



ACTION D4 TARGETED COMMUNICATIONS PROGRESS REPORT

09-04-16

<p>GeoparkLIFE Communications update</p>	<p>Newsletter The third edition of the Geopark Newsletter has been sent out and shared on social media. The newsletter features updates on each of the actions of the GeoparkLIFE project as well as non LIFE activity. The second edition will be released in January.</p> <p>Social Media The Facebook page has continually grown throughout the year, our Page Likes have increased from 2,226 in mid-April to 3,373 in Mid-October. Our Twitter following has also continued to grow throughout the year from 2,097 in mid-April to 2,534 in mid-April.</p> <p>Website The Geopark website has been updated and is an on-going process as we generate results and case studies from each of the GeoparkLIFE actions.</p> <p>Press Since April we have received over 21 press articles in both local and national papers.</p> <p>2017 Planning We are currently in a process of planning our marketing and communications activities for 2017. Weaving together the results from B1, B2 and B3 into a cohesive story will be a priority for 2017. We have identified a number of awards to apply for that will keep the project in the media.</p> <p>Signage A signage template has been design and agreed in principle.</p> <p>We have proposed that the communicating the LIFE project be included in a panel on Geosite signage and that one dedicated LIFE sign would be erected at Poul nabrone as the flagship and most visited site. This sign would replace the current Burren Connect sign on site.</p>
--	---

	<p>Target Audiences:</p> <p>Visitors through visitor centres and accommodation Visitor leaflets and Maps were again developed and distributed throughout the 2016 season carrying details of the LIFE project and our conservation message.</p> <p>An interpretation programme for frontline staff who communicate directly with visitors has been developed and will roll out this Autumn. The 'Ask me about the Geopark' programme programme will impart top line information to front line staff and ensure they are adequately equipped to refer further questions to appropriate sources.</p> <p>Coach Drivers As a follow up to the driver clinic held in 2015 a Burren specific Leave No trace leaflet has been developed to help this target audience understand the conservation issues in the Geopark region. These leaflets will be distributed through a further coach drivers clinic.</p> <p>Schools Schools are being targeted through the B3 integrated catchment management programme with NUIG in which begun working with Lisdoonvarna secondary school this September. A toolkit to transfer the programme to other schools will be an output of the programme.</p>
B.E.N. Co-marketing	<p>The Marketing plan for 2016 with BEN is again focused on local, national and international audiences with prioritised activity including presence on the ground, educating visitor centre staff and using PR as a promotional channel. This year we brought all members of BEN together under one leaflet which highlight the heritage aspects of the products (Food and Activity Trails).</p> <p>The Burren Ecotourism Network are at the beginning of the process of hiring a dedicated marketing coordinator who will manage to destination marketing programme. The new marketing coordinator will work hand in hand with the Geopark on destination marketing and the development of literature etc.</p> <p>The Geopark will maintain the role of brand guardian to ensure the brand recognition that has been built jointly over the last number of years will continue to be a brand of integrity and high standards.</p>