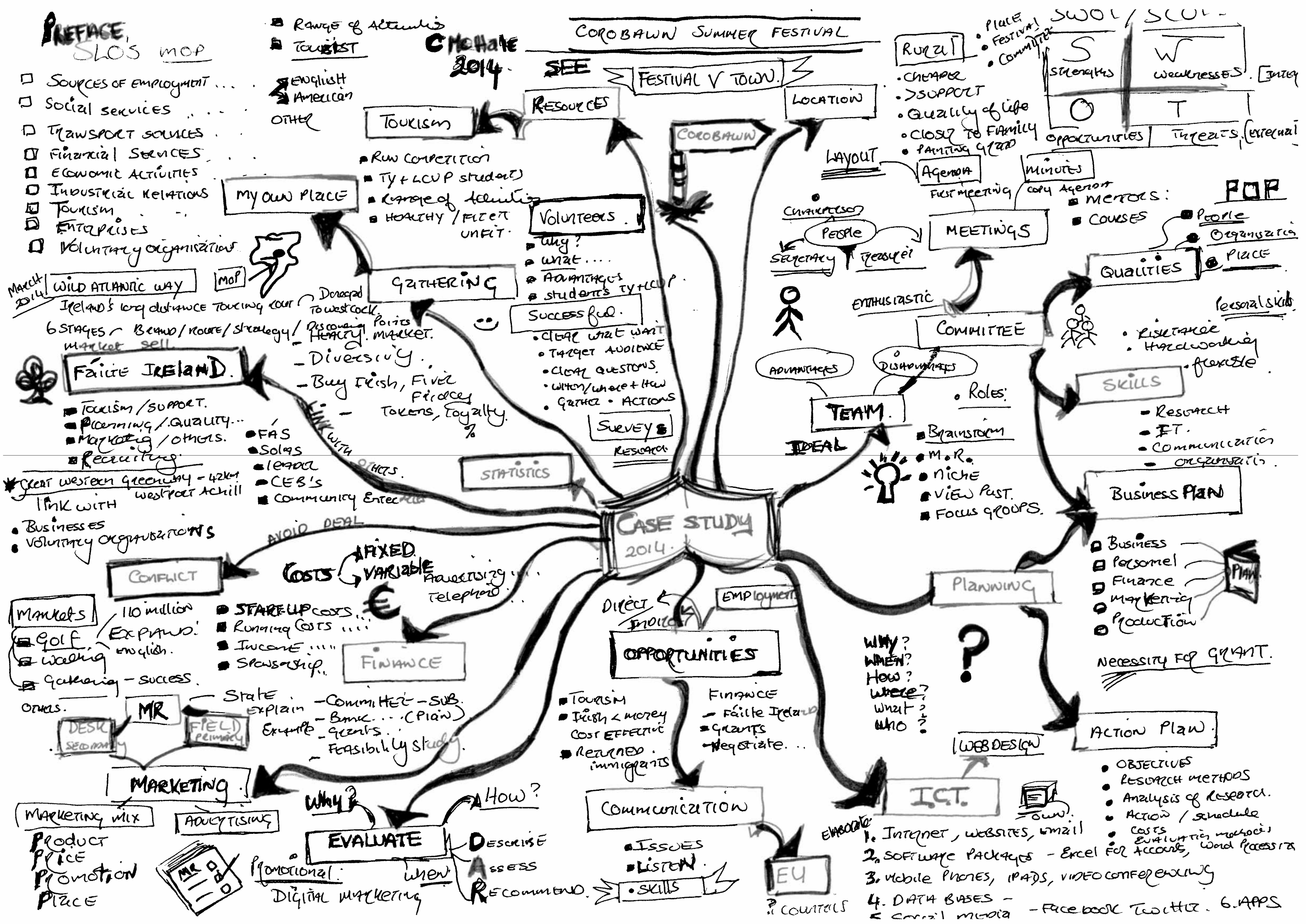

PREFACE
SLOS MOP
Sources of employment
Social services
Transport services
Financial services
Economic activities
Industrial relations
Tourism
Enterprises
Voluntary organisation
Range of activities
Tourist
English
American
Other
C McHale 2014
COROBAWN SUMMER FESTIVAL
SEE
FESTIVAL V TOWN
RESOURCES
TOURISM
Run competition
TY + LCVP students
Range of activities
Healthy / fit et unfit
MY OWN PLACE
GATHERING
Volunteers
Why?
What....
Advantages
Students TY+LCVP
Successful
Clear what want
Target audience
Clear questions
When/where + How
Gather • Actions
Surveys
Research
COROBAWN
LOCATION
Rural
Cheaper
Support
Quality of life
Closer to family
Painting grant
Place
Festival
Committee
SWOT / SCOT
S
Strengths
W
Weaknesses
O
Opportunities
T
Threats
(External)
LAYOUT
Agenda
First meeting
Minutes
Copy agenda
Mentors:
Courses
POP
People
Organisation
Place
Chairperson
People
Secretary
Treasurer
MEETINGS
Enthusiastic
COMMITTEE
Advantages
Disadvantages
TEAM
Roles:
IDEAL
Brainstorm
M.R.
Niche
View past
Focus groups
Qualities
Personal skills
Risk taker
Hardworking
Flexible
SKILLS
Research
IT
Communication
Organisation
Business Plan
Business
Personnel
Finance
Marketing
Production
PLAN
Necessity for grant
Planning
Why?
When?
How?
Where?
What?
Who?
?
Action Plan
Objectives
Research methods
Analysis of research
Action / schedule
Costs
Evaluation methods
Word processing
WEB DESIGN
I.C.T.
Own
Elaborate
1. Internet, websites, email
2. Software packages - Excel for accounts
3. Mobile phones, IPADS, video conferencing
4. Data bases -
5. Social media - Facebook Twitter. 6. APPS
March 2014
WILD ATLANTIC WAY
MOP
Ireland's long distance touring route
Donegal to Westcock
6 stages - Brand / route / strategy / Discovering Points
Market sell
Healthy market
Diversity
Buy Irish, Fiver Friday
Tokens, Loyalty %
Failte Ireland
Tourism / support
Planning / quality...
Marketing / others
Recruiting
Great Western Greenway - 42km Westport Achill
Link with
Businesses
Voluntary organisations
Link with others
FAS
Solas
Leader
CEB's
Community Enterprise
STATISTICS
CASE STUDY 2014
Avoid deal
CONFLICT
Costs
Fixed
Variable
Advertising
Telephone
€
Markets
110 million
Golf
Walking
Gathering - success
Others
Expand
English
Start up costs
Running costs
Income
Sponsorship
FINANCE
MR
State
Explain
Example
Committee - Sub
Bank ... (Plan)
Grants
Feasibility study
Desk secondary
Field primary
MARKETING
Marketing mix
Product
Price
Promotion
Place
Advertising
Why?
How?
EVALUATE
Promotional
Digital marketing
When
Describe
Assess
Recommend
Direct
Indirect
Employment
OPPORTUNITIES
Tourism
Irish < money
Cost effective
Returned immigrants
Finance
Failte Ireland
Grants
Negotiate...
Communication
Issues
Listen
Skills
EU
? Countries