

# A TOOLKIT TO DEVELOP CULTURE & CREATIVITY IN WATERFORD



## EXERCISES

<b>EXERCISE 1</b>	<b>Your rationale for cultural/creative development in your community</b>
What do we want to achieve?	
What element of our existing culture / creativity is best to build upon or – do we want to develop something totally new for our community?	
Who will benefit from our work?	
Who needs to be involved to get the process moving?	
What will success look like?	

To develop a cultural offer which is sustainable you need to look carefully at your local area, understand what is already available to you, what you want to build upon and develop your thinking around that.



See **EXERCISE 2**

## EXERCISE 2

## Auditing Your Local Area

*This exercise will help you to identify your community's existing cultural and creative offer – and for whom, enabling you to assess the most appropriate areas for cultural development in your community*

	Yes	No	Development potential	For whom?	How often available?	Where available?	Responsibility <i>e.g. Local Group or champion</i>
<b>Performing Arts</b> <i>e.g. music, dance, drama groups and programmes</i>							
<b>Visual Arts</b> <i>e.g. visual arts programmes, exhibitions etc</i>							
<b>Street Arts and Spectacle</b>							
<b>Creativity</b> <i>e.g. Coderdojo, music tech, design hub, high-end craft</i>							
<b>Cultural Heritage</b> <i>e.g. Irish language, traditional song, dance</i>							
<b>Cultural Infrastructure</b> <i>E.g. arts office, community hall, library, GAA club etc.</i>							

<b>Festival(s)</b>							
<b>Traditional Crafts / Skills</b> <i>e.g. thatching, traditional building skills etc</i>							
<b>Social History</b> <i>e.g. Historical Society, historic walks</i>							
<b>Built Heritage</b>							
<b>Natural Heritage</b> <i>e.g. natural assets – Copper Coast heritage trails, programmes</i>							
<b>Sports</b> <i>e.g. GAA, Hurling, soccer, camogie</i>							
<b>Other</b>							

## EXERCISE 3 Identifying Your Target Audiences

*This exercise allows you to examine your target audiences in terms of their expectations and your appeal to them. Identify the two key markets you want to benefit from your cultural / creative planning and what you need to do to have them choose to engage with your programme, event, activity, organisation, business etc.*

<b>Who are your target audiences?</b> <i>Ask yourself if they are new or existing</i>	<b>What do they want from you?</b> <i>What matters to them?                      What do they expect from your offer?</i>	<b>How will you satisfy their needs?</b> <i>What is your offer for them?                      Does it respond to their need?</i>	<b>How do you differ from what is already on offer from competitors?</b> <i>Why should they choose you?</i>
<b>Audience 1:</b>			
<b>Audience 2:</b>			

<b>EXERCISE 4</b>	<b>Developing your customer message</b>
<b>Hook</b> <i>Find something compelling to get them interested and pique their attention</i>	
<b>CUSTOMER</b>  <b>Think – are you talking to them directly?</b> You need to do this for them to listen.	
<b>OPPORTUNITY</b>  <b>What's in it for them?</b> <i>What will they get out of it?</i>	
<b>SOLUTION</b> <b>What will you actually do / offer?</b> <i>(collective, creative hub, new heritage trail, dance programme etc)</i>	
<b>TEAM</b>  <b>Who's on your delivery team?</b> <i>(Tell them who's behind the project and why they should trust you.)</i>	
<b>ADVANTAGE</b>  <b>What will they get from you that they will not get from others?</b>	
<b>RESULTS</b>  <b>What difference will it make for them and for your community?</b>	
<b>Request</b> <b>What do you want them to do next?</b> <i>(subscribe, purchase a ticket, sign up to be involved, attend, get involved etc)</i>	

## EXERCISE 5

## Communicating with your customers

This exercise can be used to help you to examine how you are currently communicating with your customers / or how you intend to do so

What methods do you use to communicate with your customers	Yes	No	Intend to
Blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cross-promotion with other creative / cultural organisation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer feedback	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Direct Mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ezines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Membership (Friend's Scheme etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile App	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile Marketing (SMS messaging etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online Surveys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Targeted Campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trip Advisor or similar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

When communicating with your customers, do you...	Yes	No	Intend to
Segment your audiences?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create targeted offers for each customer segment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ask what they want from you?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Develop products in response to their needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seek their feedback when they have experienced what you have to offer?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communicate with customers beyond your local area / region?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Public Relations</b>	<b>Yes</b>	<b>No</b>	<b>Intend to</b>
Do you develop press releases?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you connected with your local press / radio?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you maximise local marketing opportunities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you maximise local marketing opportunities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Online Communications – Your Website</b>	<b>Yes</b>	<b>No</b>	<b>Intend to</b>
Do you have a website for your offer?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you regularly update your website?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a video of your product/experience on your website?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you link to other websites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Online Communications – Social Media</b>	<b>Yes</b>	<b>No</b>	<b>Intend to</b>
Do you have a social media strategy in place for what you are offering?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Joint promotions (with other cultural providers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube and/or Vimeo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pinterest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TikTok	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snapchat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google Adwords	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## **EXERCISE 6**

## **Working Together to Refine Your Idea**

This exercise is used to help you to explore with partners what will work best for your community and how together you can present a compelling offer for your audiences, community, customers.

**What is the significance of what you are developing to your community, your county, your region?**

**Who locally has the expertise or connections to deliver success?**

**Who do you need to connect with beyond your local area?**

**What specifically do you want from each individual, organisation?**

**Who will take responsibility for making these connections?**

**What message are you giving them to get their buy in to work with you?**

**What is the timeline for completion of this partnership development process?**

## EXERCISE 7

## Developing Your Case

### Your Donors / Sponsors

- Tell them how supporting you will satisfy the motivations of individual donors / sponsors

### Your Case

- Let them know why you need the specific donor / sponsor and the benefits to your project as a result of their support

### Your Needs

- Identify clearly what you need from the donor / sponsor specifically to realise your Vision

### Your Vision

- Where you want to be in 5/10 years - Your objectives in relation to the project / business etc.

### Your track record and team

- Advise them of your successes and the strength of your team in delivering the project, initiative etc.

### Your Mission

- Tell them who you are, your purpose and what makes you different from others

