## Festival and Event Making

## FOR COMMUNITY & VOLUNTARY ORGANISATIONS, EVENT ORGANISERS DAY SEMINAR

## Enterprise & Tech Centre, Creagh Ballinasloe, Co. Galway Sat 29th Feb 10.30am – 5.30 pm

**10.30am** Tea / Coffee Introductions

**10.45am** Some Current Event and Festival Trends of the Sector & Our Audience

**11.15am** 10 Common Pitfalls and some Remedies

**11.45am** Defining and Finding Where and Who Your Local Audience is

**12.15pm** The A to Z of an Event Planner - the checklist for seamlessly producing your event

**1.00pm** Money, Money – finding revenues for your artistes, production costs and expenses

**1.35pm** Light *Lunch*

**2.15pm**Design – Flyers – Posters – what works, what does not

**2.45pm**Marketing & PR for Your Festival / Event

**3.30pm**From little Acorns to Scary Oaks – profiles in successful Community based events Nationwide

**4.15 pm** A Friends Scheme Tailored for Your Community

**4.45pm** Finding, Keeping Volunteers

**5.15pm** Wrap up & Final Questions and Answers

**From 11.00am till close, our Multi Media Assistant will be providing one to one 15 minute “How To” Lessons on how you can use Social Media, Facebook, Blog, Instagram, Twitter, WhatsApp, Mobile Phone etc to suit your personal requirements and comfort level.**

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