



TOURISM EXCELLENCE PROGRAMME

Generating your Marketing Content for 2022-2023 and bringing your story to life

This is Round 3 of the Tourism Excellence Programme which will be delivered through Council's Alchemy business mentoring programme, part funded by the Tourism department.

The programme consists of 5 elements:

- Workshops
- Digital audit
- Brand/content development
- Business strategy development
- Marketing materials produced (depending on need identified)

Please note that mentoring will be scheduled to suit your business needs and consideration will be given to peak season.

1. WORKSHOPS

- **Mandatory Introduction Workshop (Group session) 1 hour on 23rd June 1pm**
 - Setting the context, meet your mentors and fellow participants, learn more about the programme and proposed schedule followed by Q&A session.
- **Workshop 2 (Group session) 2 hours September 2022**
 - Mobile Phone Photography & Videography Masterclass – learn how to create future video footage and images for social media content plans with supplementary video on how to edit video footage.

2. DIGITAL AUDIT

- Audit of your digital presence including website and social media channels
- Report provided on key actions required

MENTORING

Bespoke one-to-one mentoring sessions will be divided into two distinct elements:

3. MENTORING ON BRAND/CONTENT DEVELOPMENT (sessions to be held during June/July)

- Craft and draft your business brand story;
- Guidance on developing the content you need for your business website, discovernorthernireland.com, visitcausewaycoastandglens.com, social media, press and promotional material with a sales focus.

4. MENTORING ON BUSINESS STRATEGY REVIEW (sessions from August-October)

- Support to rethink your business strategy including a financial audit
- Support to identify target markets and segments for 2023 and beyond
- Support to appropriately price for these new markets
- Digital mentoring in areas relevant to your business based on digital audit report

5. MARKETING MATERIALS

Applicants will receive professionally produced marketing materials (depending on need) for example: short video and/or photography for promotional use.

Businesses must agree that any marketing content developed can also be used for collaborative marketing of the destination through Visit Causeway Coast and Glens marketing channels and collateral.



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