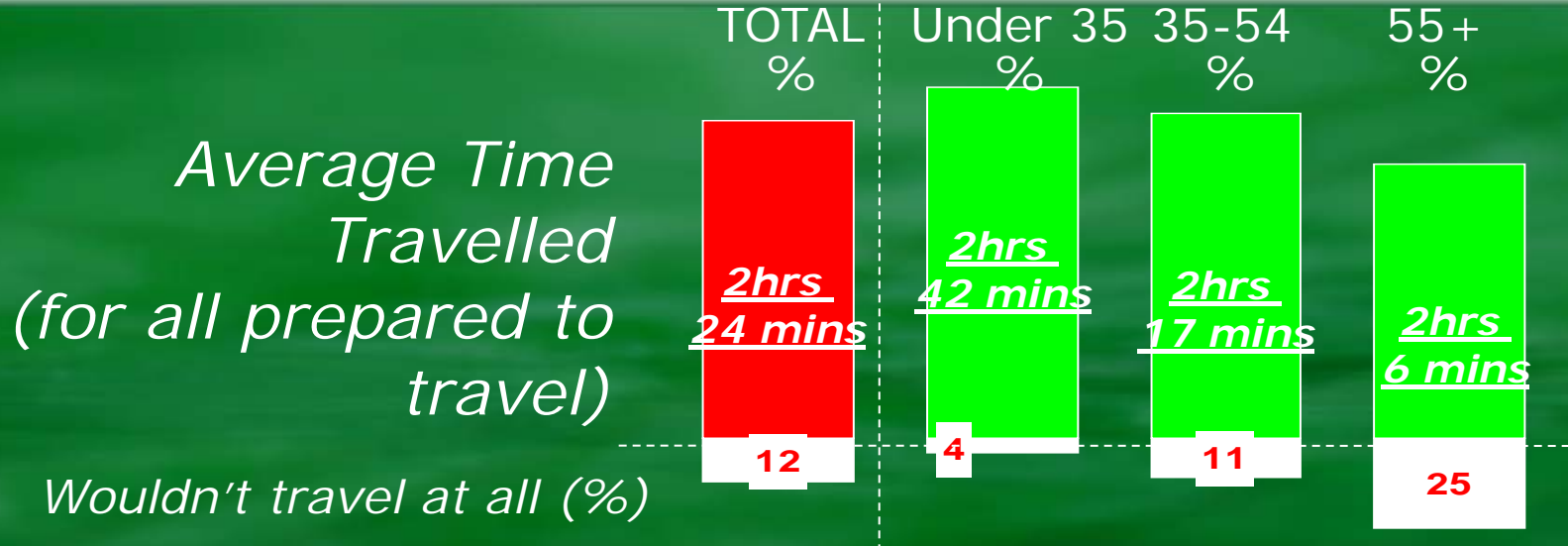


HERITAGE EVENTS WORKSHOP

Creative Programming- how
to make events more
interesting and attractive
to family/kids audiences

Time prepared to travel to get to a festival

(Base: All Adults Aged 18+ - 1,002)



All Who Attend Festivals

2 hours 39 mins

All Who Do Not Attend Festivals

2 hours 11 mins

Creative Ideas

- 80% of all Irish Festivals Programme stays the same
- 30 New Festivals each year
- 200 New Events
- % No. of new festivals that get to their 4th Birthday – 18%

Creatively Managing Creativity

- Value ALL Suggestions from External and Internal
- Encourage Brainstorming
- Discourage Possessiveness
- Foster Trust
- REMOVE the "*We can't afford that*" or "*We could never do that*"

Nurturing creativity

- Creativity Sessions
- Casual Atmospherics
- Non Festival / Event Team Fun Activities
- Encourage Team ownership
- Brainstorming
- Go see Trips As a Group BUT Relate
- Look at the audience envelop – locally for prompts

Knocking on The Creative Door

1. Dead Poets Society View Everything From Different Angle
2. Engage the Creative Sector of Your Community
3. See the Infrastructure of the hosting location in a Creative light
4. Turn negatives into niche beautiful collaborations
5. If it's Not Fun – your loyal and new audiences will not follow.

Practical Pointers

Landscape; Lighting; Buildings ; Shopfronts;
Photography, Food – Cooking, Interaction,
Doodles to Masterpieces, Straw bales
Ordinary things in extraordinary situations
Engaging your own Creative Personalities



Louie's Rules

18% gratuity added for parties of 6 or more

Visa, Mastercard, Diners Club, American Express and Discover accepted

no personal checks

we are not responsible for lost or stolen articles

unattended children will be given espresso and a free kitten

carry out available

And if you're lookin' for Louie...

he's not here right now... you just missed him











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Emulation the Best From of Flattery

www.ifea.com

www.feo.com

www.tasmaniafestivalsandevents.com

Prince Edward Island events.com

ISAN

AFO

First Night International

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Thank you for your time and
attention.

Any questions??????