

Shaking up Your Event 'no rinse & repeat'

'How can I can replicate my event as it always is, but online?'

Or

'Should I keep repeating my event as it always is?'

Take the opportunity to turn it on its head

- Take the opportunity to honestly review your event – have you been rinsing & repeating?
- Reevaluate & redefine your event objectives
- Stand back and look at what the festival and event industry around you is doing, thinking short, medium & long term

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Platform Choice

List of considerations:

- Cost, contracts & payment caps
- Platform experience in your event sector
- Audience data Capture
- Voting & Interactive Needs
- Audience Experience
- Virtual Space: How many rooms do you need for your programmed content
- Sponsorship & Branding – how much branding can be applied to the platform

The big question: Platform direct or managed through a Production Company?

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Platform Choice

The big question: Platform direct or managed through a Production Company?

- Do you have the budget for a third party?
- Could you benefit from a Production Company who operate their own Online Platform?
- What benefits could they offer in terms of Audience Experience?
- Do they already know your event from working on it in venues?

Suggestions:

- Demo
- Free trial for a small event
- Full breakdown of service limitations and associated costs

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What to Consider for your Programming & Content

We have all seen, and most likely personally experienced, engaging with an event online

The audience journey is undeniably different, with shorter attention spans paired and home based distractions.

How to work on keeping your audience engaged online ...

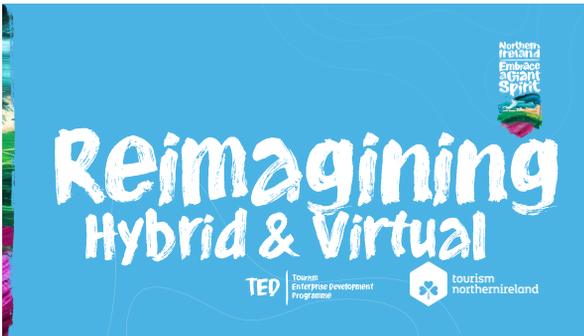
Online & Engaged

- Taking part: Keeping the audience engaged through interactive content
- Pre recorded content: Visual variety, smooth running & a happy tech team!
- Consider your own experiences – what have you enjoyed, and what lost your attention
- The story telling of Glastonbury 2021

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Secondary Benefits

- Reactive contingency planning: Having an element of hybrid that can scale
- Accessibility: Targeting an audience who would not, or could not, of previously attended your event in person
- Online content as a showcase for your event and Northern Ireland as a world leading tourist destination – take advantage of the reach!



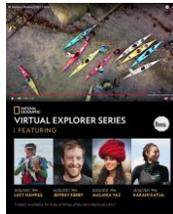
About the Festival (in normal times!)

- Second largest event of its kind in Europe
- Normally spread across 90 venues in NI, ranging from large venues, theatres and museums to labs, caves, beaches and forests.
- Focused on hands on activities, debates, film, theatre, music and experiences
- Normally selling over 70,000 tickets



Our 2021 Programme

- Split into three component parts
1. Schools Programme expanded and brought forward to help home schooling
 2. Digital Programme – 100 events, spread over two weeks. Focus on international speakers and best of local
 3. Outdoors programme – Focused on experiential activities such as tours, foraging, canoeing, hiking etc. Small groups (12 per session) over 10 days. Moved to July now due to restrictions.




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The Good

- Able to work with international partners (E.G. National Geographic)
- International audiences. 47% of our audience was from outside NI, up from 9% in normal years
- Relatively inexpensive to do
- Audiences more receptive to digital and hybrid events than before
- The world is your oyster!
- Watch time as a key metric with average of 26 minutes


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The Bad

- Difficult to monetise. We normally lose money on our smaller educational activities and earn money on the big shows, but roles were reversed.
- We got lucky with timing and support
- It's not half as much cralcl



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What we learned and wish we knew

- If you can afford it, bring in the expertise or hire a studio
- Bringing in editing skills (two videography interns) was invaluable
- Direct correlation between bookings and number of views, 50% watching live and 50% watching later
- Pre-records ensured the quality was strong
- But we missed a trick with YouTube SEO

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What we learned and wish we knew

- Donations allowed us to break even on smaller events
- Some strands (e.g. schools programme) may remain mostly digital now
- Food and drink events worked particularly well and even made us a profit with a tiered system
- Should have done more shorter pieces on FB or Instagram
- Local interest angles got higher views than the big names!

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