

Pre-Covid

- glór theatre-main venue, capacity 450 seats
- 3 additional venues around the town, between 60 and 120 capacity
- Box-office-majority of events sold out entirely, approx. €32000-€35000 box office for the 3 day event



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Covid Scenario for 2021

- glór not open or open, but with a capacity of 75 patrons.
- No additional indoor venues available in the town.
- Box-office issue-box office potential reduced to €12000.
- Rental costs and tech and associated costs the same.
- **We did not know this at the time of the Arts Council application-applied with the understanding at the time (summer 2020) that glór would be open in March, with a capacity of 225 (half the normal figure).*



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Programme and Ideas



How do you programme an event that still connects with audiences?

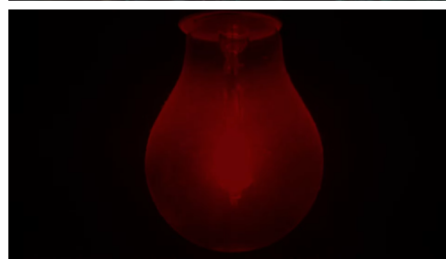
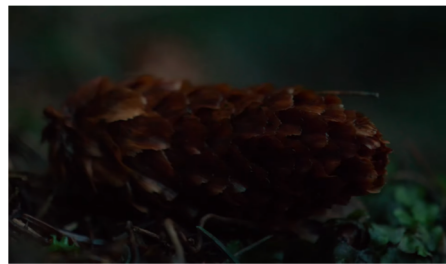
How does a festival feel local /of the place, if it's online?

What is the nature of the online space?

- Watching something versus 'being' there.
- Fatigue with online engagement.
- Access?
- Expectations?



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What we did

- A launch promo video, shot in Ennis
- Local partnerships
- Considering audio and not just visual-10 Books
- Book Club Meet and Greets-intimacy, private
- TY bookclub initiative
- Inviting audience questions in advance for anything pre-recorded.
- Kevin Barry-*That Old Country Music* short film
- Naoise Dolan-Ask the Author



Bookclub Meet and Greets with Donal Ryan



Louise O'Neill in conversation with Sarah Moore Fitzgerald



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Outcomes

- Feedback and surveys were extremely positive.
- 80% of people visiting our website were new users.
- Our social media reach was greater.
- Views of events post the festival gave us an extended audience.
- The reach of the radio offering increased our audience reach significantly-with the radio inclusion; our 2021 audience was 308% higher than 2020. Without the radio inclusion, the audience figures at present are 72% of 2020, but our September events are yet to come, meaning it should surpass the 2020 figures regardless. .

