



# **Gardens of Ireland Trust Workshop**

**To Promote Garden Tourism**

**22 October 2016 @ 10 am to 4 pm**

**The Auditorium, The National Botanic Gardens,  
Glasnevin, Dublin.**

**Admission: FREE Book your place!**

**EMAIL: [angelajupe@gmail.com](mailto:angelajupe@gmail.com)**

## **Speakers**

- 10.30 am John Ducie -National Tour Guide (HORT background)
- 11.30 am Mark Hewlett -Kilmokea Country Manor & Gardens
- 12 noon Sabine Rosler -Wells House & Gardens
- 2.00 pm Gerry Daly -Editor The Irish Garden magazine; Broadcaster & Journalist
- 2.45 pm Margaret O'Farrell - Old Farm Park





To allow us to keep in contact  
with you,  
Please be sure you have filled  
in the Attendance Book

# AGENDA

- 10.00 Registration
- 10.15 **Introduction by Jane Donald.** Trevor Edwards will chair the Sessions
- 10.30 **John Ducie** (National Tour Guide) - How to encourage tour operators to include your garden, improve the visitor experience and promote return visits.
- 11.30 **Sabine Rosler** (Wells House & Gardens)  
**Mark Hewlett** (Kilmokea House & Garden) - Setting Standards, Providing facilities, Insurance matters
- 12.30 **Break for Lunch**  
*(please please be back in your seats ready for the start of the afternoon sessions at 2pm sharp)*
- 14.00 **Gerry Daly** - How to woo the media, encourage interest and support, maximise coverage and keep up to date.
- 14.45 **Margaret O'Farrell** – Social media incl Facebook, twitter, blogs, apps etc:  
what to choose and how to use and share them.
- 15.30 **Angela Jupe** chairs Q & A to **Trevor Edwards & Jane Donald** - Where Next?  
- Sub Committee - Membership Drive – Q & A Discussion
- 16.00 **Closing Remarks & Thanks – Trevor Edwards**





# Tourism Ireland

*Marketing the island of Ireland*





# EXPERIENTIAL OFFERS

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visits to Ireland.com  
in 2015.



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page views on Ireland.com  
in 2015.



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**300,000**  
Ireland.com offers  
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Golf

For more information on how to submit your offer/s:  
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Contact us: [industryopportunities@tourismireland.com](mailto:industryopportunities@tourismireland.com)



# HAVE YOU A STORY TO TELL?



MARK LESTON

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[WWW.TOURISMIRELAND.COM/INDUSTRYOPPORTUNITIES](http://WWW.TOURISMIRELAND.COM/INDUSTRYOPPORTUNITIES)

 **Tourism Ireland**  
*Marketing the island of Ireland overseas*

## Who we can promote your submission to:



**3.6 Million**  
Facebook fans



**346,000**  
Twitter followers



**120,000**  
Instagram followers



**22,000**  
Media contacts worldwide



**2.1 Million**  
Consumer email recipients



**30,000**  
Overseas trade contacts

## The best images:



Breathtaking landscapes



Quirky animals



Beautiful pub fronts



Stunning castles



Thatched cottages



Literary quotes

## The best stories:



Short/brief



International awards/accolades



Upcoming festivals



Myths/legends



VIP guests



Quirky stories

For more information on Have You A Story To Tell:  
[www.tourismirelandindustryopportunities.com/storytotell](http://www.tourismirelandindustryopportunities.com/storytotell)  
Contact the industry opportunities team at: [industryopportunities@tourismireland.com](mailto:industryopportunities@tourismireland.com)



# TOURISM IRELAND'S INDUSTRY OPPORTUNITIES WEBSITE



PROMOTING YOUR BUSINESS WORLDWIDE  
AND HELPING YOU GROW YOUR OVERSEAS VISITOR NUMBERS

[WWW.TOURISMIRELAND.COM/INDUSTRYOPPORTUNITIES](http://WWW.TOURISMIRELAND.COM/INDUSTRYOPPORTUNITIES)

 **Tourism Ireland**  
*Making the island of Ireland work*

## HOW WE CAN HELP



### ADVERTISING/CO-OPERATIVE CAMPAIGNS

**€9.6 MILLION**

spent with access and industry partners in 2015.



### TRADE AND CONSUMER EVENTS

**48+ OVERSEAS TRADE AND CONSUMER EVENTS**

to attend and sell your business. Trade webinars in some of our 22 overseas markets.



### DIRECT AND E-MARKETING

**850 CONSUMER E-ZINES**

to a database of 1.9 million, plus regular e-zines to trade and media contacts.



### SOCIAL MEDIA

**3.3+ MILLION FACEBOOK FANS**  
**317,000 TWITTER FOLLOWERS**

Instagram, Pinterest, YouTube, Google+.



### PUBLICITY

**22,000 MEDIA CONTACTS WORLDWIDE**  
**1,500 MEDIA VISITS BY JOURNALISTS (2015)**  
**€320 MILLION PUBLICITY EAV (2015)**

For more information on all opportunities log on to: [tourismireland.com/industryopportunities](http://tourismireland.com/industryopportunities)  
or email: [industryopportunities@tourismireland.com](mailto:industryopportunities@tourismireland.com)

Gardens  
of Ireland  
Trust





## HOW WE CAN HELP



### EXPERIENTIAL OFFERS

16.5+ MILLION IRELAND.COM VISITS  
300,000 OFFER CLICK-THROUGHS (2015)

### HAVE YOU A STORY TO TELL

Have your story and images distributed through:

- SOCIAL MEDIA
- PUBLICITY
- TRADE CONTACTS

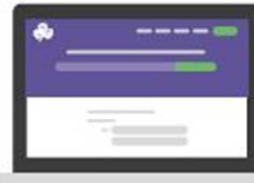


### IRELAND.COM COMMUNITY

- CONNECT DIRECTLY WITH POTENTIAL CUSTOMERS
- DEEPEN AND ENHANCE CUSTOMER ENGAGEMENT

For more information on all opportunities log on to: [tourismireland.com/industryopportunities](http://tourismireland.com/industryopportunities)  
or email: [industryopportunities@tourismireland.com](mailto:industryopportunities@tourismireland.com)

## GET THE LATEST OPPORTUNITIES DIRECTLY INTO YOUR INBOX



### STEP 1: REGISTER

REGISTER FOR YOUR TOURISM  
IRELAND INDUSTRY OPPORTUNITIES  
ACCOUNT ON OUR WEBSITE.

### STEP 2: EMAIL ALERTS

WE WILL SEND YOU EMAIL ALERTS  
OF OPPORTUNITIES FOR YOUR AREAS  
OF INTEREST.



### STEP 3: DISCOVER OPPORTUNITIES

DISCOVER THE OPPORTUNITIES THAT  
WILL HELP YOU PROMOTE YOUR  
TOURISM BUSINESS OVERSEAS.

REGISTER HERE

[TOURISMIRELANDINDUSTRYOPPORTUNITIES.COM/REGISTER](http://TOURISMIRELANDINDUSTRYOPPORTUNITIES.COM/REGISTER)

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*Working Name & Logo*

## WORKSHOP to promote Garden Tourism

### Thank you to:

- **Our Speakers** for freely giving of their time and experience
- **Angela Jupe** for organising today's Workshop
- **Ginger Aarons** for promoting the Workshop on Social Media
- **The rest of the Committee** for freely giving of their time on Many occasions
- **YOU the attendees** for your interest and support

.....and finally

- **The National Botanic Gardens** for their assistance and the use of the Lecture Theatre



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# **WORKSHOP To Promote Garden Tourism**

**Saturday 22<sup>nd</sup> October 2016**  
from 10am to 4pm

At the  
**National Botanic Gardens, Glasnevin**

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# Current Committee

- Jane Donald (co chairman)
- Trevor Edwards (co chairman)
- Mary Keenan (Secretary)
- Kevin Begley (Treasurer)
- Angela Jupe
- Hester Forde
- Breandan O'Scanail
- Ginger Aarons

Acknowledgment: We would like to thank The OPW for their assistance and support.





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  - **The National Botanic Gardens** for their assistance and the use of the Lecture Theatre
  - **Office of Public Works** - We would also like to thank The OPW for their help & support
- .....and finally
- **YOU the attendees** - thank you for your interest and support



# Review of the meetings of the Working Group

- 24<sup>th</sup> Oct. 2015      National Open Gardens Conference - the Working Group was appointed - Baltimore
- 6<sup>th</sup> November      2015
- 11<sup>th</sup> December    2015    Postponed
- 7<sup>th</sup> January        2016    Bellefield
- 29<sup>th</sup> January      2016    Bellefield
- 9<sup>th</sup> February      2016    Dublin
- 4<sup>th</sup> March         2016    Bellefield
- 3<sup>rd</sup> August        2016    Emo Court
- 7<sup>th</sup> October        2016    Dublin Castle





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- **YOU the attendees - thank you** for your interest and support – Safe Home.



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