

# AUGUST CRAFT MONTH



20  
TEN

Discover  
Contemporary  
Tradition



# Discover Contemporary Tradition

## AUGUST CRAFT MONTH

A coordinated programme of craft events.

### Objectives

- Raising the profile of craft in Northern Ireland
- Developing partnerships with designer-makers, organisations and local venues
- Highlighting potential of Craft Month as tourism opportunity





# Programming

**65 Events**

**18 Exhibitions**

Jerwood, Taking Time  
European Basketmaking  
Jack Doherty Ceramics  
Slow Burn  
The Woodsmith

**7 Talks & Seminars**

**9 Events & Festivals**

Creative Peninsula

Craft FEST

Little Bohemian Festival





# Programming

## 15 Workshops

Creative Peninsula

Creating a Ring – Garvan Traynor

Jack Doherty Ceramics - John McKeag

Stained-Glass Painting

## 15 Events

Yarnbombing

Street Pianos

Flight of the Butterflies

Slow Coast

## 5 Craft Shops & Galleries

Space CRAFT

Ards Crafts

Flowerfield

Tank gallery

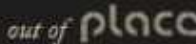
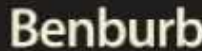
FE McWilliam



# PARTICIPANT VENUES & PARTNERS:



## 60+ Venues, Makers & Partners





# PR & Marketing

- 20,000 guides
- Online listings at [www.craftni.org](http://www.craftni.org)
- 100,000 fliers distributed in the Belfast Telegraph
- 15 regional billboards
- Daily U105 radio advertisements
- 140 national and local press articles
- 25 radio & television slots
- 10 print advertisements including





# Online Campaign

# August Craft Month Map

## August Craft Month 2010



Craft NI invites you to **slow down** this summer and join us for the **best August Craft Month yet**. In this, the 4th year of August Craft Month, take time out to enjoy and experience craft – see the work of international craft makers and designers, join a workshop and explore the skills behind the craft and, if you're tempted, buy something that's different, original and locally-made.

We've taken 'Slow' as our theme for August Craft Month 2010, connecting with the need we feel to slow down, adjust our work-life balance and consider what we buy and how it's produced. Slow is about quality, authenticity, creative expression and taking time over things that matter. View the **complete events listings** below or download the **August Craft Month 2010 Guide** in PDF format (3MB). We hope you will join us this August Craft Month and Slow Down with Craft!

Each event listed below is provided by individuals or organisations working in the craft industry in Northern Ireland. Before attending an event you should contact them directly to confirm dates and times.



### Highlights This Year

We've selected a number of events we think could be the highlights of this year's August Craft Month

### Full Events Listing

Exhibitions Workshops Festivals & Events Talks All Events

#### Jump to:

Highlights

Full Events Listing

August Craft Month Guide



## Facebook





# Programme Evaluation

- Webstats
- E-bulletins
- Audience Measurement
- Feedback Questionnaire – Participants





# Website Traffic





## Site Usage

 **4,730** Visits

 **12,241** Pageviews

 **2.59** Pages/Visit

 **50.78%** Bounce Rate

 **00:03:17** Avg. Time on Site

 **73.74%** % New Visits



# Audience Measurement



AUDIENCE MEASUREMENT SURVEY	Complete	Were you aware that this event is part of August Craft Month (%)?		Do you live in Northern Ireland (%)?	
		Y	N	Y	N
TOTAL	271	61%	39%	82%	18%



# E-bulletins

You're receiving this newsletter because you signed up at [craftni.org](http://craftni.org)  
Having trouble reading this email? [View it on your browser](#). Not interested anymore? [Unsubscribe instantly](#).



Champion *for* Craft *in* Northern Ireland

NEWSLETTER 24TH AUGUST 2010

## Dates for your diary - 23-29 August



In this the last week of August Craft Month 2010, Craft NI invites you to take this final opportunity to visit one of the many exhibitions taking place across Northern Ireland, take part in a workshop, explore the skills behind the craft and if you're tempted that's different, original and locally-made.

You can view the complete listings at [craftni.org/augustcraftmonth](http://craftni.org/augustcraftmonth) or by finding us on facebook or flickr.

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24TH AUGUST 2010

In conversation with Mandy McIntosh,  
Zoë Shearman and Emma Shercliff

Events



IN THIS ISSUE

› [In conversation with Mandy McIntosh, Zoë Shearman and Emma Shercliff](#)

› [Drifting Clouds](#)

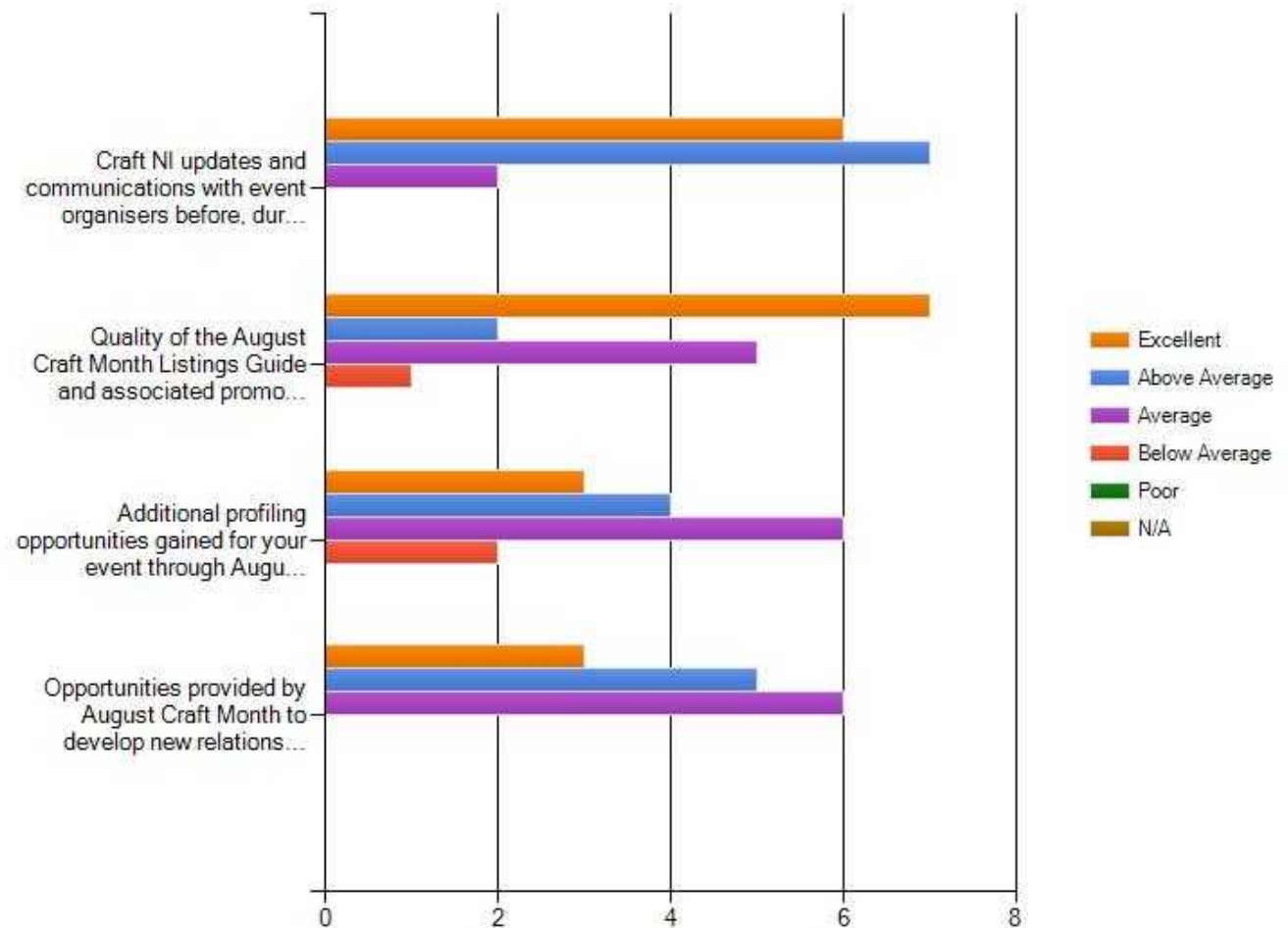
› [George Lowden, Hand-made guitars](#)

## E-newsletters & Updates

5 x e-bulletins  
5 x exhibition preview reminders  
20,000 emails sent  
25% open rate  
24% Click thru rates

# Part. Evaluation

Please rate August Craft Month 2010 on the following:

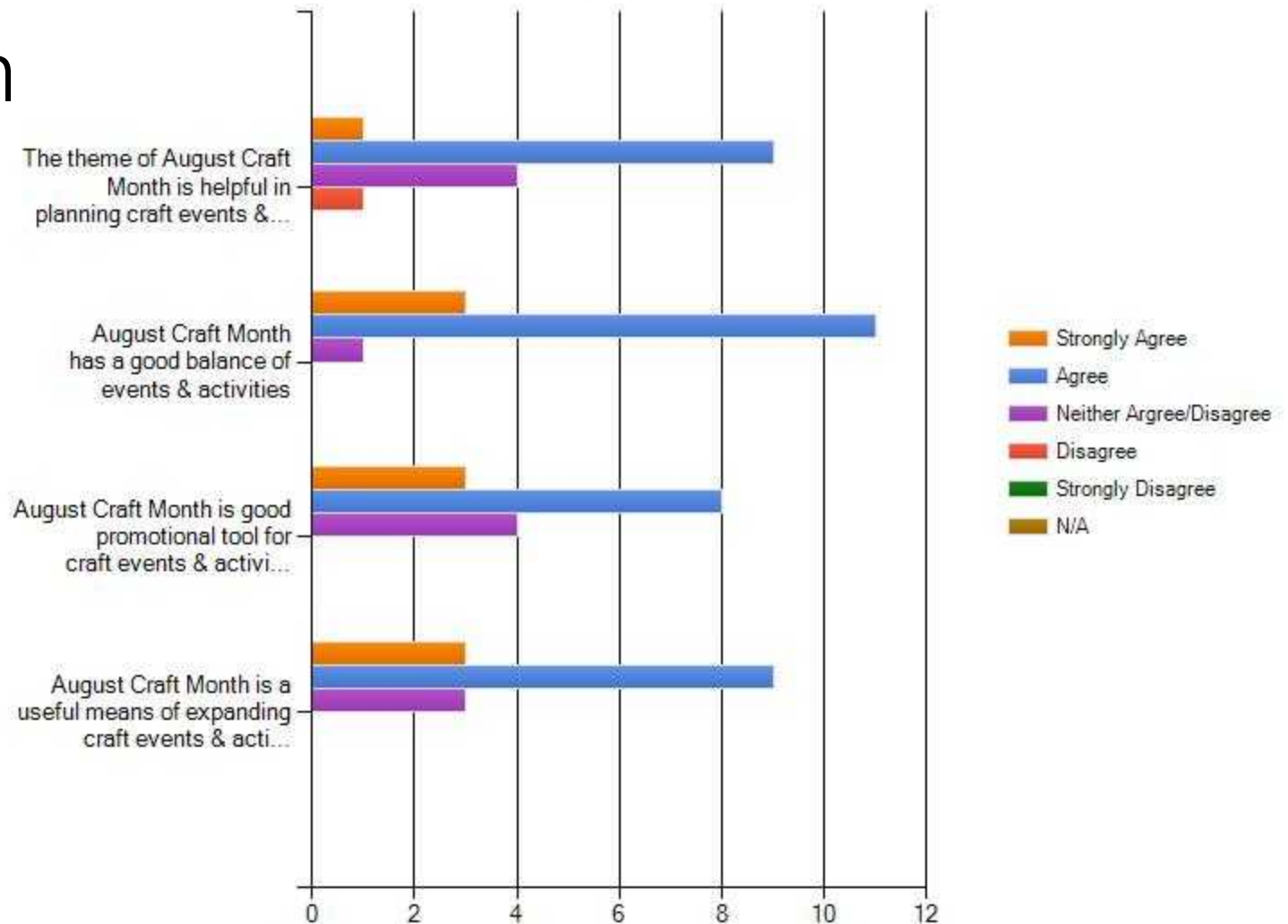


## COMMENTS

- Linking up of different venues within the city.
- Based in an outpost of NI it was very helpful!
- Raising 3150 pounds for MacMillan Cancer Support
- Send out word about next August in January
- Advance information on craft artists interested in offering events for August Craft
- Month would be helpful in programme planning.

# Part. Evaluation

Please answer the following questions:

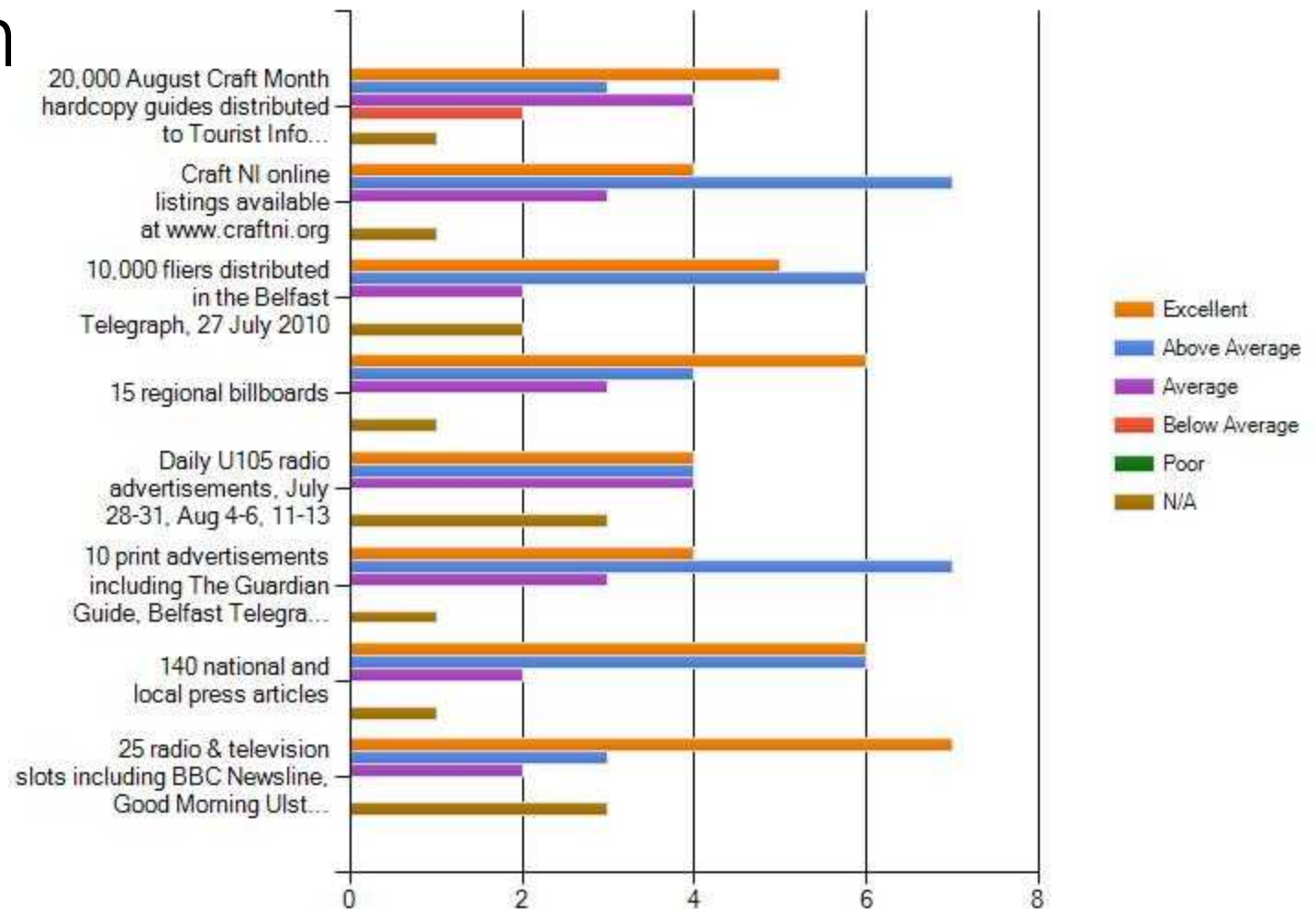


## COMMENTS

- Makes people more aware of the craft scene in Northern Ireland
- Links to regional / national event; promotional activities that highlight our venue and programme
- New craft events for my programme
- New contacts with craft artists for future activity
- It gave us the opportunity to form new partnerships

# Part. Evaluation

How would you rate the effectiveness of each element of the August Craft Month marketing campaign:

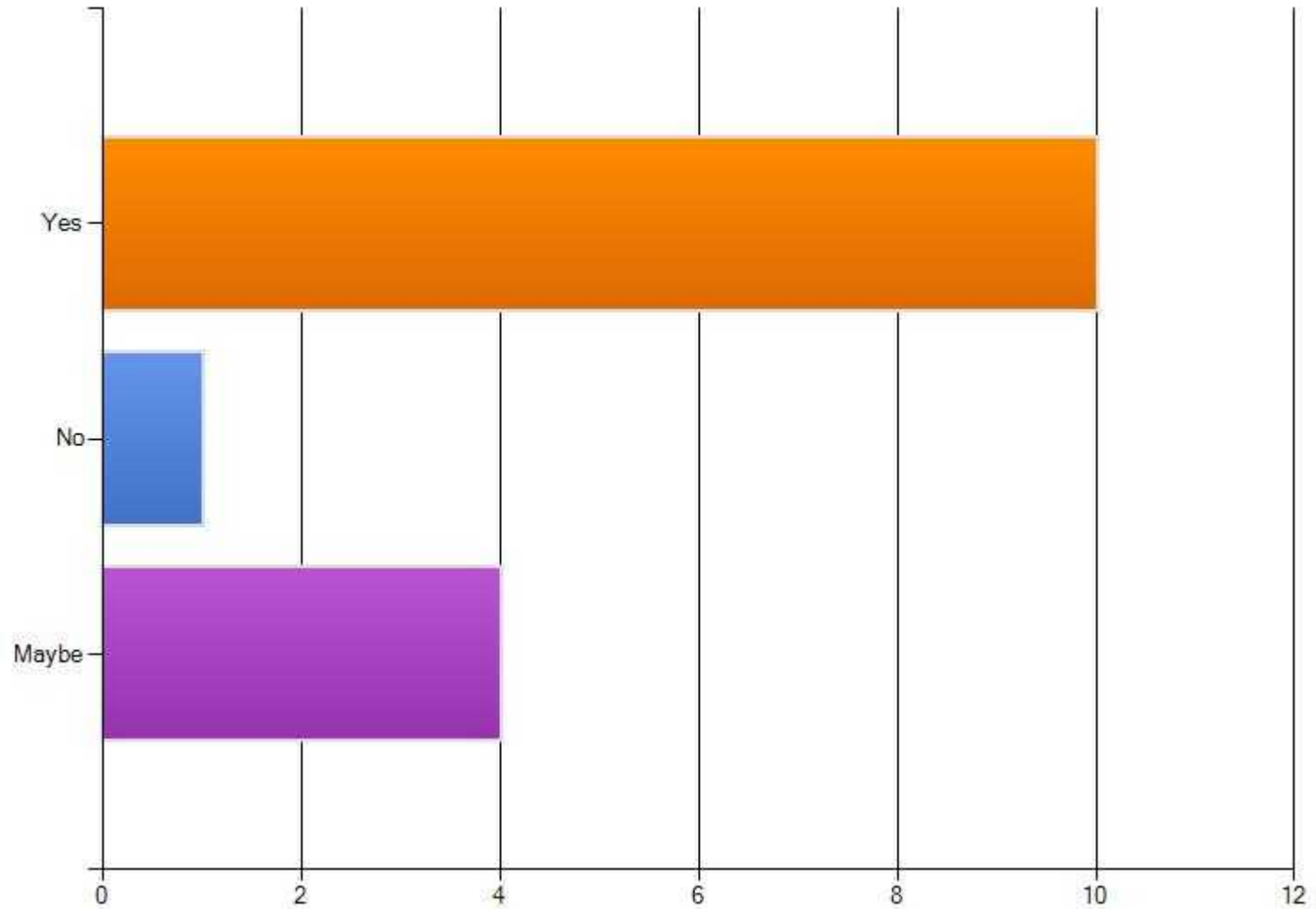


## COMMENTS

- For me (as a NI visitor) it enabled people to get in touch with me to participate in my project. Also, the pr was excellent.
- Additional publicity for my craft event. Being kept up to date on a regular basis with emails.
- It may be useful to have a blog or perhaps a subsite for the month where participants could build a page and add their own information or update it as the month.

# Part. Evaluation

Are you intending to participate in August Craft Month 2011?

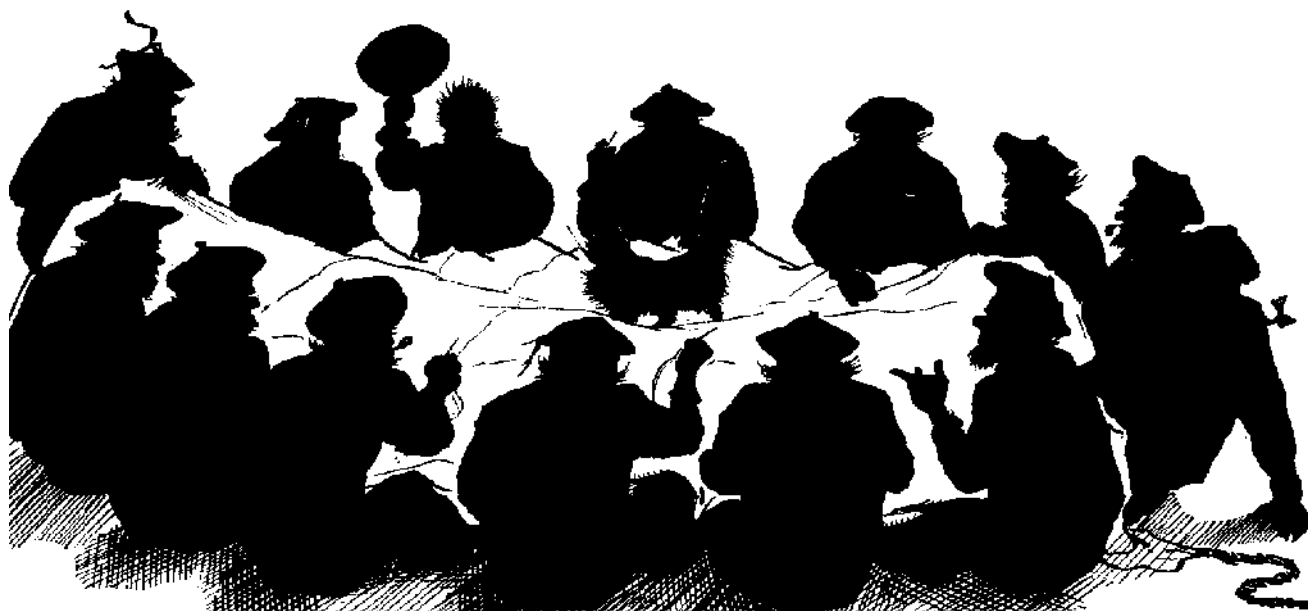




**August 2011**

- Themes
- Exhibitions/Events
- Online Forum / Blogs





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