



CIM

The Chartered  
Institute of Marketing

## Marketing attractions, festivals and events

07 August 2018

### Speakers

#### Elaine Good



Elaine, along with her husband Wesley, have been in the Northern Ireland Tourism Industry for nearly 24 years. Elaine started out on maternity leave from the RVH with a two bedroomed B&B with no en-suites, developing it to a 13 en-suite bedroom licensed Guest House with a conference and function Suite. Naming her guest house Gil-Good Lodge, she was awarded Highly Commended in the Northern Ireland Tourism Awards in 2004.

She acquired planning permission for four two bedroomed self-catering cottages in 2004, and after selling Gil-Good Lodge at the end of 2006 set about creating a new self-catering business in the name of Good Cottages. Elaine has developed the business and now has seven self-catering cottages with 22 bedrooms with two further cottages in the pipeline. Good Cottages Self Catering won Best Tourism Amenity at the Lisburn City Business Awards in 2013. [www.goodcottages.co.uk](http://www.goodcottages.co.uk)

## Joanne McErlain



Joanne has over 20 years' experience in marketing and project management, managing multiple and complex projects, nationally and internationally. In recent years, Joanne has developed Babble to work with clients in the public and private sectors to review their brand image and corporate communication. This has led to bold re-branding, resulting in the development of a distinct tone of voice. Babble continues to work with these clients, developing, implementing and managing their marketing strategy.

For one client, a marketing strategy to rejuvenate a tired neighbourhood retail complex, led to Babble developing a monthly farmers' market in the Belfast suburb of Newtownbreda. That was 4 years ago. Since then, Babble has developed a niche for creating food-focussed events, mostly on behalf of Lisburn & Castlereagh City Council, these include Hillsborough Farmers' Market and Speciality Food Fair. Babble has taken the terms of reference and objectives set by Lisburn & Castlereagh City Council to create events that celebrate a sense of place through food and experience.

Speciality Food Fair is currently the Council's key food event and it is now in its 4<sup>th</sup> year. Babble has run the event on behalf of the Council since its inception in 2015, with visitor numbers doubling in 2017. Speciality Food Fair 2018 takes place on Saturday 18<sup>th</sup> August.

## Tracy O'Toole



Tracy O'Toole is a Member of CIM, a Chartered Marketer and currently Marketing, PR and Communications Manager for Montalto Estate. She will be speaking on building the brand for visitor attractions. The session will explain how to market using appropriate communicational tools for specific target markets. Tracy will focus on visitor attractions from her experience at HMS Caroline, taking responsibility to lead the marketing and communications campaigns that launched HMS Caroline as a world class visitor attraction, and more recently, Montalto Estate.

In 2018, for the first time in its history, Montalto Estate will open to the public. Consumer research has been key to finding the right tone of voice and the right communication channels to build a brand that Northern Ireland can be proud of.

[www.montaltoestate.com](http://www.montaltoestate.com)

## **Eimear Kearney**



Eimear Kearney is a member of CIM, a Chartered Marketer and works as a Freelance Marketer with clients in the hospitality and tourism sector. Eimear looks after the marketing communications for the destination brand; Lough Neagh & Its Waterways, and more recently Lough Neagh Tours.

The title of Eimear's presentation is "The Bones of An Eely Tasty Marketing Campaign". Eimear will talk about her multi award-winning project 'Eel Eat', the inaugural restaurant week specifically celebrating Lough Neagh Eel in restaurants and eateries across Northern Ireland.