and lower case letters with the first letter of each word capitalized.

THE PRESS RELEASE LEAD:

The lead paragraph includes the who, what, when, where and how of the story. If the reporter were only to read the lead of a good press release, he'd have everything he needed to get started. You can write your summary in a 2-5 sentences and not exceed 200 words.

THE BODY:

The body must be a minimum of 250 words and no more than 3000 words. Write your press release in paragraphs. It should include any relevant information to your event or festival. Go on to illustrate your story with quotes, "A quote, written in italics, from a key person, helps bring a story to life". As well as quotes, you could use bullet points to highlight points about your event or festival.

- New
- Unique
- Special
- Timely

Finish off with details such as dates, times, how to book or contact you – this only needs to be brief, and should be the details you'd like to see in print. Fuller details can go in 'notes to editors', below.

##Ends##

Notes to editors

1. Tell the editor who to contact for more - include mobile, landline and email if possible.
2. Also include short background information on your festival, when it was launched, achievements, etc.
3. Include email and website.
4. You should also state whether you have photos available.

Tip:

It's simple to add a photo or illustration to catch the journalists eye and bring the

press release to life. If you're emailing it, just make sure you use a low res image, so the file isn't too large.

APPENDIX B

Mailing and Media Lists

National Print News desks

Contact	Name	Phone	Email	Photo Editor/
Belfast Telegraph	Sam McIlveen	(048) 9026 4400	writeback@belfasttelegraph.co.uk	digital.editorial@belfasttelegraph.co.uk
Evening Echo	John Dolan, Features Editor	(021) 480 2142	vincent.kelly@eecho.ie	brian.lougheed@eecho.ie
Evening Herald	Deirdre Bold	(021) 705 5720	ddiebold@independent.ie	ddiebold@independent.ie
Irish Daily Mail	Paul Dacre	(01) 637 5811	Editor@irishdaily.com	Photos@irishmail.ie
Irish Examiner	Cormac O'Keeffe	(021) 480 2101	editor@examiner.ie	photos@examiner.ie
Irish Independent	Robert Crampton	(01) 705 5710	independent.letters@independent.ie	ddiebold@independent.ie
Irish Mail on Sunday	Paul Dacre	(01) 637 5845	Editor@irishdaily.com	Photos@irishmail.ie
Irish Times	Peter Dargan	(01) 675 8216	newsdesk@irishtimes.com	images@irishtimes.com
Irish Mirror	Ben Rankan	(01) 868 8603	editor@mirror.co.uk	picturedesk@mirror.ie
Sunday Business Post	Elizabeth Fallon	(01) 602 6000	efallon@sbpost.ie	pictures@sbpost.ie
Sunday Independent	Robert Crampton	(01) 705 5694	sunday.letters@independent.ie	ddiebold@independent.ie
Sunday Mirror	Ben Rankan	(01) 868 8629	editor@sundaymirror.co.uk	picturedesk@mirror.ie
Sunday Times		(01) 479 2424	editor@mirror.co.uk	picturedesk@mirror.ie
Sunday Tribune	Noirin Hegarty	(01) 631 4300	nhegarty@tribune.ie	nhegarty@tribune.ie
Sunday World	Amanda Brunker	(01) 884 9000	news@sundayworld.com	Amanda.brunker@sundayworld.com

Local Media

Northern Sound	Martin Howard Head of Programmes Katie Rogers Marketing and	047 - 72 666 (Monaghan) 049 - 436 1666	info@northernsound.ie	Northern Sound
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	Administration	(Cavan)		
Northern Sound	Charlie McGettigan	The Saturday Connection plus the arts Hour	charliemcgettigan1@gmail.com	NA
Cavan Community Radio	Eimear Crowe Coordinator	087 1727436	eimearccr@cavancommunity.ie	
Cavan Community Radio	Eilish McCaffery Administration	087 1727435	elishaccr@cavancommunity.ie	
LMFM		041 9832000	info@lmfm.ie	
The Northern Standard	Editor Maurice Smyth	047 82188		
The Northern Standard	Peter Hughes		peter@northern-standard.ie	
The Northern Standard	Veronica Corr		veronica@northern-standard.ie	
The Northern Standard	Michael McDonnell		michael@northern-standard.ie	
The Northern Standard	Carrickmacross News		standardcarricknews@yahoo.ie	
The Northern Standard	Clones News		cianna@northern-standard.ie	
The Northern Standard	Advertising		ads@northern-standard.ie	
Anglo Celt	Linda O'Reilly	Editor	linda@anglocelt.ie	
Anglo Celt	Donna Harwood	Entertainment	donna@anglocelt.ie	
Anglo Celt	Yvonne Jackson	Advertising & Sales	yvonne@anglocelt.ie	
Shannonside	Martin Donohoe	trad/folk	cavanmusiclive@	NA

		goes out Friday nights	gmail.com	
Shannonside	Marie Claire Greally	+353 04333493 13		NA
Ocean FM	Therese Madden	Arts Hour	therese@oceanfm.ie	NA
Ocean FM	Vince Hearn	Folk/trad show	coisnatine@oceanfm.ie	NA

National Broadcast News desks

BBC Northern Ireland	(048) 90338000
INN	(01) 662 9555
Newstalk 106 FM	(01) 644 5128
RTE	(01) 208 2177
Sky News	(01) 614 7616
TG4	(091) 505 066
Today FM	(01) 804 9064
TV3	(01) 419 3392
UTV	(048) 9026 2000

Press Release Websites

Pressreleaseireland.ie

Prwire.com

Prnewswire.co.uk

