



# VIC information partnerships

22<sup>nd</sup> November 2013

# Workshop objectives

- Draw on best practice to help us plan effective information partnerships with other agencies
- Develop standards and criteria to underpin partnership agreements
- *So, it's about good planning and standards!*

# Workshop programme

- Introduction and background
- Session 1: VIP planning toolkit
- Coffee break
- Session 2: open forum on VIP criteria & standards
- Next steps and close

# What do we mean by information partnership?

## A definition:

*Working with other agencies to extend the provision of physical visitor information sites. It's about enabling others to deliver information on behalf of the VIC.*



# Information partnerships

## Wide range of activity across N. Ireland:

Welcome desks at major hubs	Belfast Port – cruise ships, Derry Airport
Local information offices	Pier 36 pub/restaurant, Carnlough shop
Branded/dedicated info points	Require regular servicing
Print distribution/leaflet displays	More informal brochure drops at partner sites

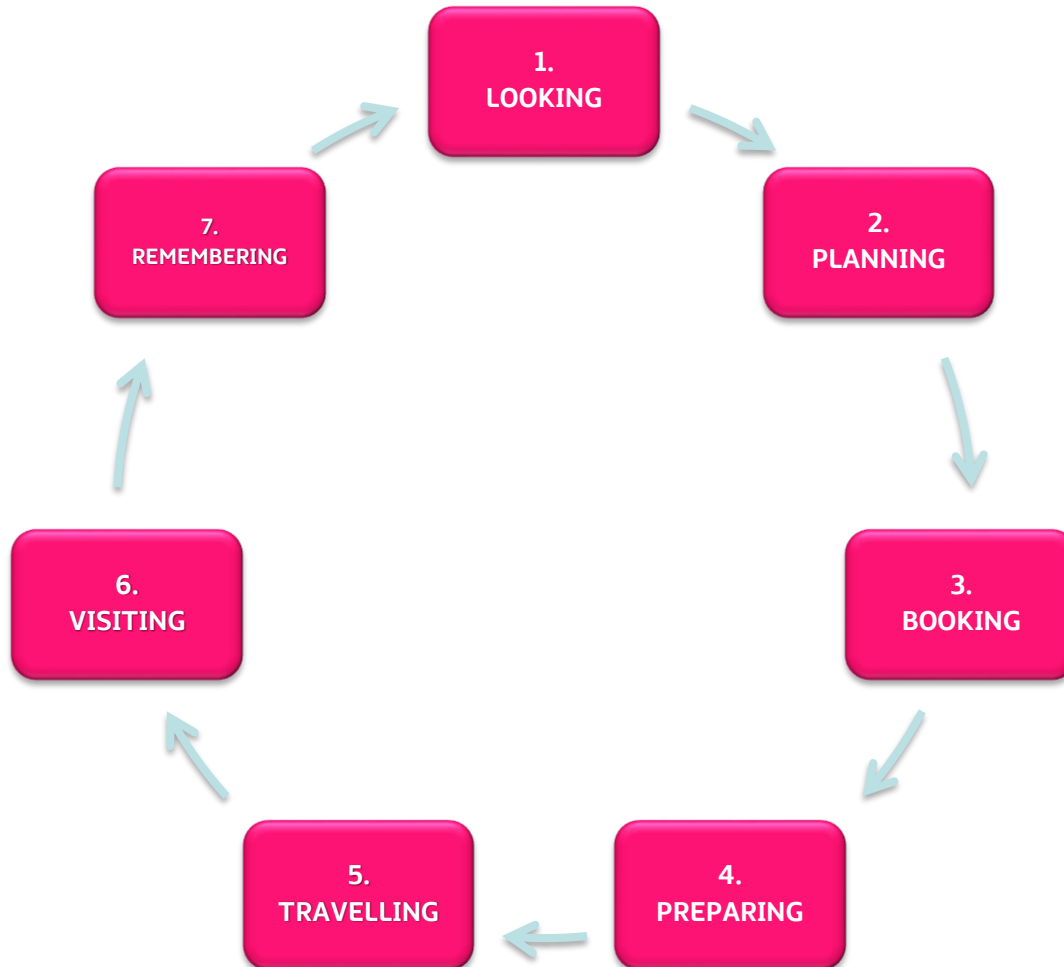
# Planning information partnerships: a toolkit

1. **Needs:** What information do our visitors need?
2. **Touchpoints:** Where are these needs best met?
3. **Partners:** How best to deliver and who with?

# Visitor needs change according to...

- *Where* they are (at home, at the hotel etc)
- *Who* they are (where they live, their character, interests etc)

# *Where* are visitors on their journey?





# *Where we are* influences our needs

- *On arrival:* basic directions, toilets, welcome signs
- *After we've checked in:* more time to browse and plan in comfort

# *Who* are we trying to reach?



# Where are these needs best met?

- 3 steps to plan your activity:
  1. Mapping and gapping
  2. Understanding your partners' needs
  3. Action planning



# Step 1: Mapping & gapping

- Where are your visitors most likely to want to access your information? Consider...
  - How do most of your visitors reach your area?
  - Where are they most likely to stay?
  - What are the main attractions/events they want to see?
- How well do you think you currently serve these sites?
- What are your priorities?

## Step 2: Understanding partner needs



- What are the benefits of a VIP for your partner?
- What type of VIP is needed/possible?
- What resources & support do they need/can you offer?

# Partner benefits



- Higher footfall/extended dwell time
- Improved customer service/satisfaction
- Marketing support
- Experienced staff team
- Public sector commitment/sustainable partnership
- Community profile/CSR

## Step 3: Action planning

- **A.** Define your objectives
- **B.** Define your markets
- **C.** Define your service
- **D.** Define your resources
- **E.** Define your promotion
- **F.** Define your timescale
- **G.** Define your monitoring plan



# Action planning template

## For example...

Objective	Set up new 2 information service outlets by the end of 2014 at major points of entry to the District
Target markets	Visitors from GB arriving by car seeking information on self-drive touring routes
Service	Transport partner to provide display unit at 2 major car parks with standalone racking for printed flyers advertising how to download mobile app
Resources	£1K from TIC to pump-prime and monthly print drops
Promotion	QR code, flyers and signage
Timescale	To start Easter 2014
Monitoring plan	Monthly monitoring meetings with partner to achieve X downloads and distribution of Y flyers in year 1







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## Session 2

# INFORMATION PARTNERSHIP: CRITERIA AND STANDARDS

# VIPs: What criteria should we have?

- **A.** Strategy
- **B.** Resources
- **C.** Access/signposting
- **D.** Branding and presentation
- **E.** Staffing and training
- **F.** Marketing
- **G.** Services
- **H.** Performance monitoring



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**Thank you for coming today!**