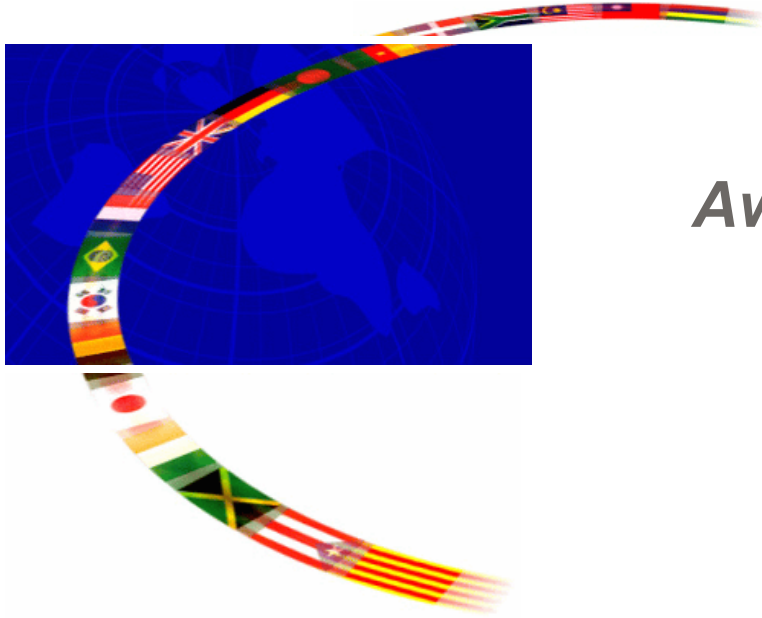




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2005 National Convention
Galway Tourist Guide 2005
Jci Galway
Best Public Relations Program



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program: 2005 National Convention

Category: best public relations program

NOM Information

National Organization: Junior Chamber Ireland

National President:



James Corcoran

E-mail: corcoranjames@yahoo.com

LOM Information

Local Organization: JCI Galway

President:

President Email:

Status of Scrapbook

Scrapbook Approval: **DONE**

Basic Information

Duration: February 2005 to present

Staff: 9 Committe

Sponsors: Kings Head, Impact Media

Budget: €33,000

Profit / Loss: €8-9,000 profit anti

Who is benefited?: JCI members at local, national and international levels, local advertisers, Galway tourists, local festivals as well as internationally through the internet

Objective: To publish and distribute 60,000 Galway Tourist Guides at a local, national and international level. Profits from this project would then be utilised to fund the running expenses of JCI Galway as well as various social and training events and projects carried out by JCI, Galway members. Through the attractive Tourist Guide PR objectives were achieved in creating awareness of the type of activities taken on by JCI Galway, it gives a vehicle for businesses in the tourism sector to publicise their product and the guide creates awareness and delivers the message from Galway - that it is a great place to visit with lots going on.

Overview: A Galway Tourist Guide 2005 committee was set up to plan and organise the publication of the 38th edition of the Galway Tourist Guide. The first part of this scrap book outlines the overall favourable public impact. This has been identified as the time when the publication of the guides was achieved and consequently launched by the Mayor, Catherine Connolly at the Kings Head bar. The next section outlines the superb participation from the committee members, Catherine Laffy, the Deputy President of JCI, Galway as well as other members who helped out in the launching of the guide. It then outlines how this particular project has benefited the community economically, socially as well as culturally. Great detail is provided on the overall planning, execution and finance aspects of this project. Huge effort has been put in by many members, especially the committee members to ensure that the publication of the Galway Tourist Guide 2005 was a success this year. Numerous benefits that this project has created for JCI, Galway has been discussed in detail. Finally, images to accompany the above aspects of the project have been provided.

Results: The publication of 50,000 copies of the 38th edition of the Galway Tourist Guide 2005 has been achieved. A successful launch was kicked off in May to promote the guide as well as promoting JCI at a local level. Effective distribution of the guides have been carried out and is still an on-going process. To date this guide has played a major role in promoting JCI at a local and national level as well as Galway as a tourist attraction.

Actions Taken:

-A committee was set up in February. -The publication of 60,000 copies of the Galway Tourist Guide 2005 was achieved successfully. - A PR campaign was drafted -The launch of the guide was held at the Kings Head, Shop Street to create publicity -Distribution of the guides has been

on-going since its publication. -Invoices have been sent to all advertisers and as a consequence much of the finance has been received to date. -A total of €10,000 has been paid to Castle Print, and the final payment of €10,000 will be paid in the coming months. -Final payment notifications have been sent to all outstanding advertisers recently and consequently expect the remaining finance to be received in due course. -Regular committee meetings are held to ensure that the project is constantly updated. -All existing committee members will be asked to attend at the initial meeting in December 2005/January 2006. We will share our experiences to the new committee members so that it will provide guidance, and thus ensuring another successful publication of the Galway Tourist Guide next year. Several of this year's committee express their interest in remaining on next year's committee due to the positive impact this project has had on us personally.

Recommendations: The committee members have unanimously agreed that the project should commence no later than December. This would give ample time to seek out new advertisers. It is anticipated that finance would be received at an much earlier stage of the project if the committee was set up and running by December 2005. While this is a very demanding project, it gives a person a great opportunity to improve their personal development. It also gives a great sense of achievement when the guide is finally published. I would recommend that the committee should have at least one/two members who have been involved in the tourist guide in the past. This will ensure that effective direction and guidance can be maintained throughout the project.

Award Category criteria

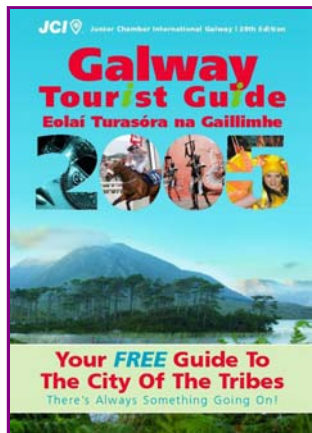
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Overall favorable public impact

The highlight of this project has most certainly been the publication and launching of the Galway Tourist Guide 2005 in May 2005. The guides were made available a few days prior to the launch, and a great sense of achievement was felt by all committee members. While this accomplishment was important to the morale of the Galway Tourist Guide 2005 Committee, more pressing issues needed to be organised during that time period. Extensive planning and organising of the launch were required by all committee members. Sponsorship for the launch had been sought prior to the publication. The launch itself was held upstairs in the Kings Head Bar, and management kindly agreed to cover food and the majority of beverages costs for this successful event. A total of 200 invitations were printed by Castle Print as part of the initial agreement. All current JCI, Galway members, the Mayor, Catherine Connolly, past presidents, advertisers, City Councillors, patrons along with several festival committees were invited. Carol Guilfoyle, the PRO, submitted a press release to the local newspapers to promote awareness of this upcoming event, and subsequently was printed on the Galway Advertiser and the Connacht City Tribune. A photographer was hired to attend the launch. The committee visited the Kings Head bar a week prior to the launch in order to determine the layout of the launch on the night. The delivery of several boxes of the guides was arranged for just prior to the launch, along with A3 and A4-sized posters. On the night of the launch, several members assisted the committee in setting up the room. A JCI, Galway billboard was on display, and the entire room was decorated with international flags. This created a fantastic scene that no doubt added to the success of this launch. An image of the guide was displayed on the flat screen television in the launch room. This special touch also added to the atmosphere. Catherine Connolly, the then Mayor of Galway City officially launched the guides. She gave an exceptional speech underpinning JCI, Galway's dedication to making a positive change to both the JCI members and to the community. Niall McNelis and Máirín O'Reilly, the 2005 President of JCI, Galway both congratulated the members and thanked them for their input as well as acknowledging the business community who supported the project by taking advertising. This was also an opportunity to remind the attendees of the fact that JCI Galway and the committee involved were working voluntarily on this project and all others. We also hosted visitors from Galway's Twin city in France - L'Orient. Emma Kilkelly, the then International Galway Oyster Festival Pearl was accompanied by her chairperson, Padraic O'Maille. Their presence added to the night and a photo shoot took place involving the Mayor, members and the dancers from Dance of Desire. Dance of Desire were delighted to be invited to perform a short dancing display in the Kings Head immediately after the official launch of the Galway Tourist Guide 2005. They did this free of charge. This was an exceptional performance that was enjoyed by both the people at the launch as well as by customers present on the premises of the Kings Head

bar. Each person that attended the launch signed in and received a tourist guide and a spot prize ticket. Sponsorship for the spot prizes were obtained, where the first prize was free entry for two people to the Galway Races in July for each day with the exception of Thursday (Ladies Day). This was won by a longstanding JCI, Galway member, Caroline Gerarthy. For the majority, the night lasted well into the early hours of the morning. I think that everyone felt the sense of accomplishment that JCI, Galway one again had achieved. Following from the launch photographs appeared in the local press. Galway Advertiser - a committee member's partner, Adele Clinton (who has since then become a highly active member of JCI, Galway). One of the other photographs included Caroline from Castle Print and a former JCI Galway President and former Tourist Guide Chairperson who attended the launch. Please see images of press cuttings below. It was a great achievement to get the coverage in the Galway Advertiser. Editorial appeared during the following weeks resulting from the press releases written and issued by the committee. Please see press release below. The publication of the guides, the holding of the launch, and the distribution of the guides all play a major role in promoting JCI, Galway at a local level. The distribution to both national and international events also assists in placing Galway on the map for many tourists, and thus, hopefully having a positive effect on the community as a whole. PRESS RELEASE 38th Galway Tourist Guide 2005 JCI Galway Tourist Guide to be Launched. The 38th JCI Galway Tourist Guide, produced by a voluntary committee of Junior Chamber members was officially launched by Mayor of Galway Cllr. Catherine Connolly, in the Kings Head Bar on Friday 6th May at 7pm. The JCI Galway Tourist Guide contains all the information needed to make a visit to Galway city and county complete, containing information on the many festivals taking place in the county, driving tours, the islands, the Irish language and a one hour walking tour of the city centre based around the tribes of Galway. The guide includes a welcome from Mayor of Galway Cllr. Catherine Connolly and Minister for Arts, Sport and Tourism, Mr. John O' Donoghue, TD. 'The committee chaired by Niall McNelis began work on this project in January and have worked tirelessly on this production. Well done and many thanks to the committee and all involved,' commented Máirín O'Reilly, President, JCI Galway. The project team consisted of Alah Maher, Ann Healy, Carol Guilfoyle, Fearghal Wall, George Conboy, Gina Kearns, Michael Lally and Máirín O'Reilly. The JCI Galway Tourist Guide was produced and printed locally by Castle Print, cover design by Impact Media and the map was designed by Design Associates. Chairperson Niall Mc Nelis said "The funding of the guide is achieved by advertising and without the business communities' support it would not be possible to print. As someone who relies on tourists in business I can see at first hand the benefits that this pocket-sized guide and its contents make in attracting visitors annually." Galway Tourist Ambassador Award This year the tourist guide committee have introduced a "Galway Tourist Ambassador Award", which will give visitors the opportunity to nominate someone who made their visit to Galway extra special. Nominations will be sent to the JCI website and under the categories of Accommodation, Entertainment, Food, Pubs, Retail and Travel and prizes will be presented in early October. A high standard of service is being delivered in the tourist industry and this award will give visitors to Galway the opportunity to recognise such businesses. The tourist guide project began in 1967 and is one of the many projects run by Junior

Chamber International Galway, in an effort to contribute to the community. JCI Galway is a non-political, not-for-profit organisation for young people where they get involved in training, community, business and charity projects as well as networking and international travel. ENDS



Award Category criteria

2

Participation by members

The Tourist Guide Committee was initially set up in February 2005 following its discussion at the JCI, Galway, Opening Night and the February General Meeting. The committee consisted of Níall McNeilus as Chairperson, Alan Maher as Treasurer, Carol Guilfoyle as Public Relations Officer, and the remaining committee members, (Mairin O'Reilly, Anne Healy, George Conboy, Michael Lally, Fearghal Wall and Gina Kearns) who worked effectively as a team to ensure that the 38th edition of the Tourist Guide was successfully printed and distributed throughout the year. Huge dedication from all committee members was evident right from the beginning of this project, and this commitment is still very much evident. This project involved an enormous amount of planning and organisation in order for this edition to be, once again, an overwhelming success. This included identifying potential advertisers, sending out letters, sourcing a printing company, organising the 2005 Tourist Guide launch, obtaining sponsorship for spot prizes, collecting and proof reading artwork, improving the overall layout and content of the guide, collecting advertiser's fees, and distribution of the guides. This list is only the tip of the iceberg of the tremendous effort put in by each and every committee member throughout this year. I would like to acknowledge a special thank you to George Conboy for the huge amount of his time spent distributing the majority of the guides quickly and efficiently to all advertisers. Catherine Laffey (Deputy President, 2005) attended the initial meeting in order to provide us with guidance on planning and execution of the project for this year. Her invaluable advice steered us in the right direction for making this a very successful project. Catherine was always available for any queries that arose throughout this project. The Tourist Guide Project is renowned for the participation obtained from local JCI members who do not necessarily have an active part in the committee. Instead, several members assisted the committee in organising the Tourist Guide launch held at the Kings Head Bar in May 2005. Moreover, the launch is a night whereby the majority of JCI, Galway members, past members as well as advertisers attend on the night. That in itself, is another means of demonstrating how members were able to participate in this project. It was especially nice to see past members present at the launch. One could speculate that this shows how the Tourist Guide has impacted on members in the past.



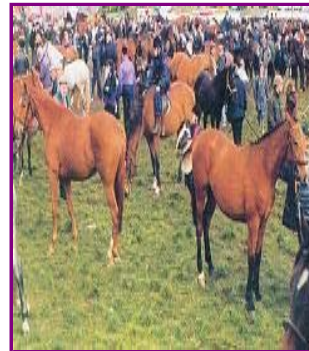
Award Category criteria

3

Benefit to community

The opening paragraph on page 4 of the Galway Tourist Guide 2005 summaries the positive effect that JCI, Galway strives to have on both its members and community. "...Through its activities, it provides unique personal development opportunities for its members while at the same time contributing to the economic, social and cultural development of the community". I firmly believe that the Galway Tourist Guide fulfills the above statement. The Tourist Guide has certainly provided a unique means of impacting the personal development of each committee member. It enabled us as a committee to learn how to work effectively as a team, how to plan and organise this project effectively, to develop our skills in sales and marketing, and essentially how to improve on our communication skills with those directly involved with the Galway Tourist Guide. Economically, JCI, Galway benefits financially from this project every year and subsequently the money raised is used to fund numerous social and training events as well as various projects, such as the TOYP and the Young Entrepreneur of the Year. By providing funding for these other projects, this will have a knock-on effect on the community. The Galway Tourist Guide is also a means for members to build up a networking relationship with various local businesses and festival events. Additionally, the Galway Tourist Guide is used in our membership packs for all potential new members so as to show one of the many interesting projects that we get involved in every year. This again, is another means of promoting JCI, Galway at a local level. Moreover, through effective distribution of the Galway Tourist Guides to all of the advertisers and to the various festivals (such as the Galway Races, the International Galway Oyster Festival, the Arts Festival, the Clarenbridge Oyster Festival to name but a few) provides many benefits to both JCI, Galway and the community. The pocket-sized guide assists in continually promoting JCI, Galway and in many cases has resulted in increasing membership to our organisation. The booklet provides a reader-friendly guide for tourists and it is anticipated that financial gain is achieved by advertisers as a result of this. Moreover, JCI, Galway are committed to ensuring that the printing is carried out by a local printing company so that monetary gain remains within Galway. It would be far more profitable if we availed of printing services outside of Galway; however, we are a non-profit organisation that continually strives to ensure that our projects will have a positive effect on on the local community. This has always been an important aspect of this particular project. Socially and culturally it is likely that the community benefits from the Galway Tourist Guide by attracting many locals and tourists to the various hotels, restaurants, nightclubs, festivals and cultural events advertised within the guide. Carol Guilfoyle, the Public Relations Officer, took every opportunity to ensure that the awareness of the guide was made known to all local newspapers. Moreover, an exhaustive calendar of events is available inside the guide, which again will assist in promoting special events occurring in Galway throughout the year. Finally it is not just the local community that

reaps the benefits from the Galway Tourist Guide. At every opportunity the guides are distributed nationally at various JCI conferences and training events, internationally at conferences as well as being available internationally on the Internet. From the above, the benefits of the Galway Tourist Guide are widespread at a local, national and international level.



Award Category criteria

4

Planning, execution and finance

The initial stages of planning involved the setting up of a Tourist Guide Committee. The committee was chaired by Niall McNeilus. A total of nine members formed the Galway Tourist Guide 2005 Committee as previously outlined in the section "Participation by Members". Each member dedicated an enormous amount of their personal time to ensure that the 38th edition of the Tourist Guide was successfully printed and distributed throughout the year. Meetings were held on a weekly basis initially and biweekly throughout March and April in preparation for the successful printing of the guide. The guides were officially launched at the Kings Head on May 5th 2005. At each meeting, short term and medium term tasks were identified and subsequently delegated to different committee members by the chairperson, Niall McNeilus. In the early stages of this project it was essential to identify all potential advertisers for this year's guide. This involved listing all past advertisers of the Galway Tourist Guide, and with the use of the Golden Pages and local newspapers an extensive list was devised. As the advertisers are the backbone to financing this project, it was essential that this list was as comprehensive as possible. Former advertisers received a letter along with their previous advertised artwork, inviting them to re-advertise in this year's Galway Tourist Guide. Should the local businesses choose to advertise they were instructed to review the artwork, and submit changes if any. Potential new advertisers received a similar letter with a copy of last years guide. Organisation of these letters and follow-up of the artwork took up a considerable amount of each committee member's time. In the very early stages, another important aspect of this project was the selection of a printing company. Several quotations were obtained and great consideration was given before a final decision to continue with Castle Print was unanimously achieved. Essentially JCI, Galway wanted to obtain the printing services from a local company so that the financial gain would remain within Galway. Castle Print has been renowned for their professionalism, and above all adhering to deadlines before the launch of the guides. These qualities of Castle Print were once again observable by the Galway Tourist Guide Committee members. Castle Print printed a total of 60,000 Guides, along with 200 launch invitations and several A6 and A3 size Tourist Guide posters for the launch. All artwork had to be officially signed and approved by all advertisers before the Committee or Castle Print would accept it for publication. Also part of the agreement this year was for the Committee to obtain a copy of the artwork on disc at the end of the project. This year's Guide marked several design, layout and content improvements. Both the Walking Tour and the Driving Tour were re-designed to be more reader-friendly, and included the insertion of several photos of picturesque Galway. These alterations were mainly done to enable the Tourist Guide to catch the attention of the user as well as maintaining their attention from start to finish. The re-designed map more clearly identified the major landmarks of Galway City. Photos of beautiful Galway landscapes were faded into the background of several

sections within the Guide, such as Traditional Boating, GAA, Angling in Galway and the Calendar of Events. The committee unanimously agreed that this was an important aspect to improving both the design and layout of the current guide. A colour-coding system for each section has been used on previous years and this was a continued feature of the 2005 edition. We also introduced the Galway Ambassador Award. This involves people emailing a nomination for pubs, restaurants, retail shops, tours, accommodation, entertainment or other services where they experienced a high quality service. Winners of the nominations will be shortly decided upon, and will also be published in next year's guide. Proof-reading of the draft copies by all committee members took considerable time. At the same time, we were heavily involved in the organisation of the launch. The publication and launching of the Galway Tourist Guide 2005 has most certainly been the highlight of my involvement. A press release was printed on the Galway Advertiser and the Connacht City Tribune. Invites were sent out to all advertisers, past presidents of JCI, Galway as well as other prestigious people involved in local festivals. This included Padraic O'Maille, Emma Kilkelly, the then International Galway Oyster Festival Pearl, along with several dancers from Dance of Desire. Several JCI members assisted in the preparation of the launch. The Kings Head management sponsored a large aspect of the launch where the venue, food and most beverages were provided free of charge. The overall occasion was successfully launched by the Mayor, Catherine Connolly. The majority of JCI, Galway members attended this event. Following from the launch two photographs were printed on the Galway Advertiser. Guides were distributed to all advertisers after the launch. Guides were made available to several festivals, including the Arts Festival, the Galway Races, and both renowned Oyster Festivals in Galway. As this is an all-year round project distribution of the guides is ongoing and will be made available at the National Conference at Clontarf Castle. The cost of the printing services from Castle Print is €20,000. It was agreed at the start that JCI, Galway would pay two instalments of €10,000 so that the committee would be given the opportunity to source the finance from all advertisers. We have currently received just over €20,000 and expect to receive at least €8-9,000 more over the next month. The final instalment to Castle Print will be paid in a number of weeks. All advertisers who have yet to pay have recently received a second invoice as a final reminder to promptly make payment for their artwork advertised. The committee still meet on a regular basis and are currently in the process of delegating a short list of advertisers to each committee member so that remaining funds can be sought. The profits from this project will assist in funding various projects and social events for JCI, Galway in the coming months.





Award Category criteria

5

Benefit to the organization

Firstly, the publication of the Galway Tourist Guide 2005 has had a huge impact on the committee members. A great sense of achievement, satisfaction and pride has been experienced by all committee members. We learned how to work well as a team and due to this positive experience I believe this will make a positive impact on other future projects that the committee members will get involved in. It has given members a sense of belonging and great confidence in their skills. Consequently, this would benefit the organisation. Probably one of the most important aspects of working with a committee in JCI is that you become great friends with each other, and it is this friendship that keeps JCI, Galway alive. JCI, Galway benefits greatly from the publication of the Galway Tourist Guide every year. All profits are returned to JCI, Galway. The President and other council members play a major role in determining how this money should be spent. Very often local social and training events are subsidised. Moreover, many projects are partially funded by JCI, Galway money, such as the TOYP, Easter Egg Project. This gives an opportunity to all members to benefit from being a paid up member. The Galway Tourist Guide assists in promoting JCI, locally, nationally and even internationally. All potential members who attend the General Meetings are offered a copy of the guide. This can provide a great insight into Galway City and its surrounding areas, especially if the new member has recently moved to Galway. It also provides direct evidence to members of the type of projects that JCI, Galway get involved in at a local level, and thus creating a positive change to the local community. It is a great means of encouraging new members to get involved in various JCI projects. The guides are also distributed at various JCI events at a national level and international level resulting in a heightened awareness of our local branch. It is also displayed on the JCI, Galway website, another positive action to promoting JCI locally, nationally and internationally. Public Awareness - JCI Galway shown in positive light Financially - profits run JCI Galway branch Picture captions Top Right : JCI Galway members photographed with Oyster Pearl, Chairperson of Oyster Festival and Mayor of Galway City, Catherine Connolly Bottom Left: JCI Galway members host high profile event with local dignitaries attending. Bottom Right: Press Cutting from Tourist Guide Launch event in City Tribune -JCI Galway seen in positive light.

