



Covid-19: LHT Response – Slide 1

- We want to be **ready** when the country opens
- These are the **steps we are proposing** to do:
 - Phase 1: Help the lockdown achieve its aim,
 - Phase 2: What we do **now** to prepare for the opening,
 - Phase 3: Rolling out the opening: who does what when.
- Next Zoom: **10hrs, Tuesday 28th April**: Zoom link to follow
- Keep safe.

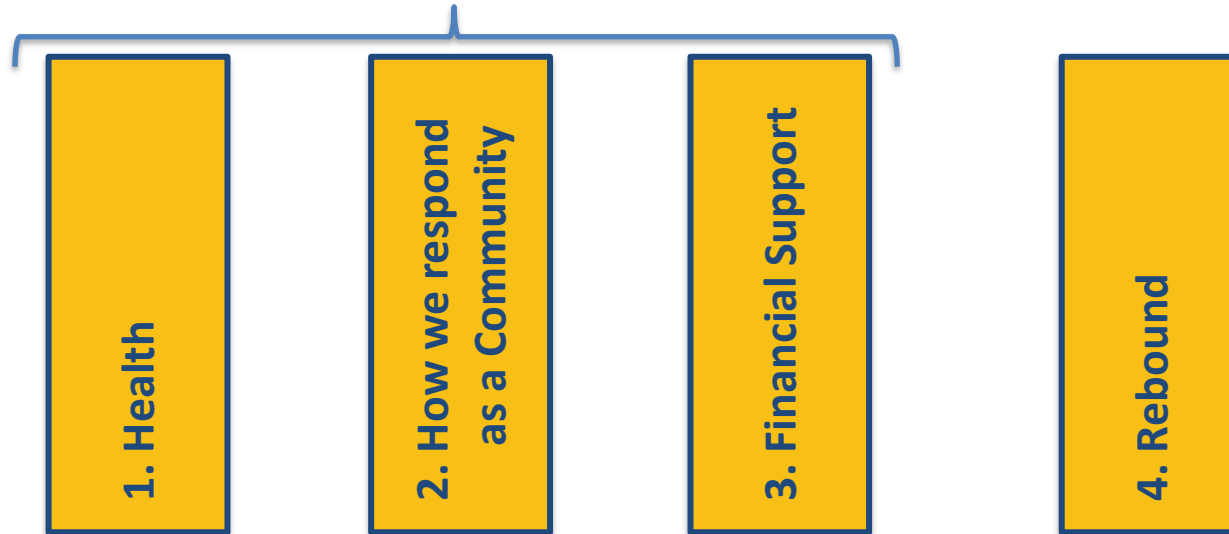


Covid-19: LHT Response – Slide 2

This is a pandemic: everyone is in it together.

We acknowledge four strategic responses of vital importance to our communities:

Being addressed elsewhere –
see Appendices (Slides 16-18)



This presentation is for
LHT Board & Network
Alignment



Covid-19: LHT Response – Slide 3

This is a pandemic: everyone is in it together.

We acknowledge four strategic responses of vital importance to our communities:

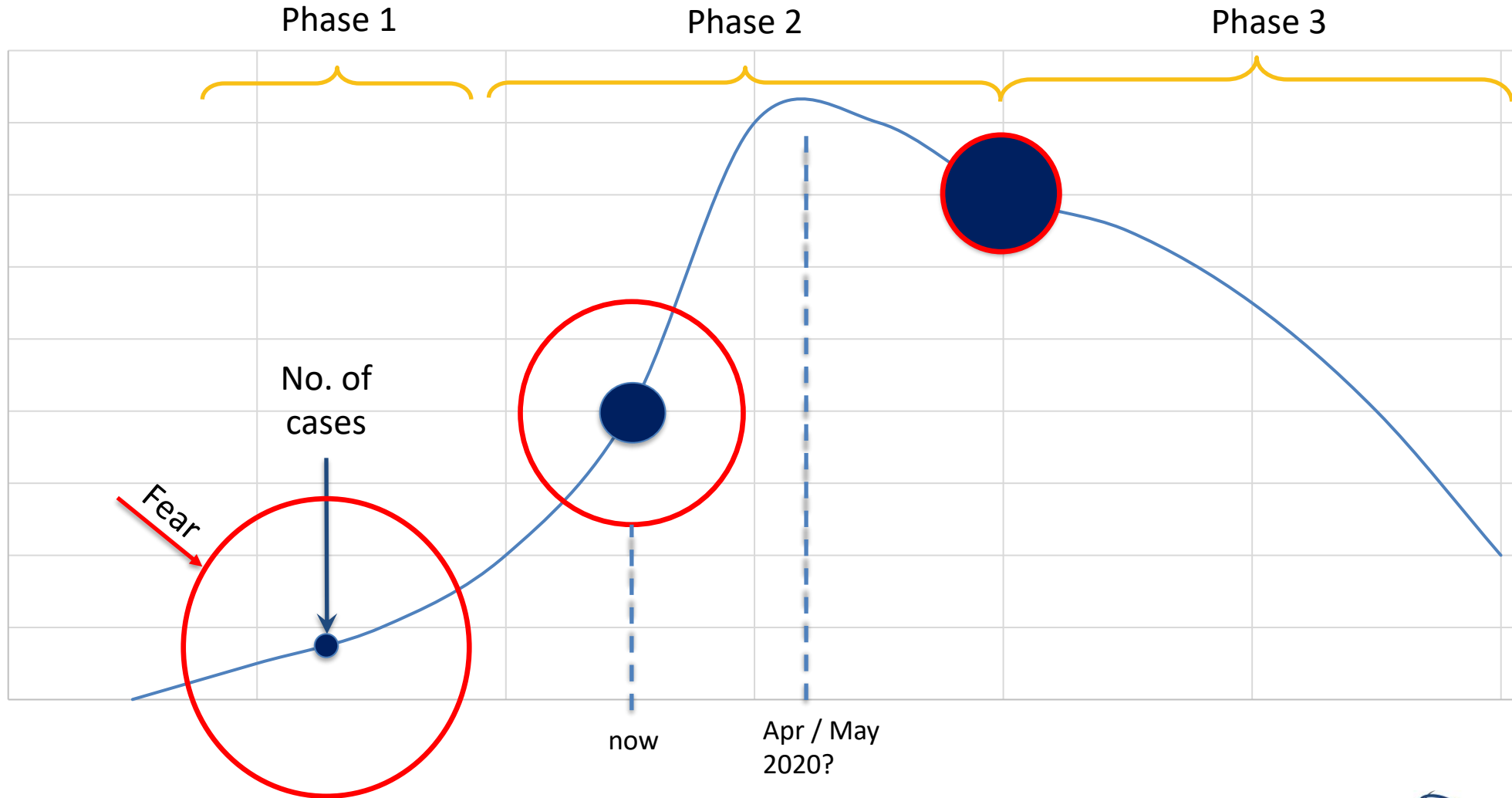
The focus of this presentation.

This is based on the assumption of the curve on the next slide for its timing. It is high-level to get strategic agreement

4. Rebound



Covid-19: LHT Response – Slide 4





Covid-19: LHT Response – Slide 5

Phase 1	Phase 2	Phase 3
<p>A. Support responses 1, 2 & 3, follow facts, reduce fear through getting to know how bad it can be and getting involved in one or more of the 3 first pillars.</p>	<p>B. Follow the examples of the museums: make the activities of the Loop available to those who cannot come here through videos and on-line talks / presentations.</p> <p>C. Use this to build digital highways between us and the people who would love to come here.</p>	<p>D. Once people are ready to book again use the highways and goodwill built in phase 2 to let people know that we are open and welcoming to them.</p> <p>E. Roll out an extensive set of google ads to bring the experience awaiting visitors into their homes through targeted content.</p>

Throughout: live, reflect and present our core pillars while always acknowledging the Covid-19 context



Covid-19: LHT Response – Slide 6

A Vision for the Loop Head Peninsula: *a place you love to be in*

Our Core Pillars:



LHT's mission: to develop and market visitor experiences that contribute to sustainable community development on the Loop Head Peninsula.



Covid-19: LHT Response – Slide 7

Phase 2	To include	Responsible
<p>B. Make the activities of the Loop available to those who cannot come here through videos and on-line talks / presentations.</p>	<ol style="list-style-type: none"> 1. What we are doing while we wait – personal interest stories by individual businesses. We each will get out of this what we put into it. 2. Make the activities of the Loop available to those who cannot come here through videos and on-line talks / presentations. 3. Mutual support and open discussion among network members 	<p>Each member</p> <p>Each member</p> <p>All members</p>
<p>C. Use this to build digital highways between us and the people who would love to come here.</p>	<ol style="list-style-type: none"> 1. Building the Loop Head Digital Academy (LDA) – in line with Kim who will coordinate a content calendar. 2. LHT blogs, facebook postings, newsletter, build stories around LHT - member co-generated content. If member puts something out then LHT will help promote. 	<p>Members with AEM support Kim.</p>



Covid-19: LHT Response – Slide 8

Phase 2	Actions to support	Resp.
<p>B. Make the activities of the Loop available to those who cannot come here through videos and on-line talks / presentations.</p>	<ol style="list-style-type: none"> 1. Instagram stories – Astoneco to organise an online training from once we have minimum 12 participants – no max. This will be accompanied by coaching on demand. Start with My2Km? 2. Facebook training – Start Date once Minimum 20 participants, maximum 25. Cost 30 euro per person –Volunteers from LHT and outside make 10 to 15 mins presentations of what visitors want to know about on the Loop. We help them turn these into punchy 5 mins teaser-videos for internet consumption. Help us optimise how to use and share for analytics: primary, secondary and spontaneous posts. 3. Music tracks from the Loop 	<p>AEM</p> <p>On hold</p> <p>Johnny to brief</p>
<p>C. Use this to build digital highways between us and the people who would love to come here.</p>	<ol style="list-style-type: none"> 1. The participants of B1&2 form the initial LDA (Loop Head Digital Academy) – they work with Kim to create a content calendar. 2. LHT blogs, SM postings, newsletter, build stories around this content. 3. Loop Head says thank you video: loopheadsaysthankeyou@gmail.com 4. Other? Cillian and Johnny to chat with Gary on the ‘vouchers for the front liners’ idea 	<p>All coordinate d by Kim</p> <p>Kim</p> <p>Ailish & Liz</p> <p>Gary</p>



Covid-19: LHT Response – Slide 9

The different areas the videos / presentations will focus on, and be equally balanced over these 6 content areas:





Covid-19: LHT Response – Slide 10

Phase 3	Initial details	Responsible
<p>D. Once people are ready to book again use the highways and goodwill built in phase 2 to let people know that we are open and welcoming to them.</p>	<ol style="list-style-type: none"> 1. We create a YouTube video announcing the reopening of the Loop (and ongoing Covid19 precautions as required). We already have used the videos produced in Phase 2 to build up the subscribers to our LHT YouTube channel. 2. We create and circulate a press release from LHT to all media. 3. We use LHT, and LHT members, social media network to announce the reopening. 	<p>Members supporting KIM</p> <p>First Draft AEM then Board</p> <p>All, coordinated by Kim</p>
<p>E. Roll out an extensive set of google ads to bring the experience awaiting visitors into their homes through targeted content.</p>	<ol style="list-style-type: none"> 1. We have used phase 2 to create a digital footprint of what is amazing on the Loop; 2. Who are the people we need to focus in on? 3. We now use GoogleAds to make sure the people we want to see our digital content sees them. (8000 euro worth of ads over a timing we agree at end of phase 2) 	<p>All</p> <p>Committee?</p> <p>Kim with AEM support</p>



Covid-19: LHT Response – Slide 11

1. Once we agree on the rebound strategy we engage with the Network and the Associate Members with it and build up the production line while provide the support needed.
2. **Besides spontaneous, reality moments, etc., videos we create a series of co-branded videos demonstrating the depth of the partnership on the Loop (both in terms of the areas covered (slide 9) and the offerings available. These are done by network members. Co-branded videos will then be promoted by LHT.**
3. Once we get a green light from the government for preparing for opening again – Martina is on the road with the maps.
4. **Do we buy printed adds in newspaper? No: what we do over phase 2 be so cool that the big newspapers (and tourism agencies) will want to cover us anyway as good news stories.**

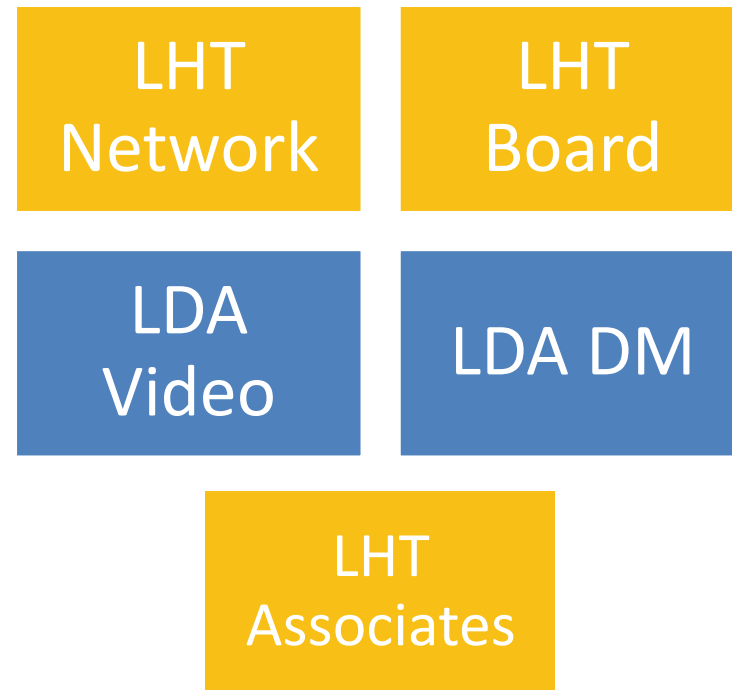


Slide 12: Next steps

Action this with the network:

1. A Zoom conference to examine the strategy
2. We then compile a list of videos and presentations & support required for each
3. An editing team helps finalise before ready for press
4. Kim roles out the videos and builds the digital footprint

The Team



+ Partners: Clare CoCo,
Failte Ireland, etc.

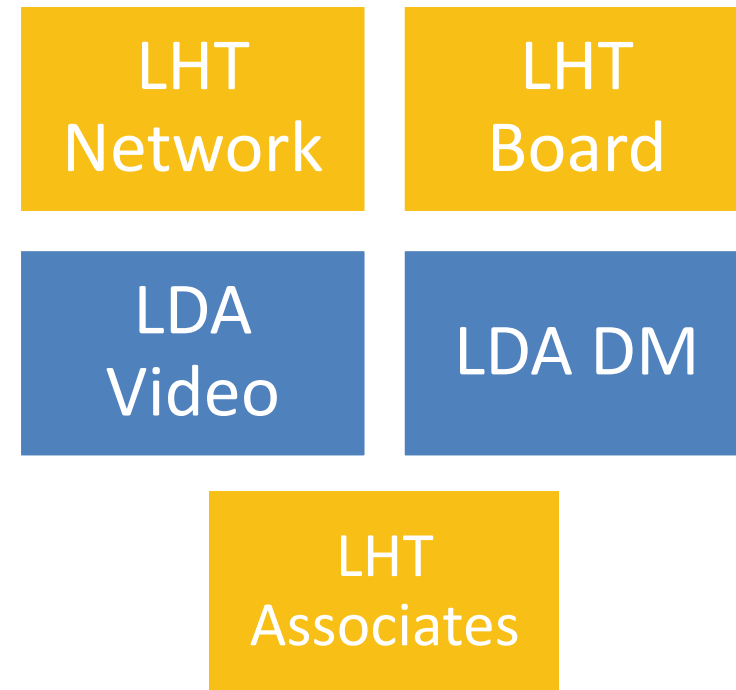


Slide 13: Enabling steps steps

To help people :

1. We will all be supported via Zoom as needed.
2. Re-jig videos we already have to incorporate the co-branding and make relevant to the current reality.
3. Share links to great videos online to help make videos.
4. Help and encourage all local artists to record videos and soundtracks under the 'Culture & Heritage' chapter of digital content and ask their permission to use this as soundtracks to other Loop Head videos to help promote their brand as an artist and the Loop Head brand as a destination. Johnny Redmond to coordinate.
5. Competition for everyone who has a connection with the Loop who can make videos – **competition guidance to follow.**
6. Include videos showing togetherness and community.

The Team



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Failte Ireland, etc.



Slide 14: Setting up the Digital Academy

- Part of the Loop Head Tourism Development Strategy (LTDS) for 2020 - 2030
- The Loop Head Digital Academy (LDA)
- <https://www.astoneco.com/en/file-sharing-ltds>
- Part of delivering on the Loop Head Tourism Development Strategy is the creation of the synergetic Academies of the Loop Head Digital Video Academy (LDVA) and the Loop Head Digital Marketing Academy (LDMA). The capacity building requirements for both went to eTenders in March 2020: their briefs are here [LDVA](#), [LDMA](#). The response to the call to tender was very impressive with nine outstanding candidates applying for the LDVA and six applying for the LDMA.



Slide 15: Setting up the Digital Academy

- Anyone on the Network who comes forward will be given a chance to review and input to the chosen providers – please send comments back to Andreea.savu@astoneco.com and john.aston@astoneco.com or call either for a talk. 6 candidates submitted proposals to LHT for the Loop Head Digital Video Academy (LDVA), and 8 Candidates submitted proposals to LHT for the Loop Head Digital Marketing Academy (LDMA). We will send a summary of this initiative to you to refresh memory.
1. Before the final choice, we will make sure we check in with participants of previous courses of the providers.
 2. The shortlist candidates may be given the chance to demonstrate their approach via a paid 2hr training on Facebook.
 3. We will start LDA activities by the free Instagram Training this week.



Slide 16: Appendix 1

This is a pandemic: everyone is in it together.

We acknowledge four strategic responses of vital importance to our communities:



1. Health

<https://www2.hse.ie/coronavirus/>

<https://www.gov.ie/en/campaigns/c36c85-covid-19-coronavirus/>

This slide is acknowledging what is happening independent from the rebound strategy



Slide 17: Appendix 1

This is a pandemic: everyone is in it together.

We acknowledge four strategic responses of vital importance to our communities:

**2. How we respond
as a Community**

The examples from around the Loop

This slide is acknowledging what is happening independent from the rebound strategy



Slide 18: Appendix 1

This is a pandemic: everyone is in it together.

We acknowledge four strategic responses of vital importance to our communities:

3. Financial Support

- Work done to date as outlined by the Chair of LHT 21st April 2020
- Team within LHT formed to clarified joined strategy & lobbying
- Drafting letter focusing in on long term low-interest loan request

This slide is acknowledging what is happening independent from the rebound strategy

Slide 19: Our internal conversation

ARE YOU TOO BUSY TO INNOVATE?



@Rensvandenbergh