



C I M

The Chartered
Institute of Marketing

Marketing attractions, festivals and events

07 August 2018

07.30 – 08.00 Registration and networking – Breakfast butty and drink refreshments available

08.00 – 09.30 **Geoff Wilson, Ulster Grand Prix**

Welcome from Lisburn Castlereagh City Council

Joanne McErlain, Founder, Babble

Marketing a festival

Eimear Kearney, Destination Marketer, Lough Neagh & Its Waterways

The bones of an Eely tasty marketing campaign

Tracy O'Toole, Marketing, PR and Communications Manager, Montalto Estate

Building the brand for visitor attractions

Elaine Good, Founder, Good Cottages

Q&A answer session with Geoff Wilson on events and festivals from an accommodation provider view

Q&A session

09.30

Close