

TEMPLATES OF SUPPORTING DOCUMENTS

(FOR CERTIFYING FESTIVALS)

FESTIVAL OVERVIEW

This should be a brief description of the festival's goals, elements, and focus areas.

Example:

Every August, the Edinburgh International Festival transforms one of the world's most beautiful cities. The International Festival's success is built on an uncompromising commitment to virtuosity and originality, inviting some of the finest creators and performers from the worlds of theatre, music, opera and dance to offer a unique experience for audiences.

The giants of the arts are invited to appear at the International Festival every August. On a tremendous scale, Edinburgh becomes the international cultural epicentre for all the performing arts, offering intense, personal and exciting experiences to those who come from Edinburgh, from Scotland and from around the world.

FESTIVAL MARKETING PLAN

The process of generating an effective marketing plan for a festival should include:

1. Reviewing your festival budget
2. Following a set guideline for planning and execution
3. Identifying your audience- who do you want to attract?
4. Compiling a situational/ SWOT analysis
5. Setting measurable goals and objectives
6. Determining a festival theme
7. Identifying the marketing activities best suited to your festival
8. Creating a schedule and planning early
9. Maximising free publicity
10. Measuring results- collecting measurable data lends credibility to your event