



Lesley Maltman

Event Facilitator



# Reimagining- Commercial Strategies

**Facilitator:** Julie O'Brien | RUNDA

- Thursday, 25<sup>th</sup> March
- Time: 14:00-15:00

Northern  
Ireland  
Embrace  
a Giant  
Spirit



TED

Tourism  
Enterprise Development  
Programme



tourism  
northernireland





# Julie O'Brien



# Topics

1

The importance of YOU in commercial strategies

2

Where do all commercial strategies begin?

3

The KEY role of COLLABORATION

4

Prioritising low and no cost solutions

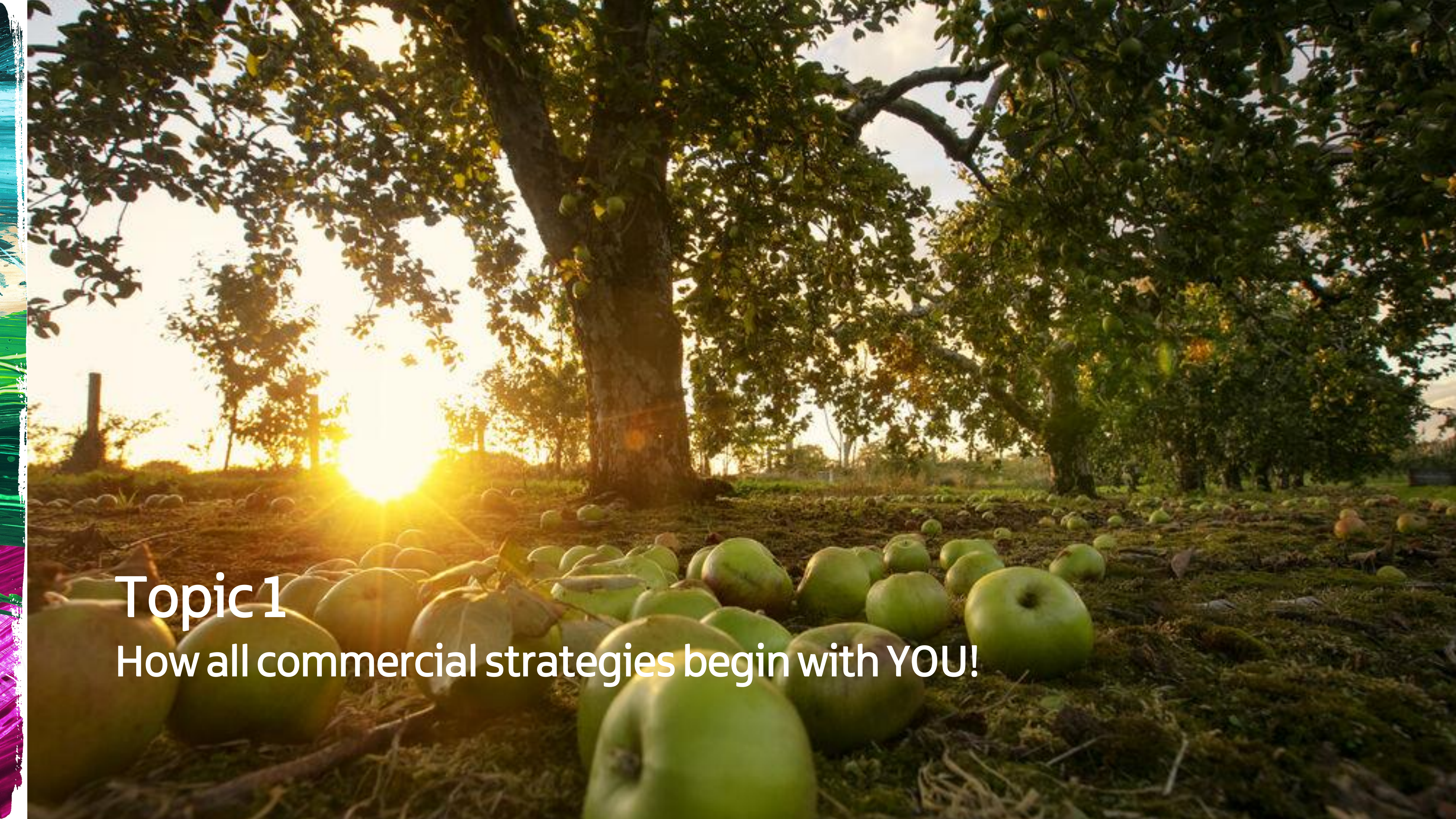
5

The importance of measurement

6

Building commercial opportunities to grow your event/festival for the future





# Topic 1

How all commercial strategies begin with YOU!



# The People Behind Events & Festivals

- In the tourism industry, successful experiences & services blend magic ingredients
- These ingredients are HIGHLY evident in the people behind events and festivals
- These ingredients include:

DRIVE

PASSION

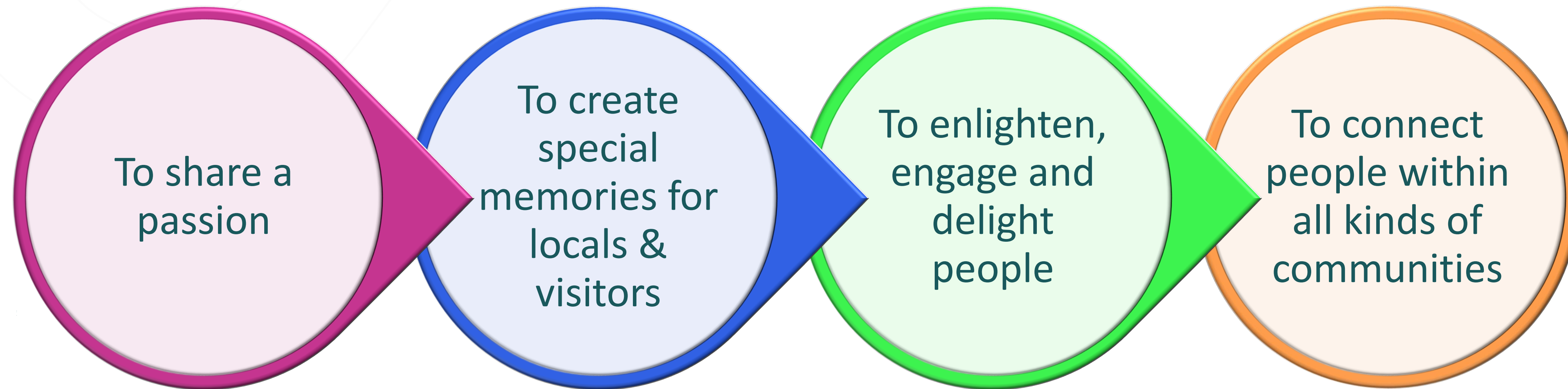
SOUL

INTEGRITY



# From the Customer's Perspective:

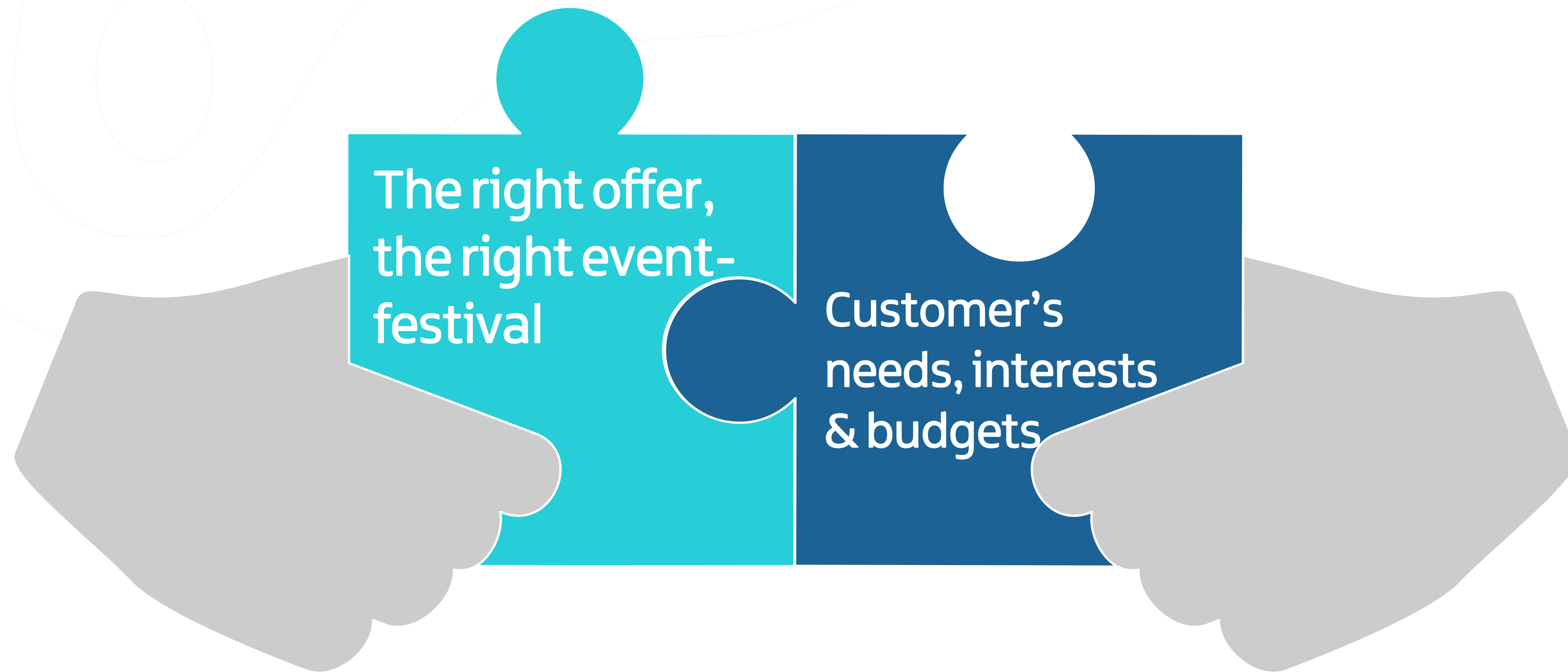
- There is nothing more compelling than an event or festival that is built on a desire



The MOTIVATION for events & festivals comes from a good place: people want to be part of that



# Commercial Strategies are about MATCHING

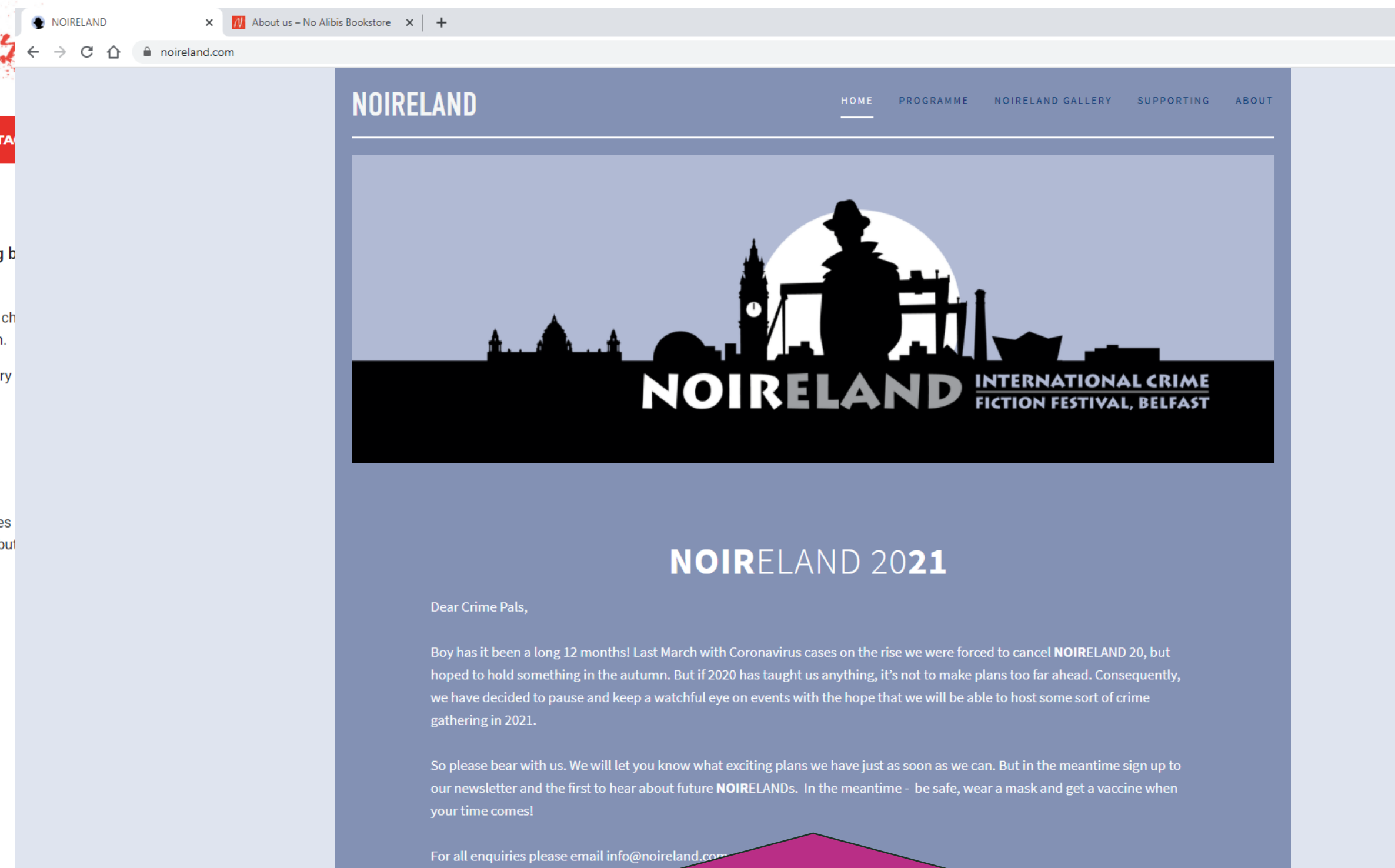
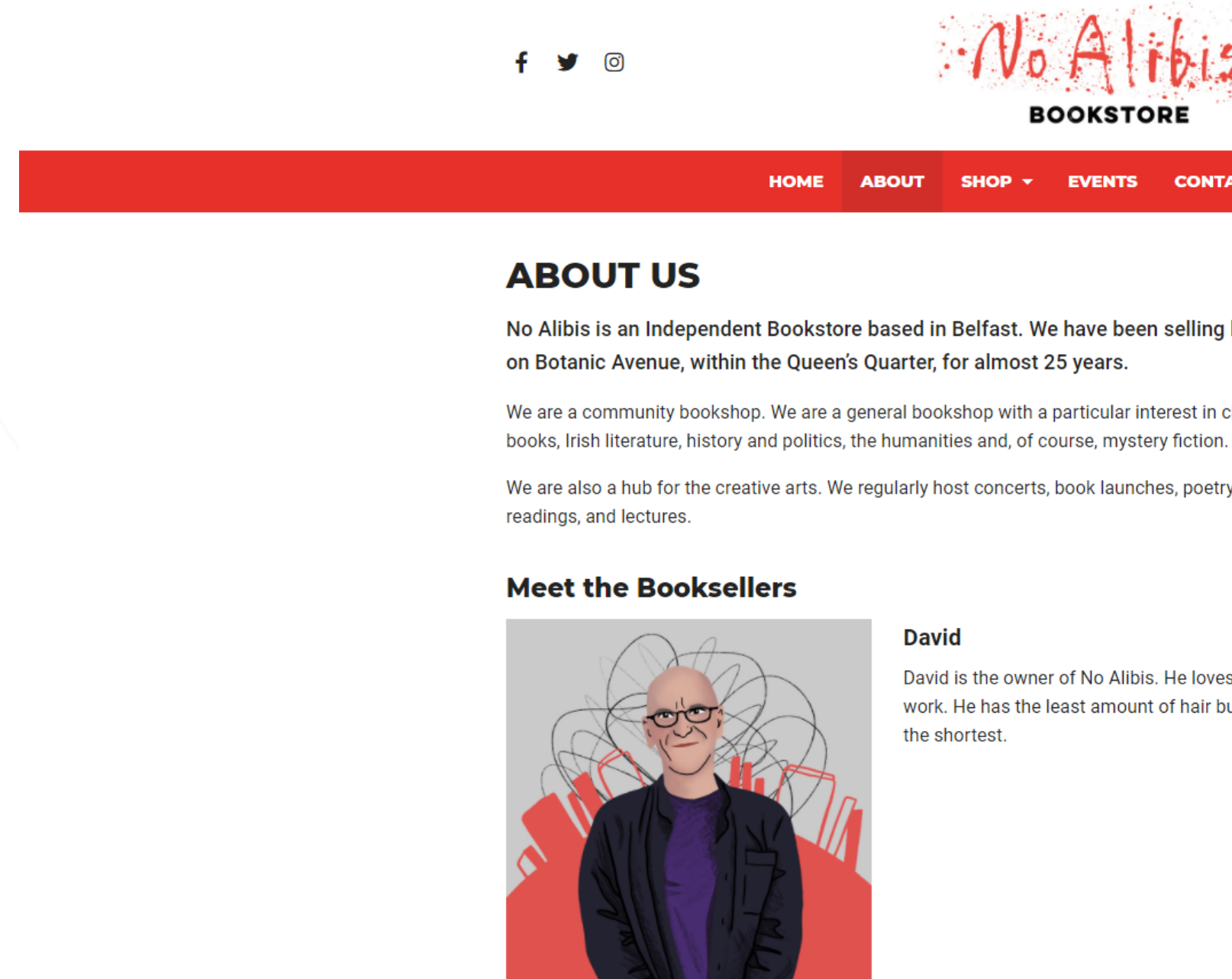
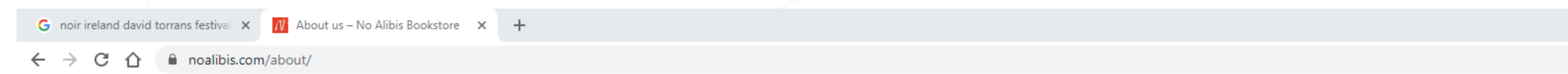


MATCHING applies to Events & Festival too.

Yet, there is something about the **passion, soul, drive and integrity** of the Event/Festival Organiser/s and the **connected environment/communities** they create that can compel a wider audience to book.



# The Festival/Event Organiser | Examples



It all started with a  
LOVE of books in  
childhood

From David's PASSION & CHILDHOOD LOVE, NOIRELAND

- celebrates crime fiction
- showcasing Ireland's talent in this genre.
- exploring crime writing from across the world
- looking at the impact Ireland has had on the genre
- HAS A POSITIVE SOCIAL, COMMUNITY & ECONOMIC IMPACT ON DESTINATION BELFAST AND NI



# The Festival/Event Organiser

- All of the above begins with the festival organiser
  - The spirit of the organiser filters down through teams, volunteers and onwards into commercial strategies
  - This SPIRIT becomes a brand that compels us to engage and book





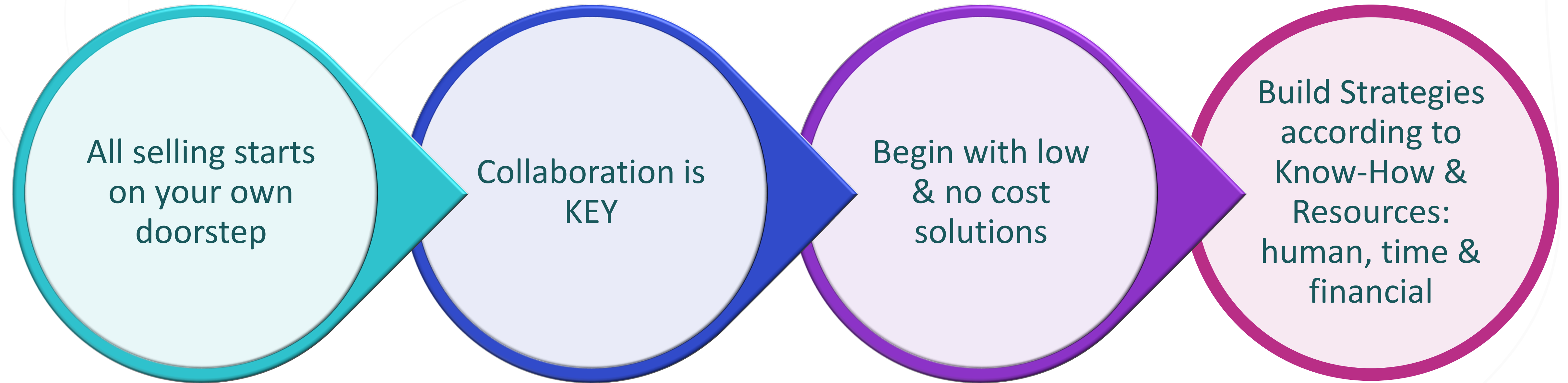
A photograph of a lush green golf course with a path lined with mature trees. In the distance, a group of people, including adults and children, are walking along the path. The scene is bright and sunny, with dappled light on the grass.

# Topic 2

## Where do all commercial strategies begin?



# Where do all commercial strategies begin?





# Defining your Next Steps

## Everyone's Strategic Plan is Unique

- Strategic Inputs Expand and Grow as the Event/Festival Expands and Grows
- Choosing strategies according to know-how and resources: building as these increase
- Build annually in a stepwise manner as know-how & resources grow

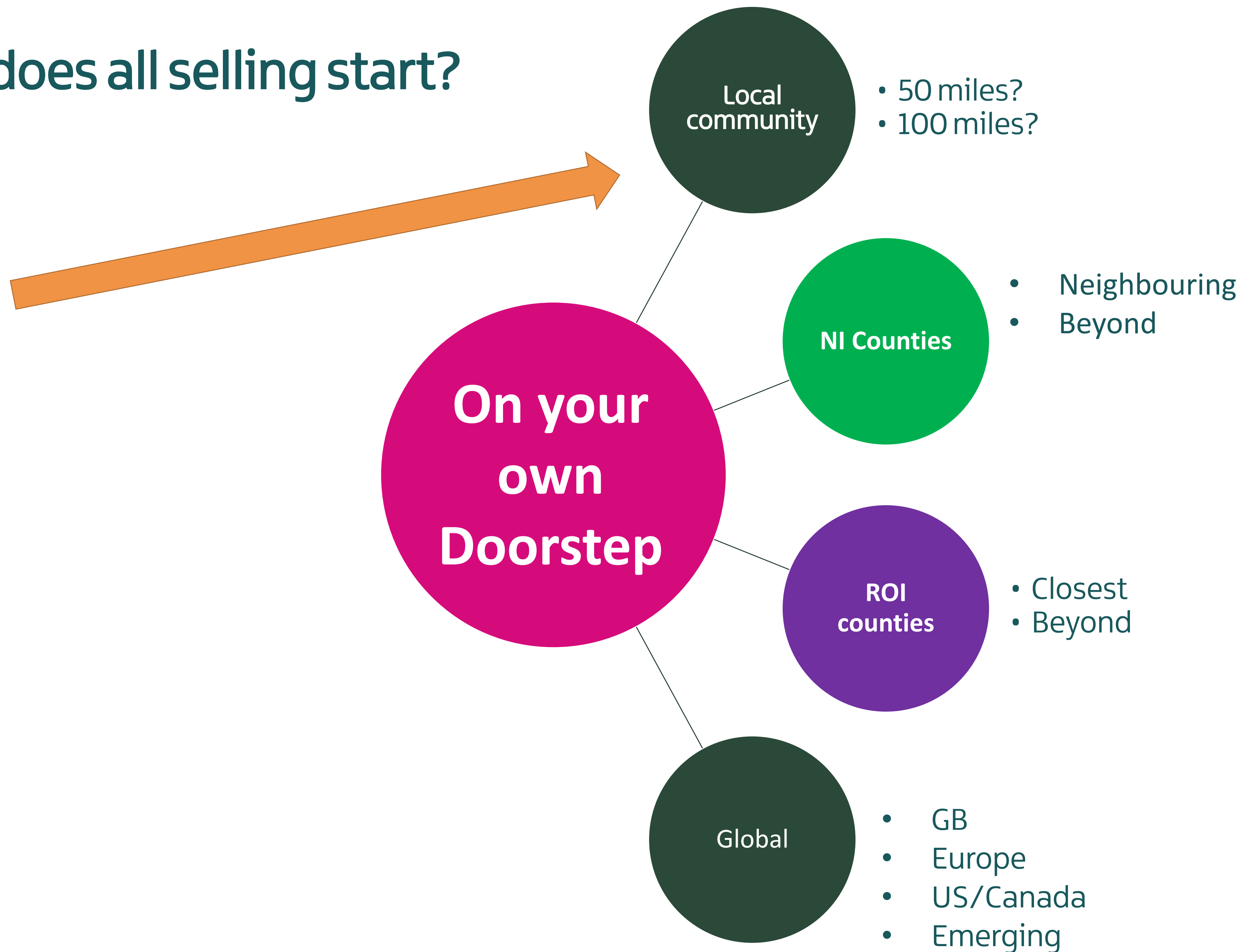
Know-How



Resources:  
time, human  
and financial



# Where does all selling start?





# TASK

1

Clearly identify know how:

What you know. What you need to learn to build for the future

2

Clearly identify resources: what you have. Ways to secure more.

TIME- community/volunteers | HUMAN- volunteers | FINANCIAL

3

Map out the audiences you have the potential to reach

Local | NI Counties | ROI Counties | Global- starting where?

4

•Map out HOW you will reach these audiences using a) your know-how and b) your available resources:

•immediate future (within 1 year) | near future (2-3 years) | distant future (3-5 years +)



A photograph of a jazz band performing in a dimly lit club. The band consists of five members: a male singer on the left in a pink shirt and black vest, a female singer in the center with red hair and a red dress, a male bassist in the foreground wearing glasses and a white shirt, and a male guitarist on the right in a blue shirt. A male drummer is partially visible behind the bassist. The background shows a bar area with shelves of bottles and a sign that says "G...inds".

# Topic 3


## The KEY Role of Collaboration



# Nothing Happens Without Collaboration



Without Collaboration, you  
will not gain traction



It is step one of  
commercial strategies & a  
hallmark of successful  
event/festivals and  
destinations



# Building Your Event/Festival within your Destination

- **Think about people**
  - in your community/destination
  - who you can support
  - who can support you
    - to raise revenue for your event/festival
    - your destination
    - destination NI
- **Think TEAM! By working together, you create:**
  - Revenue generation for your event/festival
  - Revenue generation for other businesses
  - Creating economic benefits and employment
  - Social impact: raising pride and identity in your community





# Building Your Event/Festival as a community within your Destination



Diverse offerings coming together to  
MATCH diverse customers interests, needs and budgets!  
Selling for one and for all is a winning strategy for everyone and the destination as a whole



# The approach:





# Ways to collaborate





# Referrals: starting in your community

- **Draw up a list of your contacts**
- **Record them**
  - Record the outcomes
- **Reach out**
  - Knowing how to present yourself
  - Being clear on what you need to ask
  - Being clear on when/how you can reciprocate referral
- **Nurturing this relationship**
  - Knowing that it takes time to build relationships
  - Expressing THANKS for opportunities delivered via referrals
  - Building the relationship/partnership year after year





# Referrals: starting in your community

## EXAMPLE: ACCOMMODATION PROVIDER

---

Hello, my name is [...] and I represent [name event/festival].

Through what we do visitors get to [...]

We are REALLY passionate about raising the profile of our event/festival because...

Most importantly, we want to raise the profile of our destination... To that end, we would love to figure out ways that we can work together to achieve that ...

For example, do you think you could refer our festival on your website year-round to raise awareness?.... Could we find a way to inform your team including reservations and reception team so that they can let others know what we do?.... Could we discuss ways that you can promote our festival to your social media channels?... Could you copy our offering to guests enquiring or booking over our festival dates?... Could we offer tickets as a prize so that you raise awareness among your guests through a social media campaign?... Could we create a package?....

From our end... this is what we can do to promote you....



# Packages

When two or more parties come together to create an offer

- Define which business/es would be the right fit for you
  - Draw up a list
  - Reach out and ask for the opportunity
  - Remember to say THANK YOU for opportunities that arise
  - Record the contact, the opportunity and the outcome
    - the outcome: number of bookings, enquiries etc.
- Build for the future



# Sample Itineraries

Show the customer what can be done | spell it out for them

- Give insights into
  - your event & festival with things to do | places to visit
  - local secrets: a hidden beach | a wonderful woodland | a delicious dish
- awaken their imaginations & delight them! | give them reasons to book/visit
- Define which business/es would be the right fit for you
  - share suggested itineraries | offline and online





# Natural-fit Partnerships

- Food festival & craft brewery or local distillery?
- Horticultural festival & garden centre?
- Dance festival & wellness business?
- Partnering with organisations: Translink? Libraries?

## Think about natural-fit partnerships for your festival

- Reach out to create opportunities
- Recording contacts, opportunities and outcomes



# TASK

1

Define minimum 10 referral opportunities in your destination/community  
Plan your approach. Then reach out to create opportunities.

2

Define minimum 2 package opportunities in your destination/community  
Plan your approach. Then reach out to create opportunities.

3

Define minimum 2 itinerary opportunities in your destination/community  
Plan your approach. Then reach out to create opportunities.

4

• Define minimum 2 natural-fit partnership opportunities in your destination/community. Plan your approach. Then reach out to create opportunities.



# Topic 4

## Prioritizing LOW and No-Cost Solutions





# Hallmarks of Successful Events & Festivals

**Begin selling on  
own doorstep**

**Know how to  
collaborate**

**Know to  
Prioritise Low  
& No Cost  
Solutions**

- TNI and Discovernorthernireland.com
- Tourism Ireland
- Lead Generation and Conversion
- Digital



# Hallmarks of Successful Events & Festivals

discovernorthernireland.com: official website for Tourism Northern Ireland  
Opportunity to upload your event/festival

Further opportunities include potential to be considered for

- Online editorial inclusion
- Email marketing
- Social Media
- Competitions
- Digital partnerships
- Influencer Marketing

**Digital & social opportunities**

Tourism NI manages a range of digital and social channels. Find out what these are and how you can get involved.

**DiscoverNorthernIreland.com**

The official website of the Northern Ireland tourist board, providing an international audience with inspirational and informative content.

Partners receive a dedicated product listing and from that there are opportunities to be considered for;

- online editorial inclusion
- email marketing
- social media
- competitions
- digital partnerships
- influencer marketing

In 2019\* the consumer website received over 3 million visits from tourists seeking information on events, attractions, accommodation and things to see and do in Northern Ireland.

(\*Figures based on period Jan - Dec 2019)

Partners are encouraged to keep their listing up to date with fresh content and inspiring images. You can also submit offers at any time of the year, and where possible, we shall identify opportunities for promotion in line with our content plan.

**FREE** Inclusion on discovernorthernireland.com is free of charge.

Who to contact:                       
tidi@tourismni.com

There is an opportunity to showcase what you have to offer by providing competitive and, where appropriate, complementary accommodation rates or hospitality for Influencer trips.

**Top Tip:**  
Check out our photography guide on tourismni.com/toolkits.

What would you like to discover?

E.g. Game of Thrones

Or browse

Taste the Island   Game of Thrones®   Glass of Thrones

<https://tourismni.com/globalassets/grow-your-business/marketing/marketing--sales-opportunities-2020.pdf>



# discovernorthernireland.com

## Annual reach:

- Via discovernorthernireland.com: 3 million visits
- Via ireland.com: +23 million global visitors
- FB: + 190,000 followers
- IG: +69,000 followers
- Twitter: +70,000
- Email database: + 100,000 users

## How to get involved:

- E: [tidi@tourismni.com](mailto:tidi@tourismni.com) | T: 028 90441 551

## Already involved?:

- Check your listing | update annually
- Reach out | lean on the support | make opportunities happen



### Tourism NI's consumer website: [discovernorthernireland.com](https://discovernorthernireland.com)

Local tourism providers can use Tourism NI's consumer website [discovernorthernireland.com](https://discovernorthernireland.com) to promote their offering. In 2019\* the consumer website received over 3 million visits from tourists seeking information on events, attractions, accommodation and things to see and do in Northern Ireland.\* (Figures based on period Jan - Dec 2019)

For more information on promoting your tourism business on [discovernorthernireland.com](https://discovernorthernireland.com) please download and read our [Contributor Agreement](#) (for events please download the [Events Contributor Agreement](#)).

If your offering (e.g. attraction, certified tourist accommodation premises or event etc.) meets the criteria please contact a member of the Visitor Information team at [tidi@tourismni.com](mailto:tidi@tourismni.com) or telephone 028 90441 551.

Once your tourism business is included on Tourism NI's consumer website [discovernorthernireland.com](https://discovernorthernireland.com) it will be automatically included on Tourism Ireland's international consumer website [ireland.com](https://ireland.com) within 48 hours. The [ireland.com](https://ireland.com) website delivers +23 million annual web visits from consumers all over the world.

To make the most of your unique listing on [discovernorthernireland.com](https://discovernorthernireland.com) check out our [guide to making the most of your online web presence](#).

To view the content plan for our digital and social platforms 2019, please [click here](#).

### Marketing campaigns

The destination marketing team delivers a compelling all-Ireland marketing and communications programme, designed to change perceptions of Northern Ireland through increased positive messages in the domestic and international markets. A range of advertising campaigns are delivered throughout the year in Tourism NI's key markets of Republic of Ireland and Northern Ireland.

To find out about our current campaigns please [click here](#).

For more information contact [marketingcampaigns@tourismni.com](mailto:marketingcampaigns@tourismni.com)

### Social & digital marketing

With a continuously growing consumer and corporate footprint on social media, Tourism NI have a significant online presence.

### Facts & Figures

- Our Facebook page has over 160,000 likes and the figure is growing every day
- We have over 100,000 followers on @DiscoverNI Twitter
- We have over 60,000 followers on @NITouristBoard Twitter
- We have over 40,000 followers on Instagram
- We have an email database of over 100,000 users
- Rapidly growing presence on LinkedIn

<https://tourismni.com/Grow-Your-Business/marketing/>



## In light of Covid-19

- The Tourism NI team is looking for content
- AIM: to keep NI present in the minds of NI, ROI and Global Customers

## Being aware of these opportunities

- Regularly checking in
- Being proactive
- Making things happen!

<https://tourismni.com/Grow-Your-Business/marketing/>

### What can I contribute?

This is a difficult and worrying time for all of us and your obvious business priority is supporting your team and local partners, but if you would like to join the conversation and align to these five themes on your social channels you can do so via **#discoverni** or **#EmbraceAGiantSpirit**, and on [Instagram](#) (@discoverNI), [Facebook](#) (@discovernorthernireland) and [Twitter](#) (@discoverNI)

We would also very much welcome the below from our industry:

- Northern Ireland Recipes (include images and video where possible)
- Playlist suggestions (featuring your favourite NI bands and singers)
- Virtual material (such as virtual video tours of museums)
- Quiz ideas and trivia questions
- Any other innovative ideas you may have of how we can maintain a warm dialogue with consumers about Northern Ireland at this time.

You can email us [digital@tourismni.com](mailto:digital@tourismni.com) with this content and your thoughts and ideas.

### How can I get involved?

- If you have interesting stories or quirky facts about your tourism business or local area, share your stories. If you are out and about, take great pictures. You can share your content using our #discoverni.
- Encourage your visitors to share their experience using #discoverni.
- Tourism NI run a number of activations and campaigns each year. In line with this, why not upload a special offer to our website?
- You can submit offers at any time of the year. These may be themed or seasonal such as Halloween events, Belfast festivals etc.
- For some tips on how to get involved in our Spring marketing campaign, [click here](#).


You can send all content, features, ideas and suggestions for consideration to [digital@tourismni.com](mailto:digital@tourismni.com).



# Tourism Ireland Industry Opportunities | reach global markets

← → ↺ 🏠

🔒 tourismirelandindustryopportunities.com/home



Tourism Ireland

Marketing the island of Ireland overseas

Opportunities

How We Can Help

🌐 Top things to do in Northern Ireland


🍀 Tourism Ireland - Opportunities

🔍 Tourism Ireland Opportunities

+

← → ↺ 🏠

🔒 tourismirelandindustryopportunities.com/opportunity-listing



Tourism Ireland

Marketing the island of Ireland overseas

Indus

Discover opportunities with T

0


Your search is for

Festivals X

Great

X Clear search categories

No opportunities available for the current f



Fill your heart with Ireland

#FYHWI Spr

Global

Would you like ov

More Details

Down

## #FYHWI Spring Campaign

**Activities:** Advertising, Direct & e-marketing, Publicity activities, Trade activities, Social media

**Suitable for:** Accommodation groups and associations, Outdoor activity providers / Wellness, Air and Sea carriers, Attraction groups and associations, Business tourism, Transport - Car hire & Coach hire, Dining and entertainment, DMC, Festivals, Golf, Individual accommodation properties, Individual attractions, Market tour operators, Tourism networks, Shopping, Guided tours

**From:** 15/02/2021  
**To:** 30/04/2021

**Sign up by:** 28/02/2021

**For More Info:** [Geraldine Egan](#) Tourism Ireland Dublin

Help us fill our overseas consumers' hearts with Ireland!

Tourism Ireland has been working with our overseas audiences to keep the island of Ireland top of mind in these most difficult times through our engaging Fill Your Heart With Ireland social campaign. Because people aren't travelling right now and cannot experience our warm welcome, unspoilt nature or rich tapestry of cultural experiences first-hand, we are bringing Ireland into their homes.

Using the hashtag **#FillYourHeartWithIreland**, we are sharing inspirational content that speaks to the world at this difficult time and connects people with the island of Ireland. **#FillYourHeartWithIreland** covers a range of themes in alignment with our passion points: **Views and Landscapes, Living Culture, Built Heritage, Food and Drink, TV & Movies and Soft Adventure**, to bring the best of Ireland onto people's screens and make them smile. Anything from enjoying a trad music session, to learning how to Irish dance, taking a virtual tour of a distillery or visitor centre, exploring colourful towns and villages, tuning in to theatre and film, trying out recipies, going on a virtual surfing lesson or hike or even enjoying a fun TikTok video from Ireland. We need your help to bring our passion points to life.

To date the campaign has had a total of **1047m** impressions (eyeballs) on Tourism Ireland's Facebook channels with **50m** views and **9.1m** engagements (reactions, likes etc.). There have been **245k** engagements (reactions, likes etc.) on Twitter and **8.7m** engagements (reactions, likes etc.)and **8.4m** likes on Tourism Ireland's Instagram channels. Our engagement levels on Facebook are **+39%** on the same period last year. It has also helped to drive a publicity EAV of **€150m** since March 20th

Our aim is to engage overseas audiences with content that they will share with friends and family and we need your help to do this!

To learn more about the best performing types of content that we share on social media with overseas consumers and further information about **#FillYourHeartwithIreland**, click [here](#) or get in touch with [gegan@tourismireland.com](mailto:gegan@tourismireland.com).

For examples of our weekly communication of FYHWI posts to our overseas partners click [here](#).





# Lead Generation

Finding contacts | reaching out | bringing leads to conversion



Leads can come from a variety of sources. E.G:

- Local businesses | Top 100 Northern Ireland businesses
- NI, ROI & Global associations/societies
- NI, ROI & Global academic institutions
- THINK ABOUT THE LEADS THAT ARE EASILY REACHED
  - Via your own contacts | contacts in your local community | contacts from outside your immediate community

NB: when a lead you have pursued, offers an opportunity...  
show appreciation | be prompt replying on the day or within 24 hours

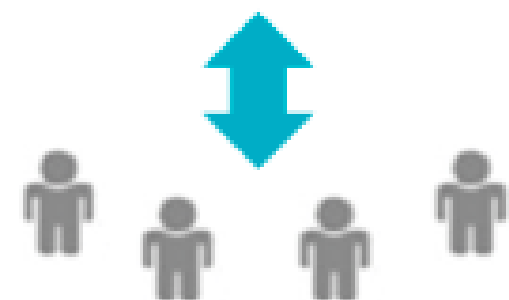


# Digital

The channels available to you:



Website, blog,  
app, social media

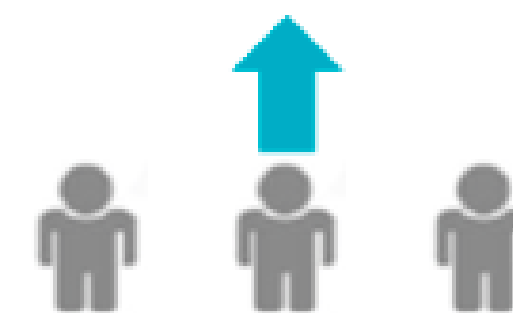


Customers

Be consistent.  
E.G. 3-5 compelling posts  
per week. 8-10 stories?



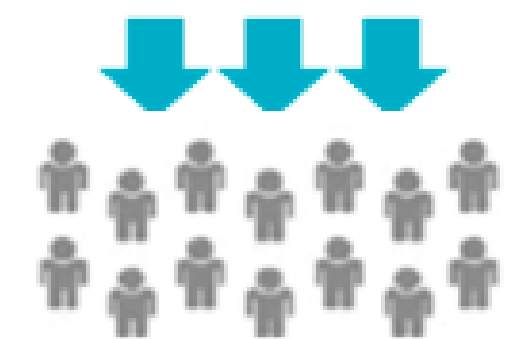
Bloggers,  
Collaborations,  
User generated  
content



Fans



Paid ads- Google,  
Social  
Display Ads etc.



Prospects



# Digital | paid social media campaigns

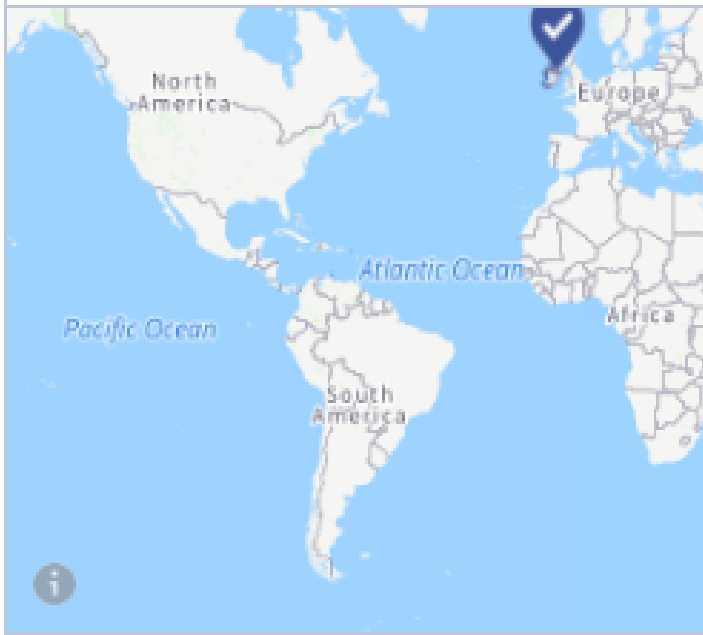
Locations ⓘ

People living in or recently in this location ▾

Ireland

📍 Ireland

Include ▾ | Type to add more locations



Add Locations in Bulk

Age ⓘ

35 ▾ - 50 ▾

Gender ⓘ

All genders

Refined Targeting ⓘ

Include people who match ⓘ

Interests > Additional Interests

Holiday

Interests > Family and relationships

Family

Add demographics, interests or behaviors


Locations ⓘ

People living in or recently in this location ▾

Ireland

📍 Ireland

Include ▾ | Type to



Add Locations in Bulk

Age ⓘ

25 ▾ - 35 ▾

Gender ⓘ

All genders

Refined Targeting ⓘ

Include people who match ⓘ

Demographics > Relationships

In a relationship

Interests > Additional Interests

Holiday

Add demographics, interests or behaviors


Locations ⓘ

People living in or recently in this location ▾

Ireland

📍 Ireland

Include ▾ | Type to add more locations



Add Locations in Bulk

Age ⓘ

26 ▾ - 40 ▾

Gender ⓘ

All genders

Refined Targeting ⓘ

Include people who match ⓘ

Interests > Additional Interests


Holiday

Interests > Hobbies and activities > Pets

Dogs

Add demographics, interests or behaviors

Suggestions | Browse



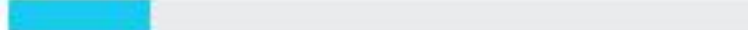
Your audience selection is fairly broad.

Potential Reach: 740,000 people ⓘ

Estimated Daily Results

Reach ⓘ

8.6K - 25K



The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)



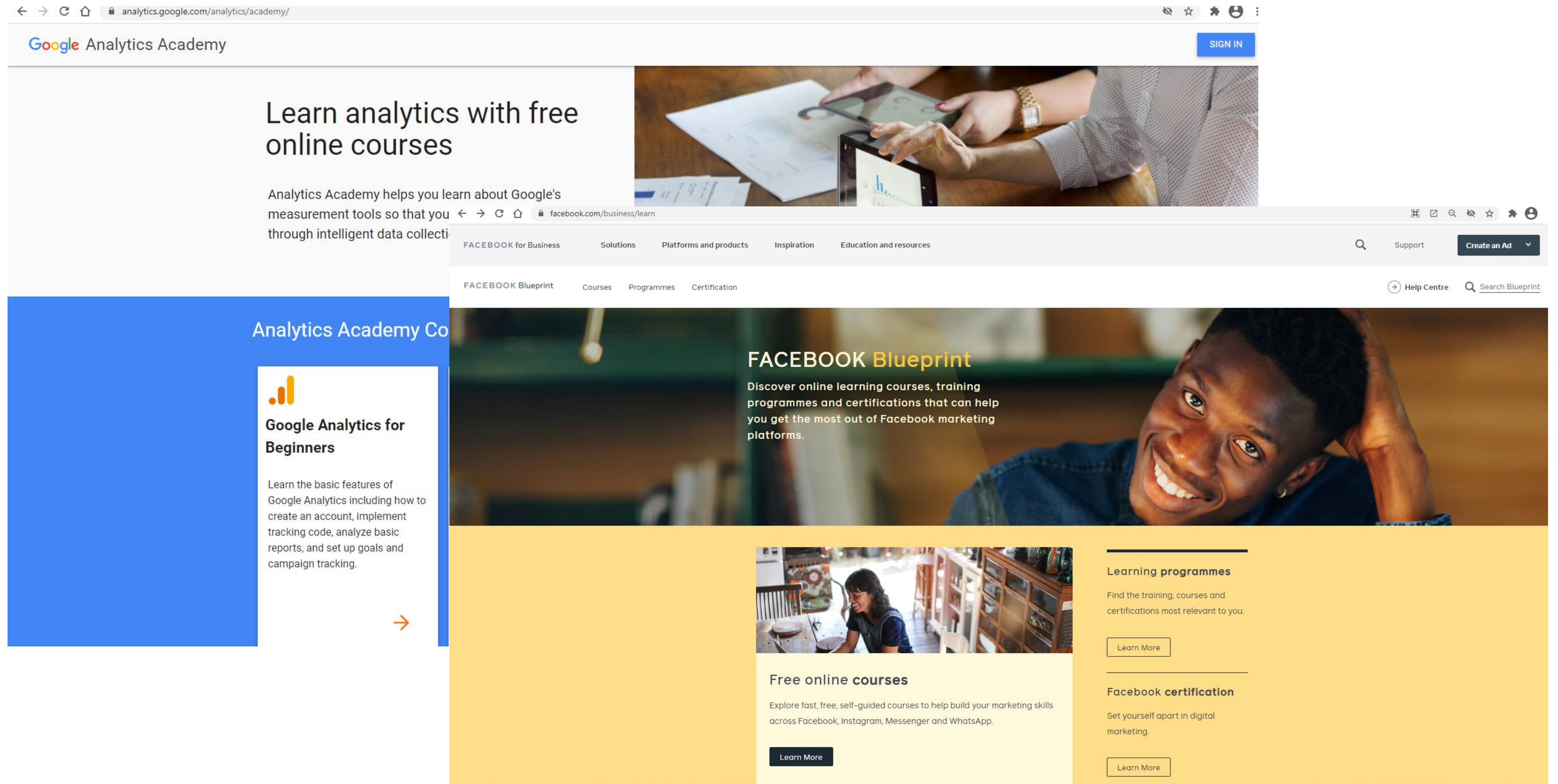
# Low on Resources?

Achieve more by leaning on your community | volunteer, contra-deal or low-cost basis

- Retired experts? | volunteers?
- Schools, colleges that can support lead generation, digital campaigns etc.
- Radio station: tickets in return for spot prize or mention?
- Corporate companies that will work in partnerships: offering pro bono support?
- Non-for profit organisation?
  - Research FREE supports including advertising via Google
  - Research FREE database management systems via Salesforce
- Training? Research FREE opportunities
  - Google Analytics- monitoring/tracking website activity: <https://analytics.google.com/analytics/academy/>
  - Facebook, Instagram & Whatsapp: <https://www.facebook.com/business/learn>



# Low on Resources?





# TASK:

1

- Create/update your [discovernortherireland.com](https://discovernortherireland.com) listing
- Review and update annually
- Check in monthly for opportunities and be proactive about creating opportunities

2

## Tourism Ireland | Industry Opportunities

Review monthly. Be proactive about creating opportunities. NB: allow a lead in time to raise awareness of your event (global markets need time to book)

3

## Lead Generation

Research and identify 10 leads. Plan the resources to bring these leads to conversion. Track outcomes. Build for the future.

4

- **Digital:** know your resources. Plan to expand resources if possible. Choose your strategy based on resources: owned, earned, paid



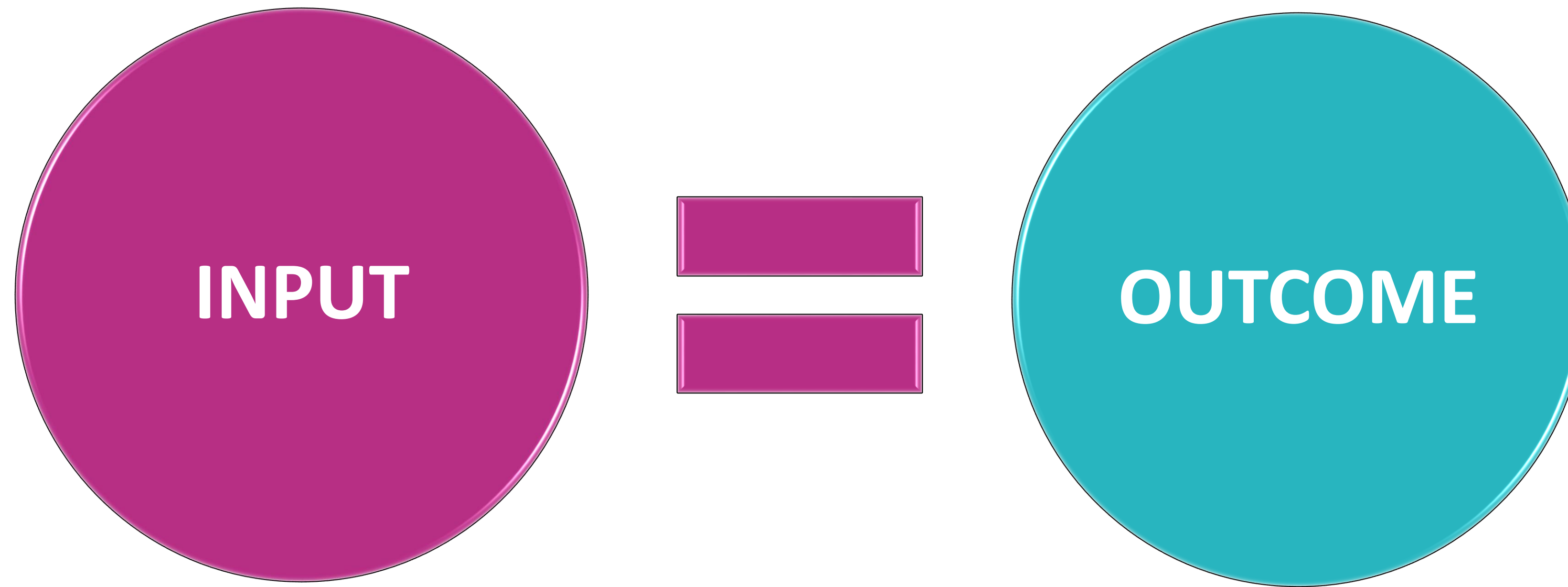
# Topic 5

## The importance of measurement





# Commercial strategies:



**All INPUTS must be MEASURED for their associated outcome**

- CRUCIAL for measuring ROI
- CRUCIAL for achieving sponsorship and/or funding



# What needs to be measured?





# What needs to be measured? | Commercial Activity

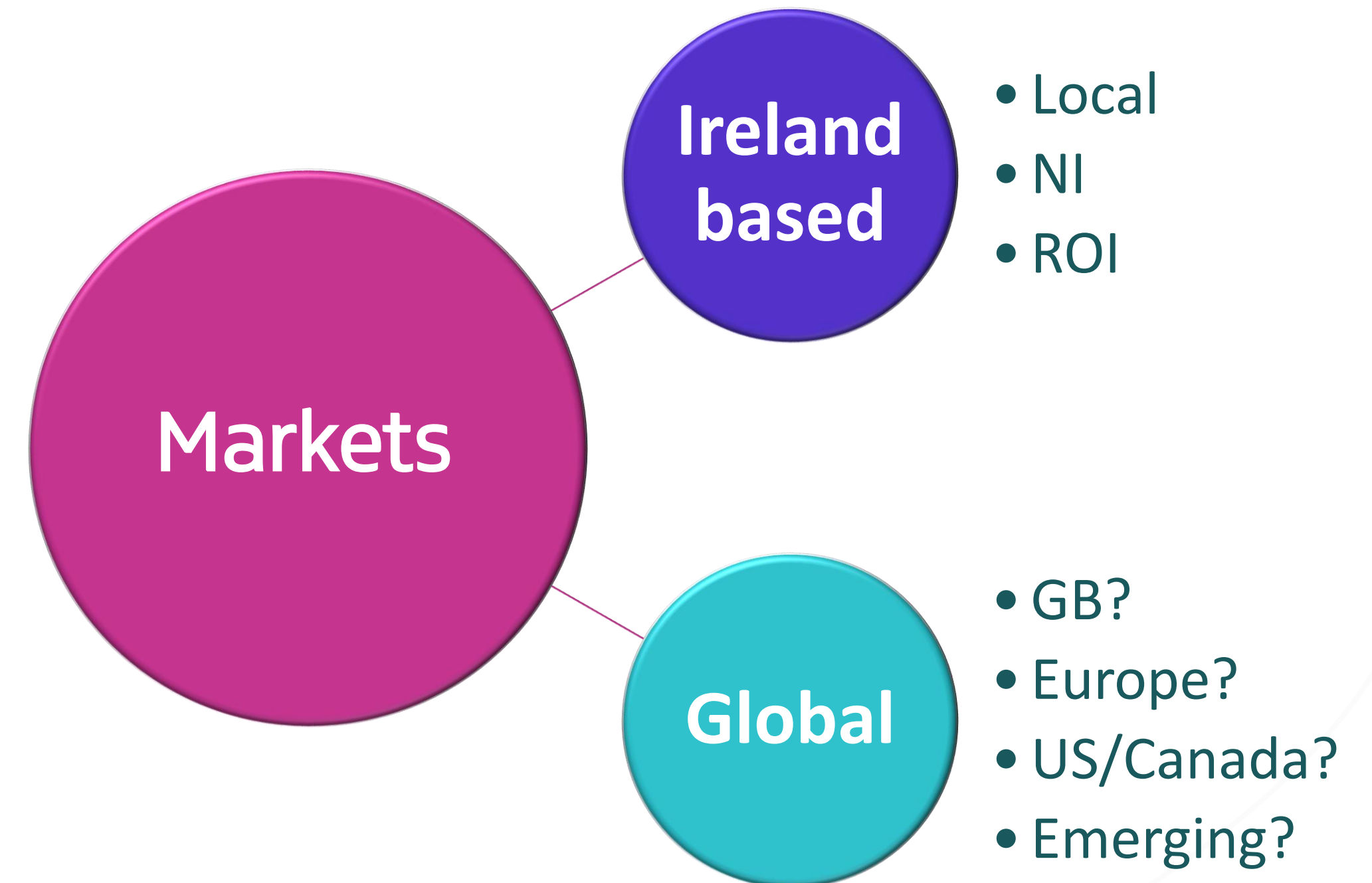
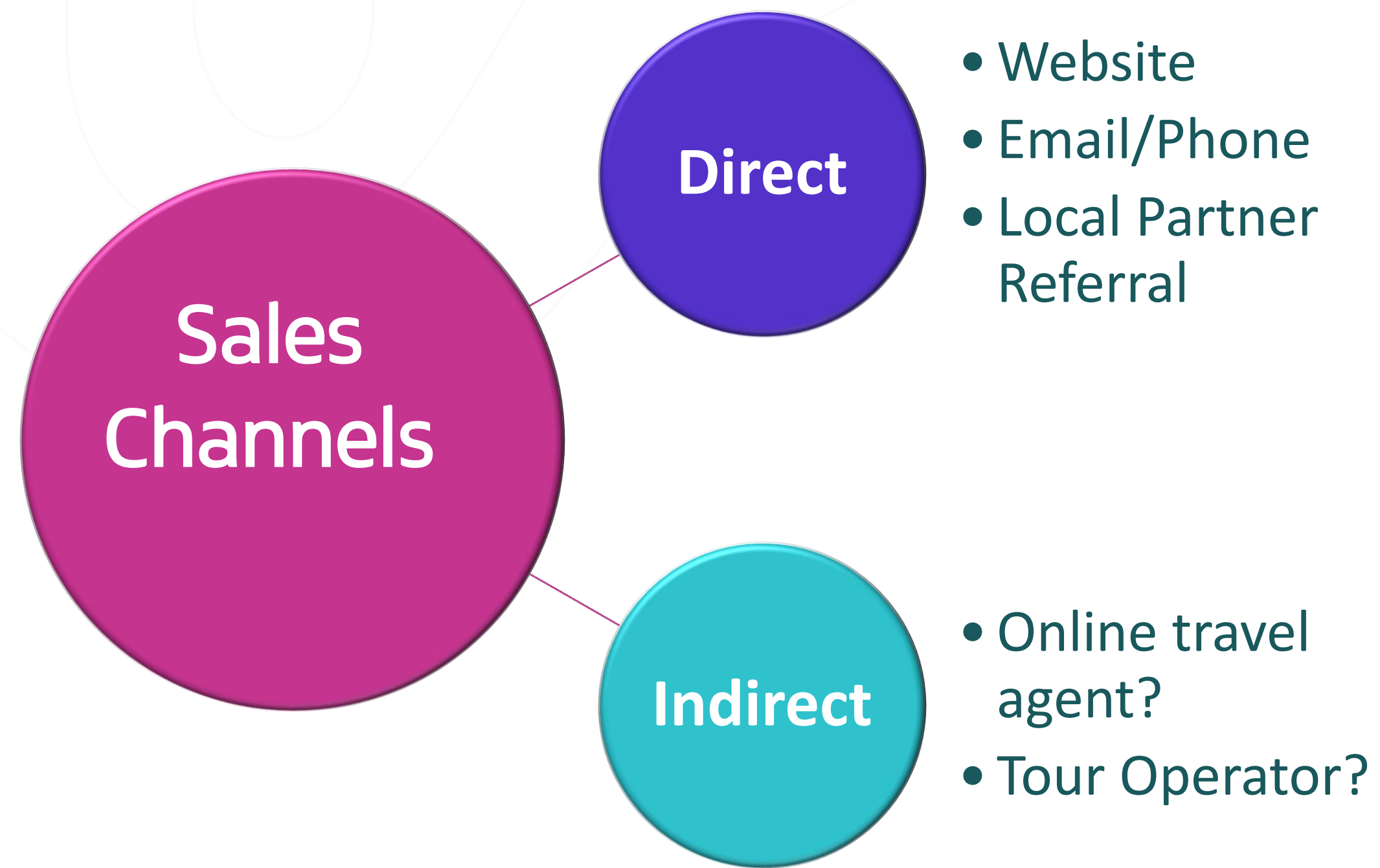
	A	B	C	D	E	F	G	H	I	J	K	L
	Week	Dates	SEGMENT	OBJECTIVE	PROMOTION	ACTIVITY	DATE OF ISSUE	PROVIDER	TOTAL COST	NOTES	ROI	OUTCOME
1				↓	↓	↓					↓	Delighted with this, aim to send out a similar offer for 2022. Repeat with new offer in March 2021.
2	1	January	Direct Customers	Drive advance purchase tickets. Target: min. 60	Customer database	Ezine	07-Jan	In house	NA	Fun quirky message with 10% off advance purchase tickets	8% of recipients booked by end Feb 2021	
3	2	January	Referral	Create direct referral bookings via Rose Hotel. Target: min. 20 ticket sales	Festival included on hotel website. Staff informed about how to promote festival. Festival included on hotel's social media.	Partner	07-Jan	In house	NA	This is a test promotion for 2021. Will regularly check in with this new partner. Arrange a meeting post event for full data outcomes	Will update post event in September 2021	Will update post event in September 2021
4	3	February	Leads	Convert 2 new bookings equating to minimum 30 ticket sales	Proactively contacting a database with 30 leads	Lead Generation	01-Feb	Volunteer	NA	This is a learning promotion for us. We will build the activity based on outcomes.	By end May 2021, there are two provisional bookings X 24 tickets and one confirmed booking X 15 tickets	30 new leads have been identified to target for new opportunities. Grow this activity for 2022
5		June and 3 July	Paid Social Media	Increase social media traffic to website by 10%. Potential reach XX,000. Achieve min 100 etc. direct bookings.	3 x targeted ads to run on FB and Insta repeated over 5 weeks. Repeat the ad for weeks X, X and X	Social Media	01-Jun	Community partner	£2890.00	Ad 1: Family message Ad 2: Young Couple message Ad 3: Pet-friendly message Each ad will use event campaign branding but have a unique message. Call-to-action: Visit website book now page for tickets	↓ 95 tickets booked. Social media traffic to website increased by XX%.	Successful. But feel we could achieve a better ROI with tighter targeting. Will repeat activity with these new learnings and monitor outcomes

STRATEGIC  
INPUT

MEASURED  
OUTCOME



# What needs to be measured? | Where your Revenue Comes from





# What needs to be measured? | Sales Channels and Markets

	B	C	D	E	P	Q	R	S	
1		Sales						Repeat	
2	1	Booking Date	Channel	Segment	Booking	People	County	Country	Potential
3									
4	2	22-Mar-21	Referral	Group	Direct	25	Antrim	NI	NO
5									
6									
	3	22-Mar-21	Website	Business	Direct				
						6	Birmingham	GB	YES
	4	24-Mar-21	OTA	Leisure	Agent				
	5					4	Meath	ROI	YES
	6								

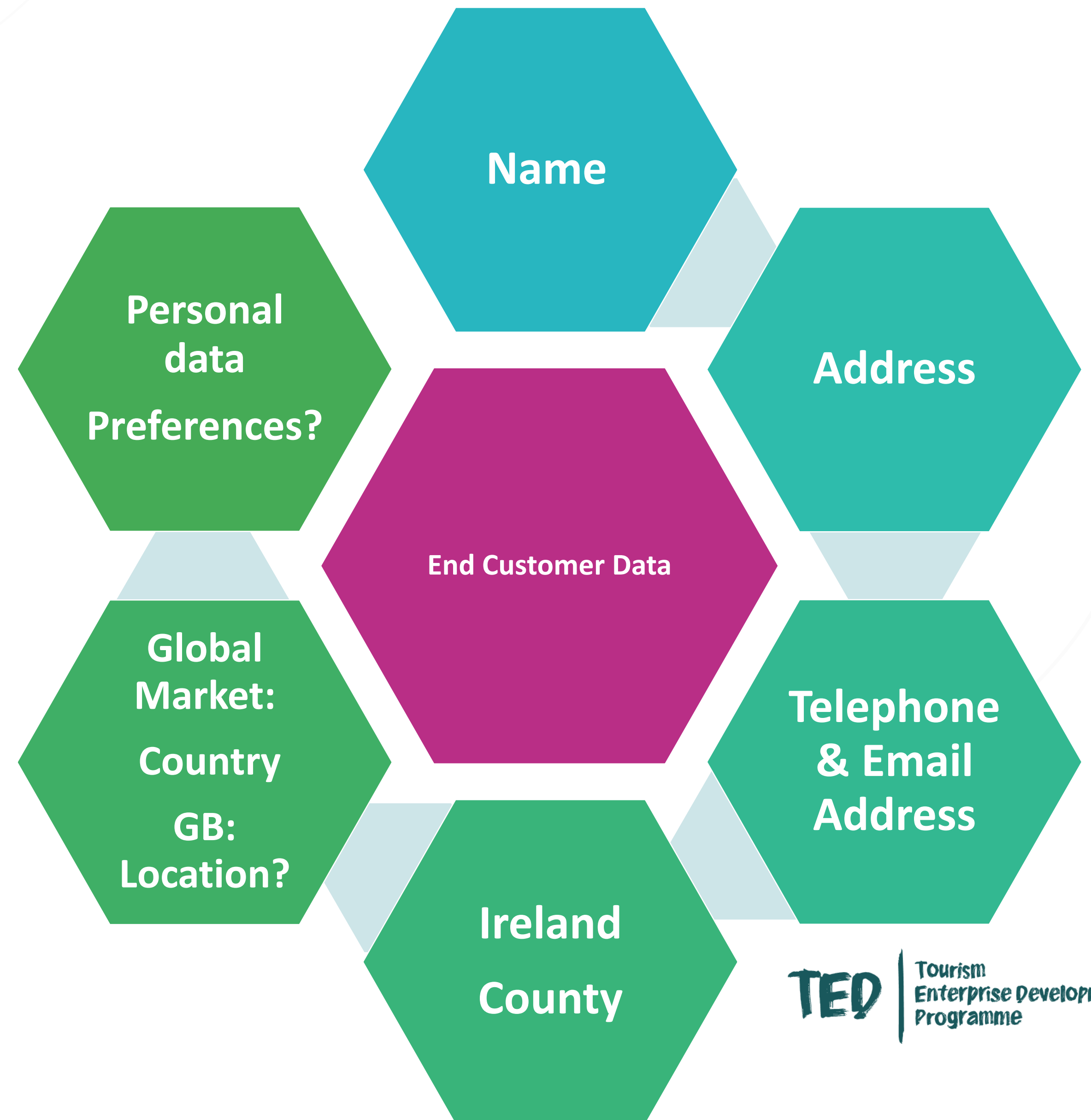


# What needs to be measured? | Repeat Customer Data

## Repeat Customers | VALUABLE revenue source

- ONLY collect necessary data
- GDPR compliant data
- Only used for compelling and respectful communications

REPEAT CUSTOMERS  
YOUR FAMILY & CLUB





# Additional Measurement Considerations

## Additional measurement tools

- Wrist bands | local community discounts (e.g. for free events)
- Follow up meetings with partners | recording data and booking via (e.g.) accommodation provider bookings
- Professional surveys | Surveys conducted by volunteers
  - Measuring and taking feedback for a defined audience (e.g. 50/100 participants) on
    - how customers booked: sales channels
    - where the customer comes from: markets
    - event feedback



# TASK:

1

- Clarify how you will measure

2

Create necessary tools and supports

3

Implement the strategy and assign resources for same.

4

- Record and Measure outcomes. Retain for comparison purposes in the future.



# Topic 6

Building commercial opportunities to grow your event/festival for the future





# Building commercial opportunities to grow your event/festival for the future

## Immediate | Near | Distant Future

- Maximise immediate opportunities
  - Via available resources and know-how
  - Define the period: e.g. 12 months
- Look to the near future for how you can grow
  - 2-3 years
  - Building as resources and know-how grow
- VISION for the future
  - 3-5 years
  - Where would you like your event/festival to be
  - What are the steps to get there



There are NO shortages of commercial solutions.  
It is all about planning your ROUTE AND BUILDING.  
Mindful of Know-How and Resources!



Three KEY ways  
to grow Revenue

2

1. Sales Channels  
Direct & Indirect

2. Markets  
Domestic & Global

3. Customer  
Segments

- 1. CLEAR destination narrative
- 2. CLEAR product offering

CLEAR PRODUCT: core | premium | upsell

VALUE: price | price inclusions

Business Offering | Story | Destination | Experience Brand

Tools for  
Revenue Generation

3

Sales  
Proactive & Reactive

Revenue/Demand  
Management

CRM & Database  
Management

Marketing  
Offline & Online

PR &  
Brand Awareness



# Thank you

Northern  
Ireland  
Embrace  
a Giant  
Spirit



## Reminder: Reimagining Storytelling

- Date: Monday, 29<sup>th</sup> March 2021
- Time: 14:00–15:00
- Facilitator: Julie O'Brien

**TED**

Tourism  
Enterprise Development  
Programme



tourism  
northernireland



# Reimagining- Commercial Strategies

**Facilitator:** Julie O'Brien | RUNDA

- Thursday, 25<sup>th</sup> March
- Time: 14:00-15:00

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a Giant  
Spirit



TED

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Enterprise Development  
Programme



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