

IDEATION PREP

Project	Christmas in Clonmel (<i>working title</i>)
Client	Tipperary County Council
Session date	7 th September 2017 (<i>provisional</i>)
Reference	TCC-IDEA-0917-1
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Comhairle Contae Thiobraid Árann
Tipperary County Council

Facilitated by

SAFE
EVENTS

Scope

Safe Events has been engaged by Tipperary County Council to facilitate an Ideation Session to explore potential events / attractions that might be suitable to run in Clonmel during the Christmas 2017 period.

Ideation Session

An Ideation Session is essentially a brainstorming session, under the direction of experienced members of our Team.

Having worked with a wide range of local authority and community clients, we are familiar with the challenges and opportunities around local community festivals and events. We will bring this experience to bear during our session, while also giving due consideration to Clonmel and the unique opportunities and challenges it presents.

Our approach

There are 3 stages to our Ideation work:

1. The Ideation Prep (this document / exercise)
2. The Ideation Session
3. The Post-Ideation Report (PIR)

Ideation Prep

This document is designed to facilitate some relevant consideration among your group in advance of us coming to visit for the Ideation Session. It will hopefully inspire some creative thought and aid your group in focusing their minds on what might work for Clonmel and the local community.

You should distribute this document to those you intend to invite to partake in the Session and to meet with us when we're in Clonmel. Attendees at these sessions often include:

- Local businesses
- Chamber of Commerce members
- Active local community groups
- Venue managers / owners
- Local Authority staff

- Local creatives

This document should not limit your group in its creativity / consideration in ANY respects. It includes some practical considerations from financial, practical and logistical perspectives. These are a reality and must be considered. That said, we've been involved in making some amazingly creative and successful events happen so, at this stage, everything is worth consideration.

Ideation Session

The Session itself usually comprises one day (as is planned in this case) and we encourage you to make it as productive and useful to you as possible. The format of the day is open to discussion to maximise its value to you and your group. It generally tends to incorporate elements along the lines of:

- **Open Floor** – where those invited get to express their thoughts in relation to the possibilities for Clonmel, what might work, what won't work, what the goal is etc.
- **Site Visit(s)** – if there are local venues / locations that you're keen to use or that your group feels would work well, then let's have a look at them. This can be extremely useful as the venue / location can often prompt ideas and possibilities that might not otherwise have been considered.
- **Group Work** – with larger groups in particular, it can be useful to create groups that work together on ideas / concepts and that then feed back to the group as a whole on what they have come up with.
- **Idea Proposal** – sometimes there may well be groups / elements within the group you bring together that may well have a particular event / concept they want to put forward. Sometimes time is spent considering these and us feeding back on them.

We are open to spending the time with you and your group in whatever way you feel suits your purposes best. We will agree this in advance with you but will always maintain a level of flexibility during the Session also.

Post-Ideation Report (PIR)

Having spent time with you and your group and having considered your unique challenges / goals / concerns / proposals / preferences etc. we will produce a short report outlining what we think could work well for you in Clonmel.

We will seek to outline relevant:

- Requirements
- Likely challenges

- Potential outline costs (where possible)
- Key Considerations
- Conclusions

We always try to settle on an idea or two that we feel will work for you. This will be based on our experience and informed by the time we spend with you and your group during the Ideation Session. This may result in us all working together to develop an amazing event / attraction or you may opt to go a different way. That is entirely up to you.

What matters to us is that there is value for you and the local community in Clonmel in the time you spend with us during the Session. It is not a sales exercise for us.

Ideation Prep

Introduction

The following questions are designed to prompt some productive thinking with respect to what might be achievable / suitable in Clonmel for Christmas 2017.

This is not designed to be an exhaustive list of questions. It is designed to kick-off some thinking around the challenge and to inform the Ideation Session to follow. Please utilise the purposely blank sections at the end to make your own notes and bring them to the Session.

We have found that writing into this document by hand is the best way to immerse yourself in the process, so we have left space for you to do so.

Please do as above or utilise this document in whatever way works for you.

Ideation considerations

Why do you want to do something in Clonmel at Christmas?

For instance – to drive footfall? To make money? To build towards something?

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Has something been done in Clonmel at Christmas before?
If yes, do you think it worked?
If no, then why do you think nothing has been done at Christmas before?

Have you seen a Christmas event / attraction somewhere that you think would work well in Clonmel?

How do you see the potential event / attraction being financed?

Do you see it as needing to be self-funding?

Should the event / attraction be free to attend or have a ticket price associated with it?

What is your personal vision for Clonmel at Christmas?

What do you think you can contribute personally to Clonmel at Christmas?
For instance – Time? Funding? Expertise?

Who do you see as the audience for this Christmas event?

For instance – local families? People from outside Clonmel?

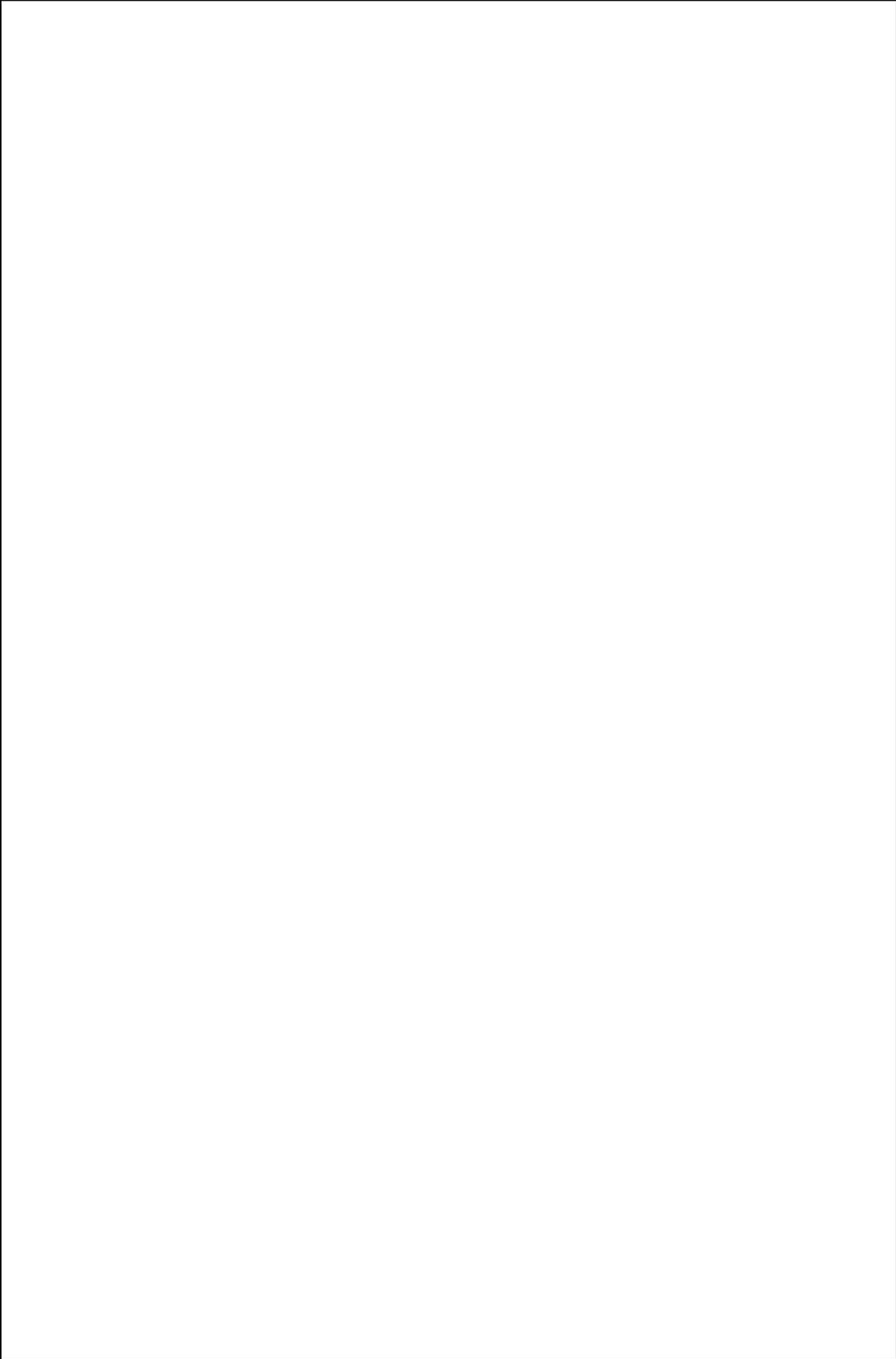
A Christmas event / attraction in Clonmel won't work without. . . ?

What does Clonmel have that can make this event / attraction project a success?

How do you see the success of this project being evaluated?
For instance – ticket sales? Local sentiment? Publicity?

What do you see as the challenges for this project?

What else do you consider important for this project to be successful?



What SHOULD we have asked about in this document that we didn't?

Conclusion

Hopefully you found this exercise useful.

We look forward to meeting you in Clonmel and discussing this project in depth.

Please bring this and anything else you deem relevant along to the Session with you.