

## Why stories?

We are storytelling animals.

Stories "hook and hold" us.

They have a rhythm & shape.

Much like a song, we thereby remember them.

Stories have a SOUL. They tap into our emotions.

We feel and visualise them.

They thereby hold our attention & remain in our memories.

Stories need to be found, revealed & shared... by the people who own them...

Stirring & inspiring: grabbing the attention of the listener

COMPELLING the listener to engage!

For the people who hear them: prompting intrigue, delight & clarity of people, place, heritage, traditions, culture, experience & vibe.

Stories placed within the context of their destination...

Providing clarity of PEOPLE and PLACE.

Stories can mark a new beginning. Stories can connect us with our past. Taking a direct line with the present. Stories create a distinct identity & sense of pride within communities.

### THE TRICK!

To know how to share a COMPELLING STORY. This requires thought and preparation.

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## Let me share a story...

- 1 The scenario:
  - A destination in Ireland competing against a destination in Spain
- 2 The client:
  - a luxury French incentive house
  - the client has never travelled to Ireland before
- 3 The remark:
  - "...but, maybe somewhere like Barcelona in Spain is more interesting than a destination in Ireland. You see it has the city and it is by the sea..."
- 4 The reaction!

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## The POWER of Collaborative Storytelling

Lone voices are hard to hear

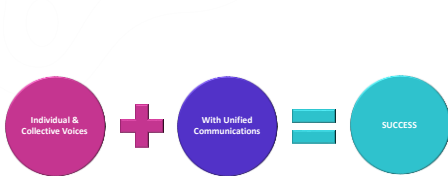
Lone voices struggle to make a narrative understood

Lone voices struggle to make a narrative heard

*The road to success takes way longer for lone voices*

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## The Collective is KEY for Success!



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## Think about Successful Tourism Destinations



Individually & Collectively Stories & Communications are Shared within a Collaborative Framework



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## The POWER of Collaborative Storytelling

Individuals and communities coming together to put their destinations on the map

- Creating a strong sense of pride and identity
- Bringing people and communities together
- Creating economic benefits including increased jobs for the community and destination



Sharing compelling stories OFFLINE and ONLINE

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## Placing your story within the Context of its destination



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## Your Destination Experience Brand



**In the modern world – full of content and information – brands offer a welcome short cut for our busy brains!**

- Consistent colours
- Logos
- Identity
- Typeface and design

**By sharing this brand in your offline and online collateral**

- You build this brand: Embrace a Giant Spirit
- You give the brand a VOICE!
- You clarify your event/festival identity within it
- You build your story and destination NI's story

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## Your Destination Experience Brand

**Brand Promise | Your Role to Share and Live the Promise in this Story**

- It is our commitment to share the very best of who we are, our 'giant spirit'.
- And to unlock that giant spirit of adventure, discovery and inspiration for our visitors.
- Everything we do, no matter how varied, is rooted in this:



*Ours is a land built by a giant spirit. It's in our soil, our seas and everyone you meet. It's what puts the warmth in our welcome and inspires us to go that extra mile.*

*A giant spirit that builds our cities, shapes our landscapes and flows through our words, music and craft.*

*You'll always find it close to hand, much like every discovery in this vivid, mythic place. Ours is a land built by a giant spirit. Let us awaken yours.*

- This is the umbrella under which your event/festival stands.
- This is the story that your event/festival must share.
- This is the promise your event/festival must live up to.
- Brand must be used on all offline and online collateral – reinforcing the story and promise

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## Your Destination

Placing your event/festival within the context of its home



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## Your Destination: seeing your home from the outside

- Finding its soul
- Appreciating its soul
- Communicating its soul
- Celebrating its soul
- Sharing your destination story | COMPELLING people to come and explore



### TASK!

- Think about this
- Bullet point the KEY points relating to your destination
- THINK ABOUT how you can drip feed your communications/story offline and online

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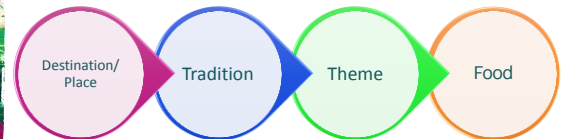
## Your Event/Festival and Your Destination:

Placing your story within the context of its home



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## Positioning your event/festival within the context of its home



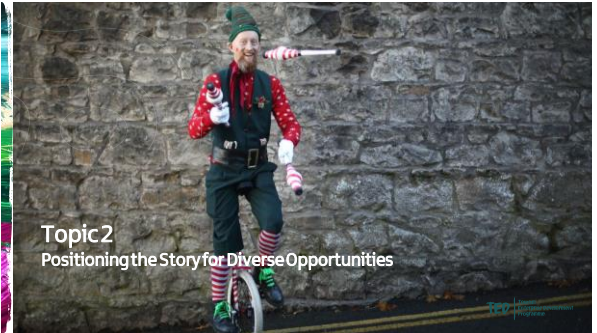
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### your event/festival story within the context of its destination & experience brand

- YOU and your colleagues/team are your own BRAND
- YOU reflect EVERYTHING
- YOU present a compelling story & people will want to engage with YOU



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### Positioning your STORY based on diverse MARKETS

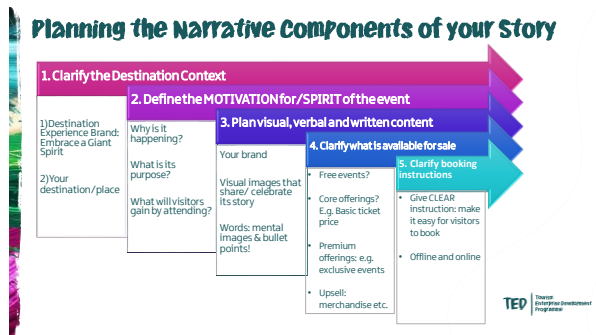
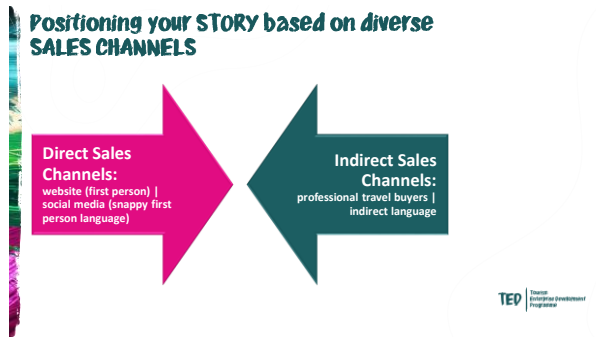


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### Positioning your STORY based on diverse CUSTOMER SEGMENTS



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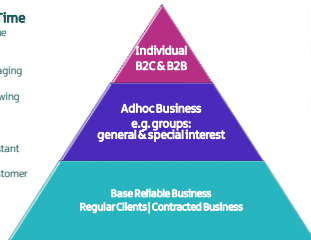




## Planning, Building & Clarifying your story| allowing time for your voice to be heard by sharing it

### Placing your Event on a Calendar| Lead in Time

- A lead in time is required to maximise sales & revenue generation for your event
- International markets are REALLY interested in engaging with Ireland events/festivals
- Feedback: we often inform them too late, not allowing enough time to book and travel
- Blending commercial and storytelling strategies
- Building business for the immediate, near and distant future
  - Across diverse sales channels, markets and customer segments

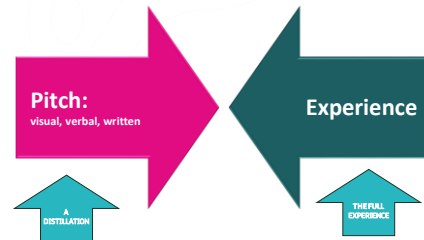


### Planning the narrative in light of Covid-19: achieving a balance



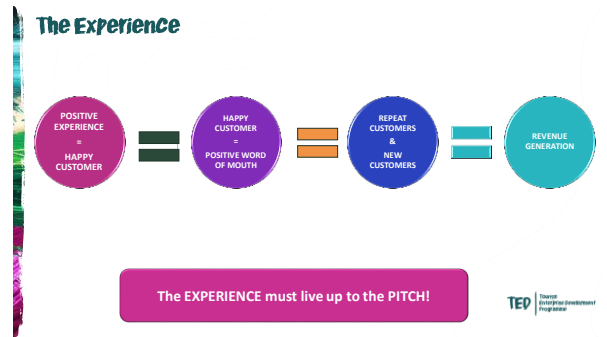
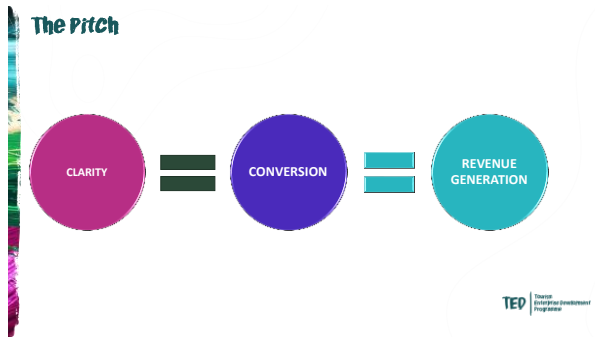
## The PITCH and the EXPERIENCE

- Difference in how the narrative is shared



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## Fleshing out the Narrative Components



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## 1. Define the Narrative Proposition: USP

**Carry your brand (tone of voice)**

- Offline and online
- Through written, verbal and visual communications

A Giant Celebratory Festival When Vibrant  
[name place] Comes Alive for New Year

A Toe Tapping Heart Soaring Celebration of  
Irish Dance in Rural [name place]

Connect with Ireland's literary giants at  
the foothills of [name place] mountain

Dive into a Cutting-Edge Performing Arts  
Festival in [name place]

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

Through our offering expect to experience  
a toe tapping, heart soaring celebration of  
Irish Dance in rural [name place]



## 2. Define your Story & Highlights

**Carry your brand (tone of voice)**

- Offline and online
- Through written, verbal and visual communications

**Name:** Harvest Moon Food Festival (fictitious business)

- An annual 10-day event that takes place on the first week in September
- A celebration of nutritious and flavoursome food crafted by contemporary food artisans from cheese makers to beekeepers and organic farmers.
- Meet pioneering food producers gaining insights into the centuries-old single ingredient methods that they honour
- The place: mingle with the generous and high-spirited locals in a place of breath-taking beauty surrounded by rolling hillsides, waterfalls and mountain views.
- Enjoy a picnic of artisan foods overlooking River [name place] while watching the fireworks

Drip feed what you have prepared to  
ENLIGHTEN, INSPIRE and CREATE CLARITY  
for the customer...  
COMPULSING them to explore...



## 3. Lay Out Your Market Stall

Event	Short Description	Min-Max Numbers	Duration	Public Price Per Person
Secret Garden Concert	At a city centre garden venue that will be disclosed 90 minutes before the start time, experience an unforgettable [...] within a spectacular private garden... <b>Includes:</b> welcome glass of PX (approx. 125 ml)	2-30	Approx. 30-45 mins	C&A

### Multiple Events?

- Categorise them
  - General, premium, exclusive etc.

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

We offer more than 200 events over a 10-day period. Let me share just two of these with you to give you an insight into what we do...

Rest assured that I will send you on more details afterwards...



