



## ACTION D4 TARGETED COMMUNICATIONS PROGRESS REPORT

9-10-15

<p>GeoparkLIFE Communications update</p>	<p><b>Newsletter</b></p> <p>The first 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><b>B1 Case studies</b></p> <p>Cases studies showcasing the standout results of B1 and the sustainable code of practice programme have been developed and are featured on the Geopark website along with supporting videos. These case studies will be released on social media in the run up to the GeoparkLIFE Seminar.</p> <p><a href="http://www.burrengeopark.ie/community-business/the-geopark-code-of-practice/#casestudies">http://www.burrengeopark.ie/community-business/the-geopark-code-of-practice/#casestudies</a></p> <p><b>Coach Drivers Clinics</b></p> <p>We attend 5 coach drivers clinic at the Cliffs of Moher in the September. The aim of the clinics was to target coach drivers and guides that travel through the Geopark region, to gauge their level of knowledge of the Geopark, to promote leave no trace and to unearth what type of information they might require to aid them with the interpretation of the landscape for their visitors. The results from the survey are in the process of being collated.</p> <p><b>Awards</b></p> <p>The Geopark is now home to a European Destination of Excellence Award (EDEN) for tourism and local gastronomy thanks to the Burren Food Trail.</p> <p><b>Social Media</b></p> <p>The Facebook page has continually grown throughout the year. From April 16th our Page Likes have increased from 1,445, to 1,810 in mid-October. On numerous occasions our posts have reached over 1400 people, with the most successful post this year being the EDEN award win which reached over 15,000 people.</p> <p>Our Twitter following has also continued to grow throughout the year from 1370 in mid April to 1,736 Website update</p>
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	<p><b>Website</b> 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><b>Press</b> Since April we have received a number of press articles in both local and national papers with the biggest story being the EDEN award win. We have received 25 pieces of press from April 2015 – October 2015</p> <p>We have undertaken a process to evaluate the monetary value of the press coverage we have generated for the destination. The process involved comparing editorial coverage to equivalent advertising rates.</p> <ul style="list-style-type: none"> <li>• Press coverage generated from Jan – April 2015 <b>€43,396.85</b></li> <li>• Press coverage generated in 2014 – <b>€363,064.89</b></li> </ul> <p><b>2016 Planning</b> We are currently in a process of planning our marketing and communications activities for 2016. Weaving together the results from B1, B2 and B3 into a cohesive story will be a priority for 2016.</p>
GeoparkLIFE Seminar	<p>The GeoparkLIFE mid-term seminar is scheduled for afternoon of the 19<sup>th</sup> November.</p> <p>The seminar will report on outcomes and progress achieved to date and will look forward to future actions.</p> <p>The full programme is available online. <a href="http://www.burrengeopark.ie/geopark-life/geoparklife-seminar/">http://www.burrengeopark.ie/geopark-life/geoparklife-seminar/</a></p>
Irish Global Geoparks Annual Seminar	<p>The Burren and Cliffs of Moher Geopark are scheduled to host this year's Irish Global Geoparks annual seminar. The seminar will take place on 20<sup>th</sup> November immediately after the GeoparkLIFE seminar.</p> <p>The Irish Global Geoparks annual seminar is for agencies and organisations involved with Global Geoparks, aspiring Global Geoparks, and anyone with an interest in geoheritage or landscape-based tourism.</p> <p>This year's theme is: Working with local tourism businesses and how Global Geoparks can effectively contribute to the local tourism economy.</p>
Burren and Cliffs of Moher Geopark destination branding	<p>The Geopark office is in the process of formalising a plan to brand the visitors centre in the Geopark region as interpretive Geosites. As part of the programme the Geopark will develop staff training and facilitate a staff champion to be the key in-house trainer at each of the attractions.</p>

	<p>The Geopark is also developing an 'Ask me about the Geopark?' programme which will see staff at visitor attractions with sufficient knowledge on the Geopark and its programmes to wear a badge saying 'Ask me about the Geopark?'</p>
B.E.N. Co-marketing	<p>2016 marketing is currently in planning with the Burren Ecotourism Network. BEN are currently in a process of strategic planning for the next 3 years and any marketing plan developed will support this plan.</p>