

Post Event Report 2019



Siubhán Mc Carthy
Festival Coordinator

CONTENTS

1. Introduction -	
Committee, Sponsors & Context	3
Festival Launch	4
Graphic Design Updates	5
2. The 16 th festival –	
Programme	5
Host Venues	6
Event Types 2019	7
Cork Conversations Seminar 2019	8
Event Focus	9
Management of Event Data	11
3. Marketing & PR	
Media Partnerships & Advertising	12
Website	13
4. Event Hosts Feedback	14
5. Coordinators Feedback	20
6. Social Media analytics	22

1. Introduction, Committee & Sponsors

This report is an overview of the 16th Cork Lifelong Learning Festival (CLLF), which ran from Sunday 7th to Sunday 14th April, 2019. The festival promotes and celebrates learning in all its forms, across all age groups and interests, and raises awareness of the wide range of learning opportunities available in the city. The festival seeks to target those who do not usually participate in learning by bringing opportunities out into the community with a range of free and accessible events. Since its inception, the festival has promoted integration and inclusiveness.

The festival is organised by a Steering Committee of volunteers drawn from a number of sectors who worked with a co-ordinator to run the festival in 2019.

1.1 : Organising Committee 2019

- Chair: William McAuliffe, *National Association of Principals & Deputy Principals*
- Denis Barrett, *Learning City Co-ordinator*
- Eileen O’Sullivan, *Executive Librarian, Cork City Libraries*
- Deirdre Creedon, *Access Officer, Cork Institute of Technology*
- Christine Nolan, *Access Service, Cork Institute of Technology*
- Brendan Goggin, *Former Registrar, Cork Institute of Technology*
- Íde Dwane, *IPPN, Primary Education Sector*
- Seamus O’Tuama, *Director, Adult Continuing Education (ACE), UCC*
- Ciarán Lynch, *Cork Education & Training Board*
- Jennifer Walsh, *Learning Neighbourhoods*
- Siubhán McCarthy, *Lifelong Learning Festival Coordinator 2019*

1.2 : Festival Sponsors 2019:

- Cork Education & Training Board
- Cork City Council
- Health Service Executive
- Cork Institute of Technology
- University College Cork
- Adult Continuing Education, UCC
- National Association of Principals & Deputy Principals
- Higher Education Authority – Access Office
- First South Credit Union
- Co-operation Ireland – Cork branch
- The River Lee Hotel
- The Evening Echo
- 96fm

1.3: Context - building on previous festivals

CLLF continues to build on the success of previous festivals. Its guiding principles are :

- all events take place under the Lifelong Learning Festival banner – the focus is not on individual providers
- the focus is not on recruitment but on demonstrating what can be done
- all events are free
- as many events as possible are experiential or interactive, allowing the public to join in as well as watch

Within the festival programme there is no hierarchy regarding events, all have equal validity, regardless of what sector or level of achievement they showcase. The first festival in 2004 was organised as a pilot project, and ran for three days with approx 64 events; in 2006 it expanded its duration to a week, and over 140

events were organised. That had increased to over 230 by 2008. By then the festival had achieved its aim of offering events across all age groups and a huge range of interests.

The festival has developed each year since – through a combination of new participants and those already involved increasing the number of events offered. Some participants, for a variety of different reasons, do not take part every year – they drop out and return. The festival has become an established annual event, eagerly anticipated by many. Public support is demonstrated by the attendances at all events.

1.4 : Festival Launch

The festival was launched by Festival Patron, the Lord Mayor of Cork Cllr Mick Finn, on Thursday March 14th, in the Millenium Hall with over 300 in attendance. Press photographer and our own commissioned photographer (Darragh Kane) were present. The first day of the festival (Sunday 7th of April) was designated Cork Play Day in conjunction with the Cork Playful City project; using games and playfulness as a tool to break down barriers, engage and build barriers across all communities.

Large scale games provided by Cork Sports Partnership and play was facilitated by volunteers from UCC student services and Cork Sports Partnership. Thanks to school principal Ide Dwane a group of children from Mahon came along to engage with the games and their presence brought lots of fresh energy and fun into the space in advance of the speeches.

Speakers at the event were:

- The Lord Mayor of Cork Cllr Mick Finn
- William McAuliffe, (Festival Chair)
- Maurice Gubbins (Evening Echo)
- Isabel Keane (96FM)
- Denis Barrett (Cork Learning City)
- Siubhán Mc Carthy (Festival Coordinator)
- Pat Ledwidge (Director of Services)
- Anne Docherty (CEO Cork City)

Willie Mc Auliffe thanked members of the CLLF board and event hosts and participants over the years. In advance of his imminent retirement Mr. Pat Lewidge co-chair of Growing Lifelong Learning in Cork (GLLiC) was presented with a gift as a token of the board's appreciation for his many years of commitment to Cork Learning City and the Cork Lifelong Learning Festival . Printed Cork Lifelong Learning Brochures and posters were available at the launch for collection by host individuals & organisations.



1.5 Graphic Design Updates : Festival programme & New Festival Logo :

The design of the Festival Logo and printed brochure were addressed in 2019. The rationale behind the two separate updates was :

Cork Lifelong Learning Logo :

1. To bring the Cork Lifelong learning Festival Logo into a suite of recognisably related logos alongside the new Cork Learning City & Learning Neighbourhood Logos.
2. Create a more legible logo in colour and B&W.



Cork Lifelong Learning Brochure :

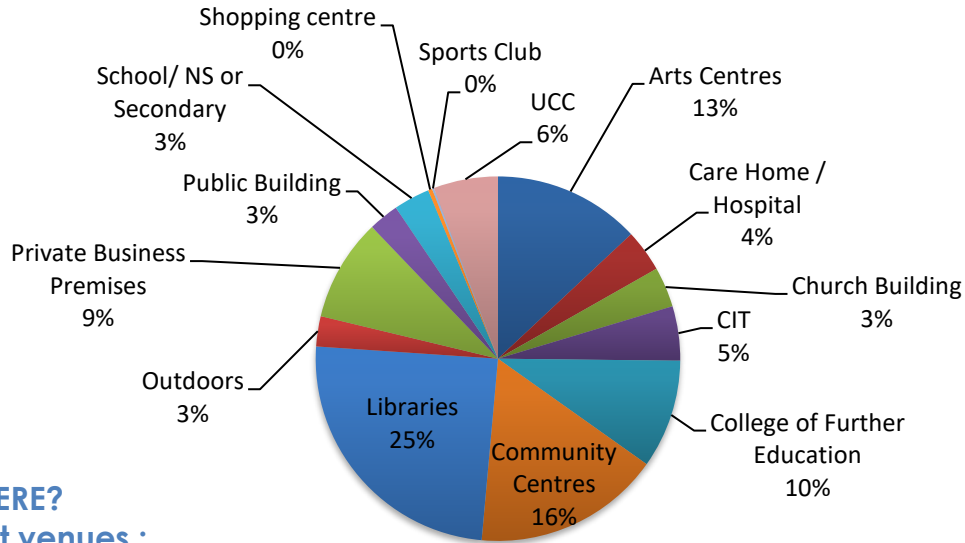
1. Brochure format was unchanged for almost a decade – time for a design refresh.
2. An opportunity to explore ways of presenting growing number of listings
3. Introduction of archived photographs into the programme
4. Development of an index

In addition to the developments with the programme branding and printed brochure there was the addition of a searchable webpage introduced as part of the festivals promotional tools. This is discussed in greater detail on page 12

2. The 16th Festival : The Who, Where & What

The 2016 festival brochure featured events of all kinds across the city. ‘Fringe’ offering events in Carrigaline and Fota Island. At time of going to print there were 560 individual events listed in the 2019 CLLF printed brochure, including 29 events which spanned multiple days during the week. This represented an increase of 34% on the 2018 figure of 416 festival events. The call for submissions to the festival went out via email prior to Christmas to all of the existing database of past event hosts. Postal application forms were distributed to those past participants without email addresses. The deadline remained the same as in 2018 – 31st January. The majority of events were submitted in advance of the deadline or within a week of same by prior arrangement. The coordinator proposes that January 31st remain the deadline for inclusion in the brochure for future CLL Festivals.

The quality and diversity of Festival events was retained and built upon in 2019. The response from existing and new hosts to the Festival across a variety of different venues was excellent and enthusiastic.

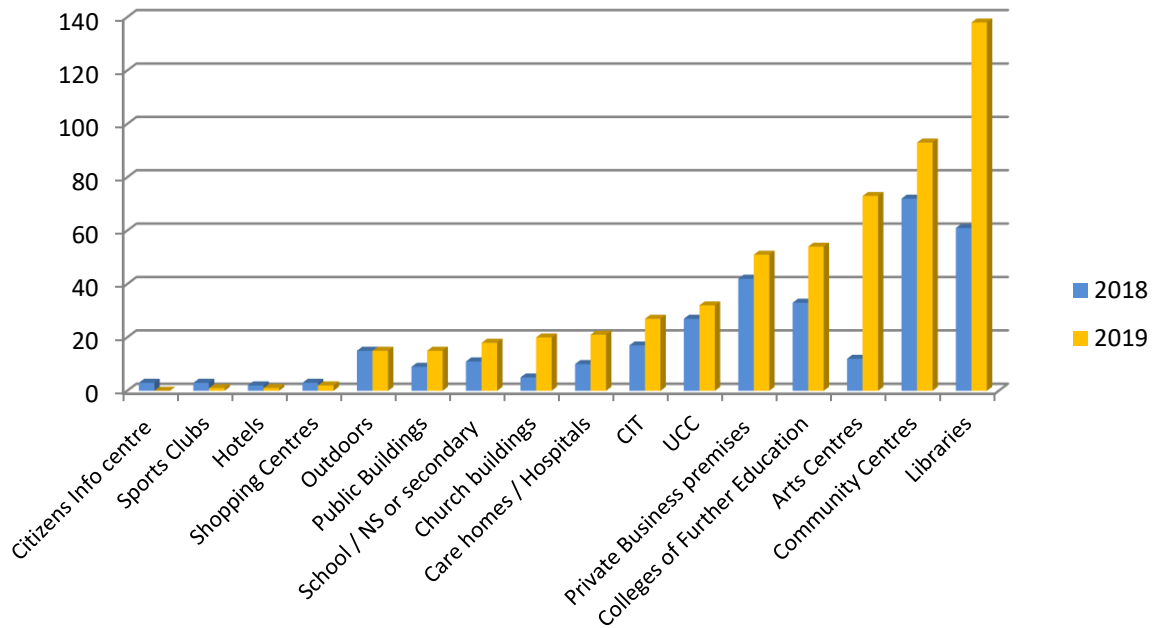


WHERE?
Host venues :
Lifelong Learning Festival 2019

Host Venues : Cork Lifelong Learning Festival : 2018 & 2019

Location Type	2018		2019
Citizens Info centre	3	↓	0
Sports Clubs	3	↓	1
Hotels	2	↓	1
Shopping Centres	3	↓	2
Outdoors	15	↔	15
Public Buildings	9	↑	15
Schools NS or secondary	11	↑	18
Church buildings	5	↑	20

Location Type	2018		2019
Care homes / Hospitals	10	↑	21
CIT	17	↑	27
UCC	27	↑	32
Private Business premises	42	↑	51
Colleges of Further Ed	33	↑	54
Arts Centres	12	↑	73
Community Centres	72	↑	93
Libraries	61	↑	138



Lifelong Learning Festival Events take place in a variety of different venues across the City, with community centres, libraries and 3rd level colleges playing host to over 50% of events it is also worth noting the significant percentage of events hosted in Arts centres and on private businesses premises

The chart above also highlights the relatively low number of events hosted at second level or national school premises (3%). The number of Sports Clubs, Shopping Centres and hotels involved in Lifelong Learning activities is very low and this may be an interesting group to target as a potential group of hosts for future festivals.

The following chart illustrates the **type** of festival events held in 2019.

EVENT by TYPE		2019		Information Session	
Awards Event	1	Walk / outdoor	15	Information Session	3
Book Launch / event	3	Performance	34	Launch Event	4
Class	47	Photo Exhibition	10	Lecture	5
Class / Workshop	65	Play	3	Open Event	41
Demonstration	16	Quiz	2	Showcase	2
Exhibition	142	Reading	2	Talk	78
Film	6	Seminar	1	Tour	14
				Workshop	65

Just one Seminar took place over Festival week (4 in 2018)

CORK CONVERSATIONS 'International Ideas in Action'

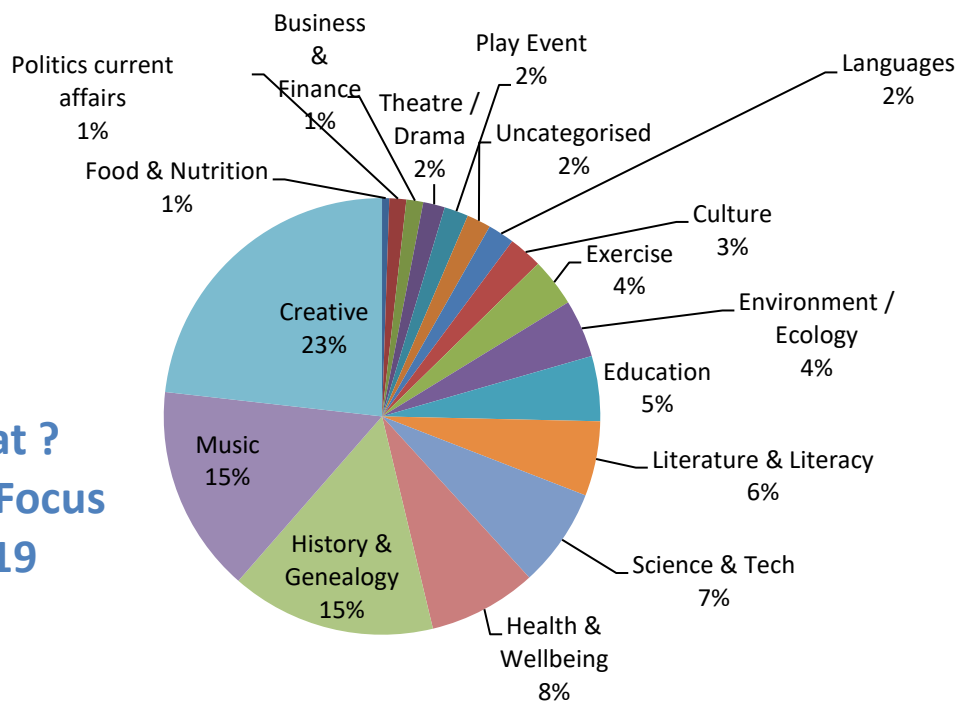
Reflecting progress on the 2017 Cork call to Action the 2019 Seminar took place on April 11th in Triskel Christchurch. Lord Mayor Cllr Mick Finn welcomed delegates and keynote speaker Raúl Valdes Coterá from the UNESCO Institute of Lifelong Learning (UIL) spoke about the Cork Call to Action and looking forward to the 4th International Conference in Medellin, Colombia 2019. Twelve speakers from a variety of national and international learning cities and regions put forward their innovations or ideas which were expanded on in break out discussion groups. Panels and Q&A sessions were chaired by members of the GLLiC committee, Dr. Séamus O'Tuama, Dr. Barry O'Connor and Mr. John Fitzgibbons. Seven nationalities were represented at this international event and the morning's conference was followed by the first meeting of 'The European and North American Learning City Network'.



Learning Cities Conversations

INTERNATIONAL IDEAS IN ACTION

What ? Event Focus 2019

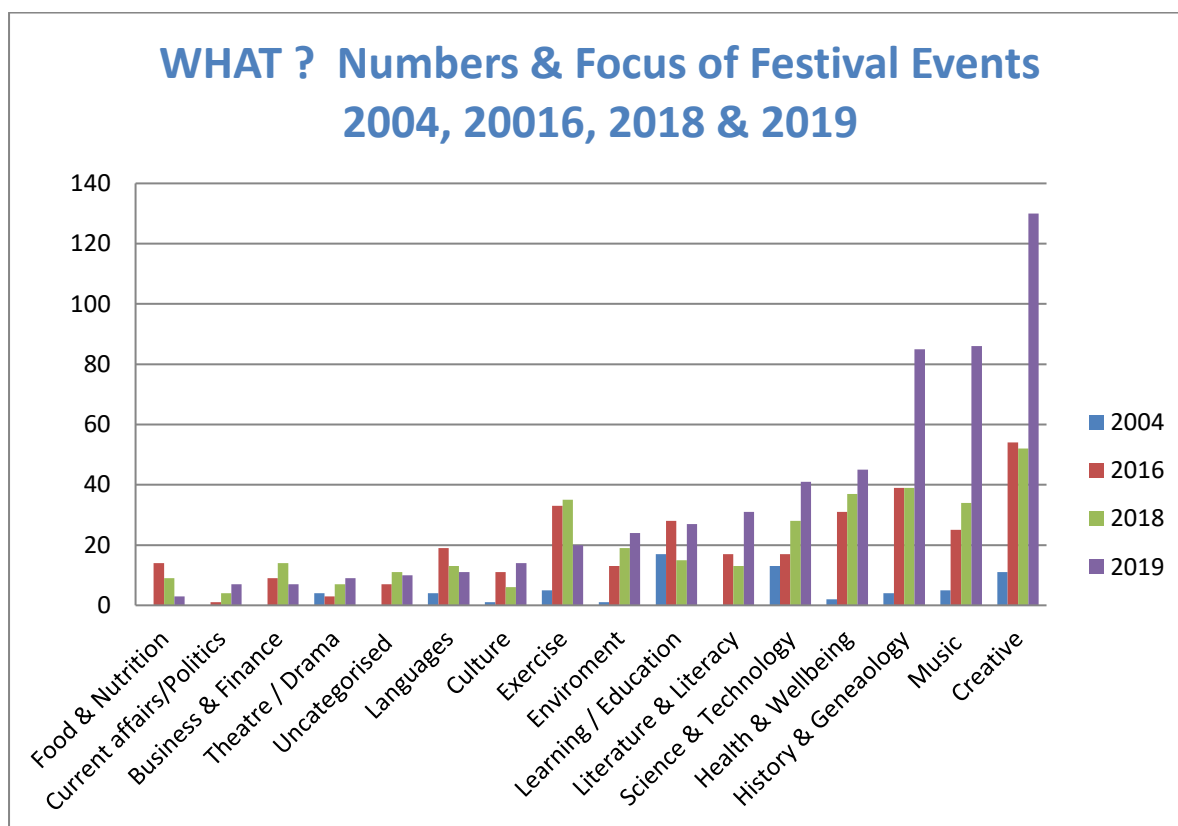


What? Event focus – Changes from 2018 to 2019

	2018		2019
Creative	52	↑	130
Culture	6	↑	14
Environment / Ecology	19	↑	24
Education	15	↑	27
Health & Wellbeing	37	↑	45
History & Genealogy	39	↑	85
Literature & Literacy	12	↑	32
Music	34	↑	86

	2018		2019
Politics current affairs	4	↑	7
Science & Technology	28	↑	44
Theatre / Drama	7	↑	9
Languages	13	↓	11
Uncategorised	11	↓	10
Exercise	35	↓	20
Food & Nutrition	9	↓	3
Play Event	↑	10

Events within the Cork Lifelong Learning Festival are not curated in any way. Provided that events are free and provide an opportunity of any type of learning to participants, then they are included in the programme. The subject matter of festival events has a broad scope and therefore broad appeal across all age, genders, interests and ability profiles.



Please note: The category 'Photography' in years 2016 & 2018 has been combined into the 'creative' category (increasing by 5 the number of creative events in both years)

For a full listing of events during the 16th festival see the event programme.

For 2019 the CLLF Committee decided to feature only events happening in the area within the region of the imminent Cork City boundary extension. Two fringe events featured in the 2019 CLLF Programme : A creative Experience in Fota and Carrigaline's Celebration of Lifelong Learning. All other events were classified Cork County Lifelong Learning Festival events and thus were under the administration of the Cork County Lifelong Learning teams.

2.1 Management of Event Data

As the number of festival events have grown year on year the ability to manage festival data has become a critical issue. Since the 2018 festival all event listings, once submitted, have been recorded on Excel spreadsheets. The capturing of all data on a master spreadsheet has facilitated the following developments for the management of the festival;

- Ease of capturing festival metrics eg subject or venue data as displayed above
- Ease of production of an Index
- Ease of production of a searchable webpage
- Ease of cross-checking listing data with hosts of multiple events (see 2.4)

This year saw the introduction of an index into the printed brochure and a searchable mobile friendly webpage. Both the index and the searchable webpage have been widely praised in event feedback. One survey respondent remarked '*General public still like the paper Brochure as opposed to the online version*', the 'general public' are not being asked to choose; the printed brochure has been supplemented by the online version rather than replaced by a digital version.

2.2 Multi-lingual Events Page 101 of the CLLF programme featured a small selection of foreign language events of which there were four: One Polish cultural event , two conversational Irish events in the libraries and a Spanish Walking tour of Cork . This is a potential area for growth in future festivals considering the multicultural nature of Corks growing population.

2.3 County Wide Events In addition to the fringe events mentioned above Cork County wide Lifelong Learning events took place in twelve different communities across the county: Bandon, Bantry and the 4 valleys, Beara, Carrigaline, Clonakilty, Dunmanway, Macroom, Muscraai and Inchigelagh, Midleton, Skibbereen and Youghal.

Outside of the listing in the CLLF brochure, contact with, and information about County Wide Events, was not communicated with the festival office during the festival.

2.4 Event Cancellations / Programme Errors Five events were cancelled during the festival and the online brochure was immediately adjusted to reflect this. There were minor adjustments to some event times and venues after the brochure was printed and circulated. Misprints and errors in event listings equated to .7% of all listings which the coordinator considers an acceptable margin of error.

As a precaution against errors, once again this year there was a cross check procedure in place with venues/organisations hosting multiple events. After event data was uploaded into the main programme spreadsheet the relevant portion was sent back to the organisation in question for cross check to ensure all data was correct. Cross checks took place with the following venues / organisations: Nano Nagle Place, Crawford Art Gallery, College of Commerce, St John's Central College, St Peters, Turners Cross Community Centre, CIT and UCC. Only one of the above organisations failed to identify the errors on their particular spreadsheet, resulting in errors in the printed programme.

3. Marketing and PR

3.1: Media Partnerships: 'The Evening Echo' continued its role as media partners to the CLLF for 2019. This partnership is of huge value to the event providing extensive media coverage to our audience and potential supporters or hosts in Cork.

Media Partnership deal included:

- 6 no. 13cmX3col (130mm X130mm) promo adverts to promote the Festival
- 1 no. competition in collaboration with Cork Craft & Design Shop in Douglas hosted on the Evening Echo's Facebook page to promote the festival
- 1 no. Cross-Platform Competition (2 no. 16X3col press inserts, eZine, social media).
- The prize for this event was provided by the Triskel Arts Centre and the Script Café .
- A very significant level of Editorial and Photographic coverage of Festival news and events including the launch across print and online.

In return :

- Evening Echo logo appeared on all communications
- Evening Echo was afforded exclusive access to news and feature stories and photo/video opportunities
- Opportunity to display Evening Echo branding at Festival Launch, in brochure and online.
- Evening Echo be mentioned as Media Partner in all advertising, releases, and announcements

Festival Radio Media partners 96FM ran a series of adverts in the lead up to and during the festival and sent their Street Fleet to events, where they handed out programmes and took part themselves, posting on Social Media.

3.2: Purchased Advertising : This year we took the cover of the local WhazOn for the month of March. Appearing on 30,000 Front covers and given high profile on www.whazon.com. WhazOn also supported us with relevant postings on Facebook & Social Media and CLLF was listed in the events section in print & online.

100 X Dayglo posters were printed by Lee Press and displayed on hoardings citywide for 2 weeks from weekend 23rd March 2019.

3.3: Social Media: With the voluntary assistance of Christine Nolan of the Access Office at CIT and a team of CIT Digital marketing students in advance of the festival our Social Media coverage of, and engagement with, Cork Lifelong Learning Festival increased significantly in 2019.

Targeted Facebook advertising and an increased engagement from event hosts resulting in an increased following from 2,336 by almost 800 to 3,128 followers in the run up to the festival (1,842 to 2,336 in 2018). There was a significant increase in host organisations engaging with the festival on Facebook resulting in 86 co-hosted Facebook events during the Festival run. The festival's Twitter account currently has 1,398 followers up 343 from 1,055 in 2018 and the Cork Lifelong Learning Festival Instagram account has 515 followers also up from just 121 in 2018.

We used social media to good effect to promote the festival in general, direct followers to the online programme listings, highlight upcoming events, re-post individual hosts events and communicate with the public re-cancelled events.

Rather than allowing CLLF social media tools to ‘fall quiet’ outside of the festival, our increased engagement may be used to assist in promoting partner & sponsors events throughout the year. For further details on Social Media impact see analytics on page 23

3.3: Website :

The Cork Learning City website has suffered from serious technical issues in 2019 following the development of a new website for Cork City Council. The Cork Learning City site lost functionality Doodle creative produced a searchable version of the printed programme hosted at www.corklearningcity.ie and linked to by our partners n their websites and social media in CIT, CETB and UCC. Events were searchable by both day and subject matter. There were live links on festival listings to emails, phone numbers, websites and eventbrite booking links. There was the facility available to upload images in relation to each listing but time constraints did not allow for the site to be populated with many images.

There were significant issues in ensuring the new website replaced by the previous site and the change was made on Tuesday 9th April – 3 days into the festival. The new Cork Learning City website is currently in the planning stages and there is now an opportunity now to look at the functionality, layout and appeal of this particular site.

There is a significant amount of work to do on the Learning city website to ensure that it remains current and fit for purpose as a resource to those seeking to know more about Corks status as a learning city and the Lifelong Learning Festival. It is critical that we have a functional website for both the Cork Learning City and Cork Lifelong Learning Festival Projects in advance of the Global Conference on Learning Cities in Columbia in October 2019.

5. Event Hosts Feedback 2019:

Festival Hosts were emailed with an online feedback form. For the second year event hosts were invited to participate in a Survey Monkey feedback on their festival experience for 2019 . 49 hosts responded to the feedback request.

Respondents represented a broad cross section of event types including:

Art/Craft, Community, Culture, Theatre, Ecology/Nature, Health/Fitness, Language, Music, Sport, Technology.

The largest recorded number of attendees at events was 100+ at two separate events one being Mayfield Learning Neighbourhood Celebration event in the Frank O'Connor Library Mayfield; and the second one being North Pres Remembers The First Dáil and a Tribute to ABBA held in Family Centre Farranree. The average attendance at events was 36 participants – which multiplied up over 560 events (excluding cancellations) giving a projected estimated **attendance figure of 20,160 for 2019** (9,100 in 2018).

Was length of the festival too long, too short, or about right?

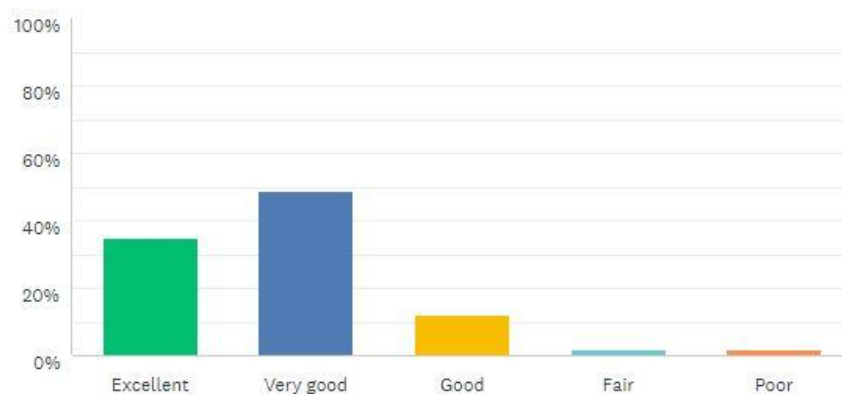
90% of those surveyed said that the length of the festival was 'about right', with 4% responding that it was 'too short' the remaining 6% considered the length of the festival 'too long' .

Do you think there are too many events, too few events, or the right amount of events?

82% of respondents said that the festival featured 'the right amount of events' and 14% indicated that they thought there were 'too many events' and just 4% of respondents thought there were 'too few' events.

Overall, how would you rate your experience of this years festival ?

Answered: 49 Skipped: 0



What was the BEST thing about hosting your event?

Overall the feedback strongly reflects the hosts sense of satisfaction and achievement in opening up new experiences and opportunities to learners.

- *Enthusiasm of the organising team is the best.*
- *It gathered a general interest from members of the Community who wouldn't normally attend these events.*
- *We had a few new faces because we were listed in the LLF programme and on social media etc, thank you!*
- *Best thing was our event being featured as part of the Lifelong Learning Festival as it brings many positive associations.*
- *The audience were willing to participate and seemed to enjoy the topics of discussion*
- *Weather was challenging but people still turned up*
- *Best was to see a school with non Traveller and Traveller children attend our event*
- *The best thing is that gets so many different groups in the college involved in the festival. We have worked hard to get more students involved and this has improved with the photography, creative writing and art exhibitions. Teachers also give so much as well in terms of their time and effort. It was good to see that talks/lectures were supported by members of the public.*
- *It was fabulous to share t'ai chi with people who might never attend an class. It was evident from the chatting people weird doing that they had attended lots of classes during the festival and had thoroughly enjoyed the whole event.*
- *Attendees were very keen to learn and participate, overall we had a very nice experience and we will propose more events next year.*
- *Really enjoyable event and got very positive feedback from those who attended*
- *The good thing was that we had a lot of interest for the free classes.*
- *New people to engage in topics are a highlight.*
- *Good attendance Lots of fun*
- *The best thing was having a keen group of learners.*
- *Many people did not realise that the building and grounds were open to the public so it gave people the opportunity to visit*
- *I enjoyed hosting all of the talks and workshops that I gave, but*
- *The engagement between our own adult education students and visiting members of the public was fantastic; the atmosphere on both days was superb*
- *The number of attendees on the night was a good result as a language class would not have wide appeal.*
- *Meeting Cork residents who weren't aware of skating in cork and great enthusiasm from everyone.*
- *Interaction with participants*
- *An opportunity to showcase learning in action, acknowledgement of the knowledge, confidence, skills etc that the performers have and are willing to share with others. Organisations have an opportunity to showcase their work. The Mayfield event always has a lovely, enjoyable atmosphere and team effort.*
- *Enjoyed engaging with dental students to host this public event.*
- *The festival is a great way to be involved with what's going on in the city, and reaching a wider audience.*
- *The First time Irish Girl Guides got involved so it was a learning experience, and very positive*
- *Great being involved because I was busy with our events and other things I couldn't attend anything but it's great for the city*
- *The show was excellent and it went down well for those who attended*
- *All good*
- *It gives opportunity to showcase providers that the public may not otherwise avail of.*

- *I was very happy with the organiser*
- *We always enjoy engaging with the wider community and sharing our research with them.*
- *The best thing was that the people were genuinely interested and looking to be informed.*
- *We reached people that we would otherwise not reach, such as mature students, returning students, parents*
- *All good*



What was the WORST thing about hosting your event?

- *The concern always is whether you will have members of the public who will attend the various talks/lectures.*
- *We should have required booking for all events, as we didn't expect so many to turn up for the workshop demonstrations*
- *The worst thing was that there weren't more people at it.*
- *There could be more publicity to increase numbers*
- *I think there should a better advertisement before each event.*
- *I can't get to see much of what other providers are putting on, as I'm too busy organising things here.*
- *Low numbers for the studio tour but good engagement for the workshop*
- *There wasn't enough space in the brochure to describe the show which might have attracted others to come and see it.*
- *Having a list of people that you have been in contact with and looking forward to seeing them but they don't show up on the day.*
- *Our location was not optimal as we were slightly 'out of the way'.*
- *Just not knowing who will come*
- *It was difficult finding suitable venues to hold the events especially locations to suit the general public where parking was also available*
- *It's a challenge to encourage greater attendance.*
- *We didn't receive one enquiry about our show. We generated our own publicity and audience numbers. (58 attended)*
- *Some attendees weren't appropriately dressed eg jeans and shorts instead of leggings etc Also we had a few people arrive too early and try to skate before we were ready for them.*
- *Uncertainty about event attendance.*
- *If events where spread out over a longer period then people could attend more*
- *I noticed that the numbers were way down on previous years*
- *The bad thing was we didn't have enough space for everyone*
- *Recruitment difficulties – our own ticket system not working correctly and most bookings close to event so was not sure exactly how many would attend.*
- *We had one bad attendee who came to our event just for the food and some people came without booking even though it was requested.*
- *Worst thing was not knowing how many would turn up as needed an idea for catering purposes and many didn't register for event and turned up on the day.*
- *There was great discussions but not enough time; Need a bigger venue next time*
- *As it was a new event, it was difficult to get people to attend as there was so many events on.*
- *There is so much going on, it is hard to get to everything. When you are involved in organising events for the festival you do not get to take in all the festival has to offer.*

Are there any suggestions you'd like to make about next years Festival?

2018's Key suggestions were around the timing of the release of brochures and this issue was dealt with in 2019 with an earlier release date for the printed programme. The key feedback suggestions for 2019 are around brochure distribution, increased advertising and social media promotion.

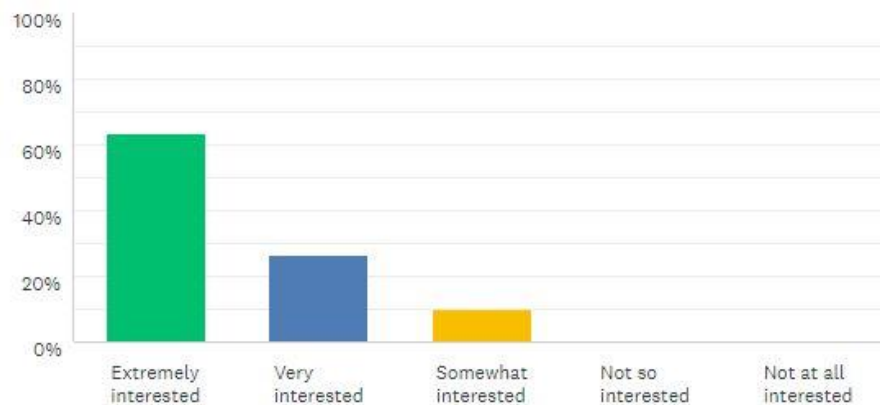
- *It is good to have a yearly theme for the festival. This provides ideas as to the type of events you can run for the festival in a particular year. Perhaps also encourage certain types of events to include certain groups in society such as over 55s, teenagers, etc... Keep working on the promotion side of things. There was a greater push to promote on social media which is good to see. More coverage in the printed media and broadcast media.*
- *Keep up the good work it is a great event.*
- *There was a lot of very interesting event this year and many during weekdays (so working people could not come). Perhaps the festival could last for another week-end to offer the opportunity to working people/students to attend more events.*
- *Continual development of promotion channels*
- *Maybe a demonstration for schools in schools*
- *Just make sure the contact details are correct our Website is no longer in date our Facebook Page is a better contact*
- *It was very difficult to find the event on the website. It would be good if there was a search by venue option.*
- *If events where spread out over a longer period then people could attend more*
- *As I said above, I found that numbers were down this year and last year as well. I think that even though Social Media is a great way to advertise certain events - I run my own business and make avid use of Social Media advertising - I honestly feel that the stronger advertising avenue for the LLLF is the catalogues, which people could find in cafes, bistros, and other spots around the city at their leisure. I think it is easier to peruse a catalogue than to search a website online for so many events, and I say this because my first year in Cork City I was a punter and not a participating organisation. I was in the City Council offices just before the festival began this year and noticed that at least one palette of the catalogues remained undistributed. To be very honest again, I think this is upside-down in terms of what works for this kind of festival, as I imagine a lot of funds were put into promoting the festival online.*
- *Have a separate YOUTH section so young people can see what events they might like rather than going through the whole booklet.*
- *Keep it going!! Keep open a consultation process with the participants; extend capturing events on camera/reporting so that groups feel encouraged to be part of the process and feel their event/s are worthwhile putting on.*
- *Addition of index to brochure was very useful. Keep this up.*
- *The schedule is very well run.*
- *Themed Days. Or scheduled locations on specific days.*
- *General public still like the paper Brochure as opposed to the online version. More events on Development Education was the feedback from this event, current topics.*
- *Nothing to add - wonderful concept already*
- *Keep up the good work. Maybe more local area events and recruit more towns/villages*
- *To have the artwork logo of the festival at disposition in high quality and early so we can create artwork for our events.*
- *More advertising*
- *I think there's more to be done than just creating a list of events*
- *New corry boards with new logos - this board is used at the entrance of the event.*

- *Negotiate with the multi-storey car parks to make them free for the week of the festival Expand festival even further to commuter towns and villages outside the city to facilitate those in more rural areas*
- *You may already do this but I would suggest perhaps presence in open, communal spaces*
- *It's improving every year so keep up the great work.*
- *There was an official photographer at our event. It would be been great to receive 1-2 photos by email, especially because I did not see any of the photos on Facebook.*
- *We have been hosting events for a good few years and the turnout is very low, maybe people are more interested in going into the city centre or the brochure is so packed with events that our one is at the back and overlooked.*
- *Better Twitter/social media use and more advertisement*
- *I am very happy with it. I also find the dealing with the organisers very uncomplicated which is a great plus. This is one of the most uncomplicated and best organised community events we take part in. Well done!*
- *I think you got it all covered.*
- *As a parent of a small child I would like to see more events that are suitable for under 5's preferably on the weekend.*

All 49 respondents indicated that they are likely to host an event for 2020 (90% 'extremely' or 'very interested' and 10% 'somewhat interested' in hosting in 2020)

How likely are you to host an event for the 2020 Festival?

Answered: 49 Skipped: 0



Coordinators Feedback 2019:

The CLLF finds itself **well positioned** in Cork City's events calendar as a recognised, well established and worthwhile endeavour. The free brochure and programme of free events are tools which greatly supports the inclusive nature of the festival. The call-out went out in December 2018 via email (and letter) to previous hosts inviting them to participate in the 2019 Cork Lifelong Learning Festival. There were two (redesigned) event forms available for 2019 – a single event form and a multiple event form. The deadline for submission of events was 31st of January and I suggest that this become a fixed submission date.

Hosts are invited to submit events of any type, for any length of time, in any type of venue, on any subject. The lack of **curation of events** ensures that the festival has a broad appeal across a wide range of interests and age groups but it also creates a challenge as the number of events continues to grow year on year. The number of festival events has grown by 34.6% from 416 to 560 in 2019. Management of festival data is critical to producing an accessible programme of events for the festival and a similar yearly increase will not be sustainable year on year with the **current resources** in place. Should there be any cap put on the number of events any one provider can put forward? Should there be a cap on the number of events on any particular subject? These questions could be explored at committee level (perhaps with hosts input) before 2020. Some hosts have used the programme as a source of 'free advertising' by listing multiple events that may or may not, have had spaces available – this type of activity needs to be addressed somehow at the application stage.

When a participant has a positive **experiences** at a host venue it reflects well on the festival, the opposite is also true. A robust process should be put in place to handle complaints about events or event hosts. Similarly, there is also no clear communication strategy in place between City & County wide LLF events so poor experiences in the county may reflect badly on the CLLF's **reputation**.

For 2019 an **online application system** was introduced to speed up the processing of applications. A handful of Hosts who had previously submitted their applications on a handwritten form were once again issued the printed form via post and invited to try the online format. Event data was uploaded into spreadsheet format to facilitate efficient data management, the production of the index and searchable website. Offering a huge programme of events over the week the physical programme can be very large and somewhat unwieldy for participants looking for a particular event or event type. This was addressed somewhat through the introduction of an index and the searchable digital webpage in 2019, these should both be retained if possible.

The relationship that the CLLF has built up with its **media partners** over the years is invaluable to the festival and its impact on the development and success of the festival should not be underestimated. Our media partners are committed, co-operative; they understand the festival and its audience.

The festival benefits from a core group of committed existing '**Hosts**' who produce events year on year and act as an integral part of the festival providing not only programmed events but also an additional source of promotion for the festival and its core message. I suggest that we engage the hosts more in 2020 giving them more 'ownership' of the festival. Previously hosts feedback reflected the widely held belief that the **brochure** is issued too close to event which meant Hosts were losing valuable time to promote their events and participants didn't have adequate time to plan or book their preferred events. In 2019 the brochure was

produced and distributed earlier (3 weeks & 2 days in advance). This timeframe seemed to work well and should be the goal for every year.

CLLF enjoys the support of long-term '**Fans**' who await the festival programme year on year and typically visit numerous events throughout festival week. Many people have fed back to me that CLLF is their 'favourite festival'. Our participants are an invaluable means of communicating positive messages around the culture of Lifelong Learning in Cork; do not underestimate the value of 'word of mouth' in spreading the 'Investigate! Participate! Celebrate!' message. In 2019 the digital media coverage of the CLLF took a great leap forward (thanks in no small part to Christine Nolans ongoing efforts). Many hosts engaged with us via Social media and the shared hosting of events on Facebook worked particularly well. Some hosts and partners are not as engaged in Social media, it is however an 'easy win' if the right people are willing and able to support and promote the festival digitally.

The festival generates (or at least touches on) '**Good News Stories**' of individuals who may rediscover a new or forgotten passion for learning in their chosen (or newly discovered) field. Such personal stories can be engaging, informative and inspirational; some efforts were made to capture these learning stories during the build up to this years Lifelong Learning Festival in the form of video learning stories; communication of similar stories could be a key part of future festivals messages.

The festival benefitted from the input of a group of Digital Marketing **volunteers** from CITs Digital Marketing course for two months in 2019. There is no formal volunteering policy or system in place at present. There are a few roles which require considerable manpower in a short space of time and a volunteering strategy would be helpful. Volunteers may also assist in developing the festival further over time. Its important that volunteers roles are clearly identified and managed. There may be an opportunity through our partners to engage interns to help out with the festival in 2020. The current distribution network for brochures is imperfect and there is an opportunity to engage volunteers in the task of distributing programmes in future years.

There are always additional opportunities that the festival can explore in terms of **new partners** and potential **funding sources**. It is important that the festival maintains a good relationship with its existing partners; they are champions of the Lifelong Learning message and an invaluable source of support to the organiser. The festival has developed strong Global Links through UNESCO and PASCALE which have been leveraged to develop networks which promote Cork as a learning city locally, nationally and internationally. Ongoing funding is always a concern for festivals although the CLLF appears to have committed engaged sponsors at this time, work is needed to maintain sponsor engagement.

The festival is very well established and has a solid base of hosts and participants it is always prudent to be mindful threats which may impinge on its future development and existence. Through CLLF events Cork Learning City communicates a deceptively simple, but clear message about Corks engagement with and celebration of lifelong Learning. The festival fits within the Cork Learning City 'suite' of positive actions as a valuable tool for engaging in authentic and fun communication with the public; it is key that all partners have a duty of care to what is essentially the city's own event. We are mindful of what the festival means to the hosts, participants and the city. The festival, by its nature, must belong to all, equally and to this end it is key that partners continue to engage in inter agency strategies to support the whole Learning City project.

Facebook analytics

Page likes

24 March 2019 to 19 April 2019 ×

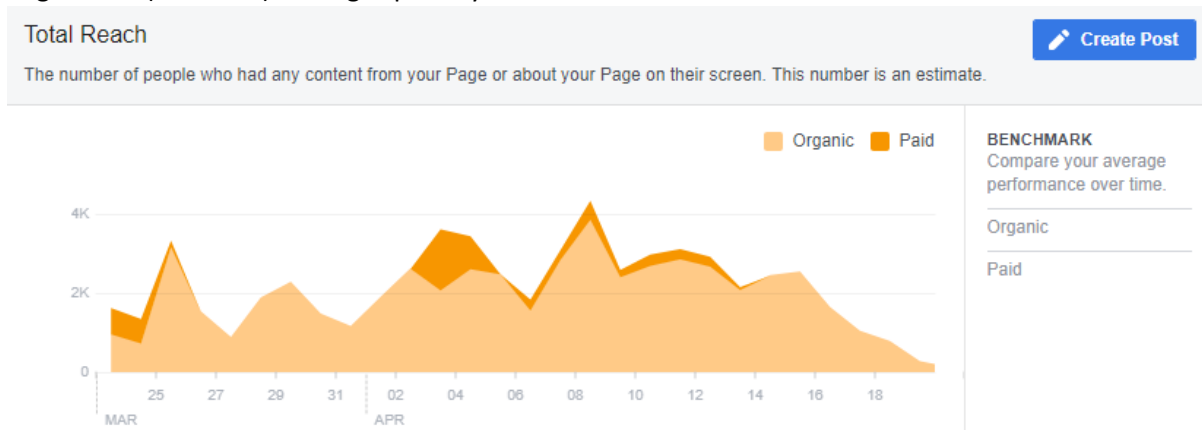
Like Sources Unlike Sources

Like Source	Number of Likes	Percentage of Likes
Your Page	274	71.73%
News Feed	50	13.09%
Other	27	7.07%
Search	21	5.5%
Page suggestions	8	2.09%
Restored likes from reactivated accounts	2	0.52%

24th March- 2513 likes: pre festival campaign - 19th April- 2868 likes: 1 week post festival

Total new likes - 355

Page reach (audience) Averages per day

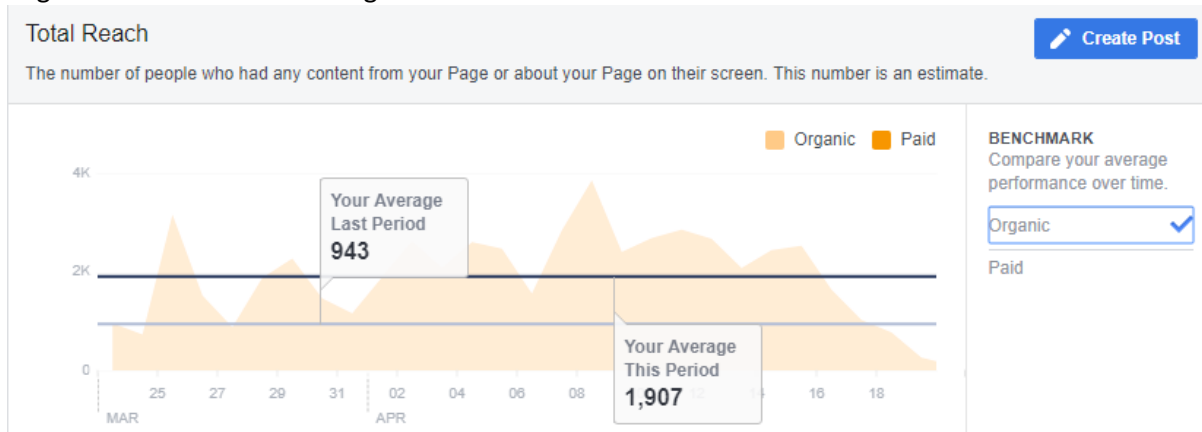


This information includes organic unsponsored posts and also a number of paid sponsored ads.

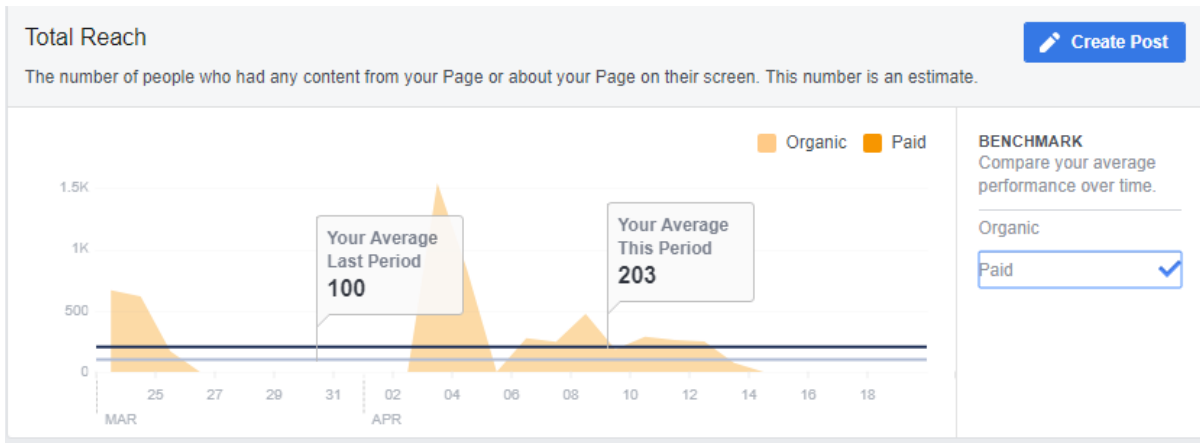
We had approx. 145 posts in the run up to, during, and the week after the festival.

These posts had a total reach of 94,316.

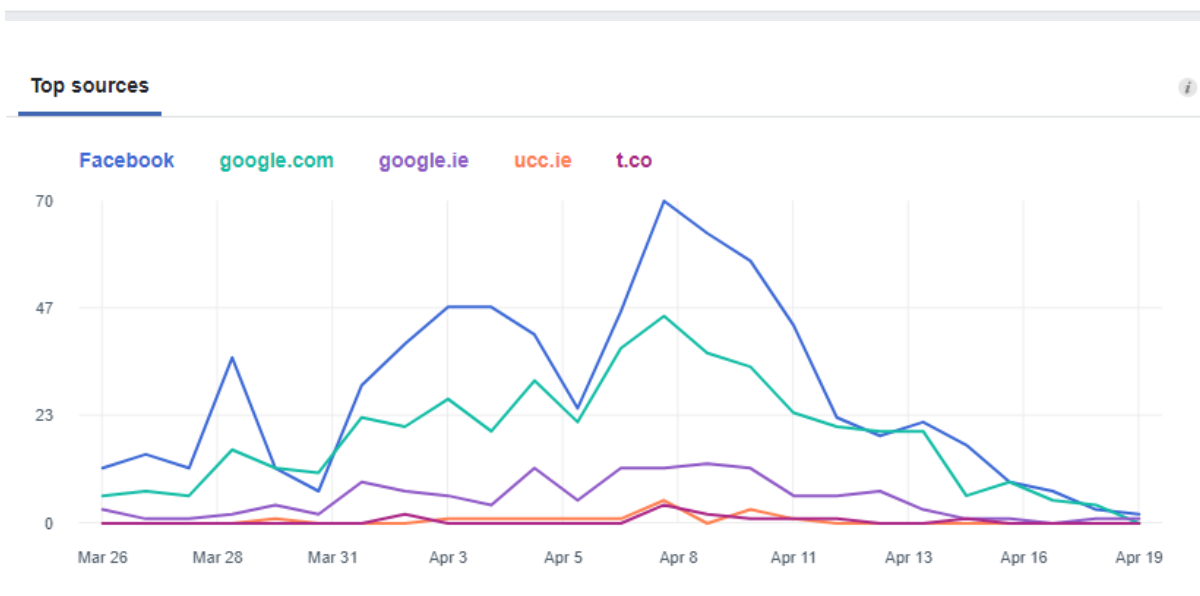
Organic reach increased during festival week

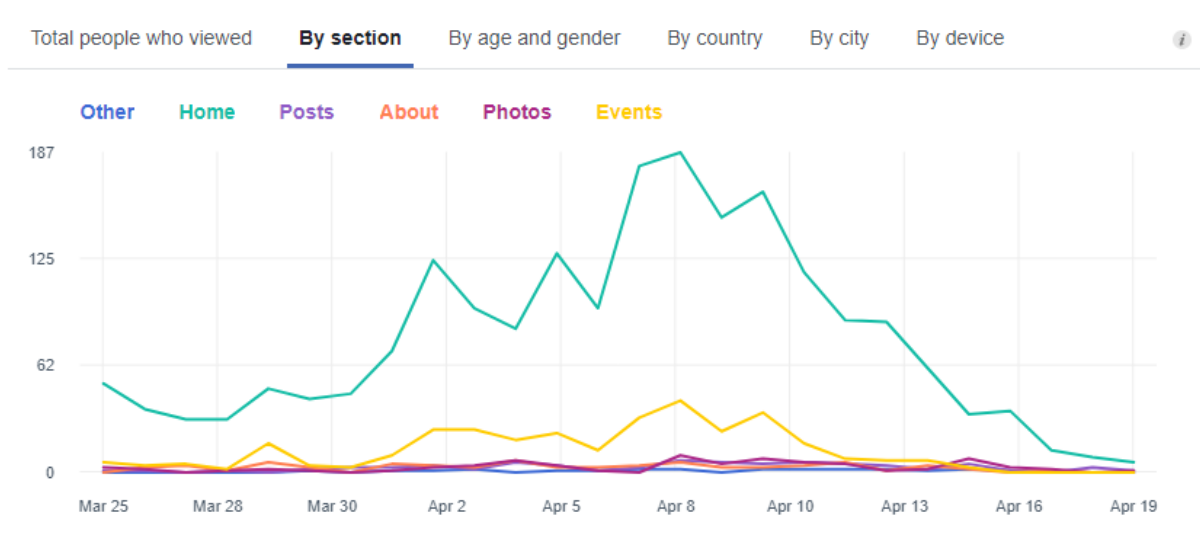


Paid ads also increased post reach especially during festival week



Direct page views





Twitter Analytics -Total followers 1,398

Overview of activity from 2 weeks before the festival, during the festival & one week post festival.



Mar 2019 • 31 days

MAR 2019 SUMMARY

Tweets – 43 Tweet impressions - 34.9K Profile visits - 1,297 Mentions - 117
New followers – 78

TWEET HIGHLIGHTS

Top Tweet earned 4,807 impressions

Our online searchable events programme is now live! Check out corklearningfestival.ie for over 500 FREE events which will be taking part during this year’s festival #CorkLovesLearning #corklearningfest2019 pic.twitter.com/QeMzRfliVn

Top Follower followed by 26.8K people

Deirdre OShaughnessy@desocks

Editor IMRO winning @opinionline96, panelist @RTEToday, columnist @heraldnewsdesk, @corkeveningecho. Event MC. Director @dogsfordisable1.

Top mention earned 252 engagements

Orlagh Farmer@OrlaghFarmer Mar 14 Full of smiles this afternoon at the Launch of the Cork Lifelong @learning_fest 2019. Excited to run a workshop with @NAT_UCC on “Becoming a Teacher” in April. Some fantastic events & workshops to look forward to and all free of charge 😊 #corkloveslearning #corklearningfest2019 pic.twitter.com/lhe0JiQyST



Top media Tweet earned 3,548 impressions

Guess what arrived!! 📦 📖 #corkloveslearning #corklearningfest2019 pic.twitter.com/BOY2U1AEWO

Apr 2019 • 30 days

APR 2019 SUMMARY

Tweets – 206 Tweet impressions - 71.6K Profile visits - 1,471 Mentions - 416

New followers – 77

TWEET HIGHLIGHTS

Top Tweet earned 5,217 impressions

All done & dusted for this year’s @learning_fest A heartfelt thanks to everyone who took part in 2019's events. You guys were AWESOME & we'd really LOVE to hear your feedback #CorkLovesLearning #corklearningfest2019 pic.twitter.com/6dbwDcE67c



Top Follower followed by 315K people

Dr Robert Bohan@RobertBohan

Contemporary artist, scientist & historian | #Art is emotion | Opinions my Own! | Acquire here <https://t.co/dglACyHUH7>



Top mention earned 436 engagements

Siobhán O'Dowd @Siobhan_ODowd

Apr 10 Warm thanks to @deshocks a wonderful host for #TogherBallphehaneCommEdNtwr event this morning #TheresNoPlanetB and #Oscar made loads of fans @learning_fest @corklearning #CorkLovesLearning ! pic.twitter.com/wqW5g9sSI1

Top media Tweet earned 4,104 impressions

Day 2 of @learning_fest is kicking off across the city! Check out all of today's events online- corklearningfestival.ie Why not try your hand at something new :) #Corkloveslearning #corklearningfest2019 pic.twitter.com/gY23VSdYss

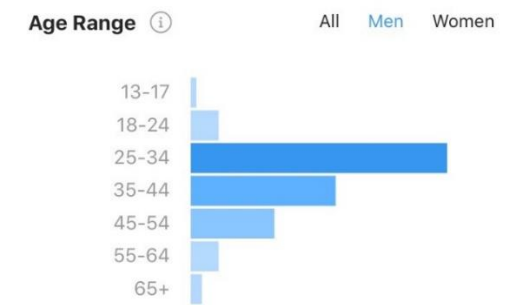
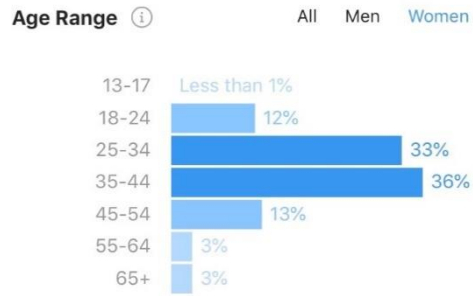
Instagram Analytics

Total followers on page 515

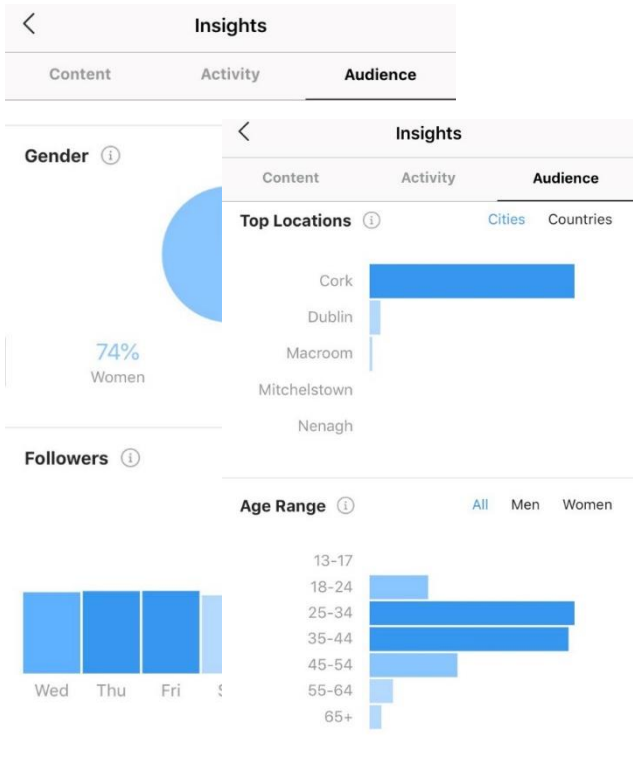
23 posts during 2 weeks before, during and one week post festival

Reach - 4991 Page visits - 64 Likes on posts- 327 Impressions- 7129

Countries/age demographics accessing the page



Gender breakdown of those accessing page & Days when men/women mostly access page



Top counties to access page & Age of people from those counties