



Visit Jersey - Incubator Marketing Programme Criteria

Developing experiences that are authentic to Jersey, and appealing to both locals and visitors.

1) Wherever feasible, event must be confirmed and shared with Events Jersey at least 3-5 months ahead of the event. It is appreciated that full and detailed plans may not be available at the time of application.

What's the name of your event?

Describe your event in a few sentences - give us your elevator pitch!

How many people do you expect to attend the event, and from where? - Is it local residents, visitors to the island or both? Please include, where possible, estimated figures of locals and visitors to support your application.

Who is your target audience? - For example, is it filmmakers, artists, festival-goers, sport-enthusiasts, families etc... This info is key for us to identify whether the event appeals to Jersey's best prospect customers.

Do you still require approval from an official body or additional funding for your event to go ahead? For example, do you need Bailiff's permission to hold the event or are you looking for corporate or government funding?

How much is the event to attend?

Provide us with an outline of the event format and any planned activity to take place - For example, what's your line-up of artists? What activity/format have you got planned? What will the attendees experience from the moment they enter to when they leave?

2) The event should take place in the shoulder or low season. Shoulder season (April, May, October) Low Season (January, February, March, November, December). The purpose of this funding is to support event marketing in Jersey. It aims to attract incremental visitors in the shoulder seasons through marketing support.

When and where is your event taking place? (If dates aren't confirmed, please state the month)

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Marketing support will be advised by the Events Jersey team, utilising in-house expertise, capacity and budget, and connections with creative partners on island. Event marketing can be supplied in the form of any of the following, within the allocated budget for your event (Providing above criteria is met):

- **Assistance with development of marketing content (imagery/video) to be used across Visit Jersey, Events Jersey and organiser channels.**
- **Awareness generation & creating a buzz, let's shout about it!**
 - Inform partners of the event and its off-island opportunities
 - Establish relationships with key industry partners, key government stakeholders and scope community engagement
 - Inclusion in Visit Jersey's Trade & Consumer E-Newsletters
- **Engaging with travel and hotel partners to provide offers and packages around your event.**
- **Targetted marketing campaigns - digital and print**
 - Attracting suitable audiences aligned to Visit Jersey's key segments, utilising content captured in year 1.
- **Connections with local companies for sponsorship opportunities.**
- **Budget towards a Visit Jersey funded competition** i.e. Travel/Accommodation provided for the winner to attend event.
- **Paid media spend**
 - Attracting suitable audiences aligned to Visit Jersey's key segments through paid social media posts
- **Creative direction & copywriting support for digital channels**
- **PR**
 - Approaching relevant journalists or influencers to attend the event to encourage coverage in relevant publications.
- **Travel Trade partners**
 - Communicating event details with the travel trade team to maximise opportunities. For example, advertising and promoting travel packages through airline and tour operator partners.