

EVENT IDEAS & GUIDELINES

These event ideas are suggestions for organisers and groups who would like to put on an event as part of our Bealtaine Festival for the first time as well as suggestions for those who would like to further develop their participation in the Festival.

Background

Bealtaine has been running for 21 years, so there is plenty of experience and inspiration to draw on! Why not take a look at previous festivals for ideas. An archive of previous festivals and brochures is available on our newly developed web site www.bealtaine.com

The Festival is organised as one major event comprising two strands: a strategic programme curated by Age & Opportunity's Arts and Culture team aimed at addressing key strategic priorities for the Festival, and a locally devised and curated national programme which is made up of hundreds of events organized locally by a wide variety of groups. There is no fee to participate and organizations can register their event(s) to be part of the Bealtaine festival via an online registration form which is available at www.bealtaine.com/eventregistration.

After registering an event the information will appear on our web site www.bealtaine.com and you can avail of our online resources and contact our office for support, guidance and help with any queries. If you register by a date specified each year by the Arts and Culture team, your organisation will be listed in the printed brochure. Please note not all events can be listed in the printed brochure.

Each year we have a theme for the Festival. The theme is there to inspire and create a thread through the programme, however, it is not compulsory to incorporate the theme in to your event. This is for you to decide what makes sense for your own event.

Check out what the theme is for the Festival. Consider the theme and see if it resonates with you and your event and if there is a way to connect with it. The theme is often meant to challenge and add a new dimension so don't be shy to embrace it even in a small way!

Framing Your Event

Think about your target audience and why you are holding the event. Does the event aim to have as large an audience as possible or to target a niche and meet a specialized need? Knowing this will help you decide how you want to set up and promote your event and if you want to focus on breadth or quality. Remember you can always focus on both, quality of the event and the breadth of reach!

Intergenerational events are a great way of bringing extended families and friends together. Other things to think about are whether your event might focus on new communities in Ireland, whether it is an Irish language event, or is it specific to a region? Do consider all this when planning your Bealtaine event.

Please see Health and Safety Guidelines for tips on how to manage intergenerational events

Workshops

Workshops and classes of all kinds that involve participation by the general public are very popular and a great way to build audiences. Workshops can have free admission or have an admission fee. Having an admission fee even if it is small is often a useful way to guarantee attendance and gauge numbers.

Residencies

Residencies can take place in any art-form and within any setting. It is important to use professional artists and adhere to best practice in order to provide the best experience. Please contact Age & Opportunity's Arts and Culture team for advice on residencies.

Commissions

Commissions can be in any art-form. Generally it is most beneficial to have a public event as part of the commission process so audiences can experience the commission. Age & Opportunity's Arts and Culture team are happy to advise on commissions and public events.

Talks

Talks are a very stimulating way of engaging a wide public and covering areas of interest and issues of concern. Generally, talks would have free admission.

Support

Join the Bealtaine Festival Participants Facebook group at www.facebook.com/bealtainefestivalparticipants, this way you can keep in touch with other Bealtaine Festival event organisers and share ideas.

Age & Opportunity's Arts and Culture team is happy to promote your event out via our social media. Please contact the Age & Opportunity office on this with a good lead in time for your event. Contact Karen Hennessy, Arts and Culture Coordinator, on email: karen.hennessy@ageandopportunity.ie

See Age & Opportunity's Bealtaine Festival Brand and Corporate Guidelines for information on connecting with Age & Opportunity our social media platforms and appropriate crediting of Age & Opportunity and the Bealtaine festival.

Age & Opportunity's Arts and Culture team is pleased to answer any queries you might have so feel free to contact Kim Chew, Arts and Culture Administrator on email: kim.chew@ageandopportunity.ie

It can be useful to check in with your local Arts Officer and your local library to see what else is happening in your locality as part of Bealtaine. You might find support locally both in terms of moral and in-kind support.

Please see Support Services document for more information on who to contact for support

***And remember, if it doesn't work out to organize an event, don't worry!
Attending an event is just as important and a key way to get involved with the Festival and to learn about it.***

Some Suggestions of Events/Activities for Older People's networks and groups to consider

- Contact the Bealtaine Office to see if there is a Dawn Chorus event you could participate in or if you can organise one.
- Invite an artist, poet, writer or other practitioner to either make new work or to visit and speak to your group.
- Take a trip to a museum, gallery, theatre, cinema or other cultural building.
- Organise an intergenerational event with a local school or your own group to share creative skills.
- Offer to exhibit, perform at a Nursing Home, Day Care Centre or Hospital.
- Contact your local gallery, museum and organise a talk for your group by a curator.
- Work with an older network on a community-related project, e.g. older people photographing 'Festival Faces' in your area during May. See the 2017 Bealtaine brochure for more information on Festival Faces.
- Invite older participants in an existing community project to try something creative.
- Work with local schools on a creative intergenerational project.

Please see Guidelines on organising a Dawn Chorus event

Some Suggestions of Events for Arts and Cultural organisations to consider

- Organise a writing, dance, visual arts, literature, theatre, music or other arts workshop for older people.
- Curate an exhibition by an older artist(s).
- Host an intergenerational, Irish language, or new communities workshop, activity, or event.
- Collaborate with another venue, cultural institution, arts officer on a shared Bealtaine Programme.
- Host a 'behind the scenes' tour of your organisation.
- Exhibit an artwork or arts event in a Nursing Home or Day Care Centre.
- Invite a group of older people to curate an exhibition of work during May.
- Host an artist-led discussion group where older people can participate.
- Run a storytelling, creative writing workshop.
- Host a local history storytelling workshop involving older people in the community.
- Invite local musicians to play in a Bealtaine concert this May.
- Invite an artist, poet, writer in residence during May.
- Contact a choir, music group to perform for you.

Some suggestions for ways in which Arts and Culture Organisations can connect with Older People's groups

- Contact the Bealtaine Office to see if there is a Dawn Chorus event you could help promote and invite local groups to.
- Collaborate with an older person's network in your locality.
- Offer free or reduced tickets for older people's groups to dress rehearsals, exhibitions.
- Invite a group of older people into your organisation and ask them what they would like to see programmed in the future.
- Train older volunteers to give guided tours during May and beyond.
- Invite a local older drama, choir, music group to perform at your venue.
- Organise an exhibition of work by local practising older artists, groups in your space.
- Collaborate with a Nursing Home or Hospital on an exhibition or performance.
- Contact the Bealtaine Office to see if there is a Bealtaine Theatre or Film tour you could programme and invite an older people's group to a special screening.