

ECTN INTERREG IIC Project

Template for Contact details (as per Microsoft Outlook)

Full Name	Betsan William
Job title	
Company	National Eisteddfod and Festivals in Wales
Address details Street City State/Province Zip/Postal Code Region Country	
Business Tel Country code Area code Local number	
Home Tel	
Mobile Tel	
Fax	
Email	Betsan@eisteddfod.org.uk
Web page address	www.eisteddfod.org.uk

Template for case studies

Organisation (English)	National Eisteddfod and Festivals in Wales
Organisation (in original language)	
Contact details	Betsan William
Full Name	
Job title	
Address details	
Business Tel	
Mobile Tel	
Fax	
Email	Betsan@eisteddfod.org.uk
Web page address	
Legal Status of organisation	
Title of the Institution / Project in English	The National Eisteddfod in Wales
Title of the Institution / Project in Original Language	One of Europe's most respected cultural festival
Summary of Case study/project	Presentation of the National Eisteddfod in Wales. Facts, possibilities and needs.
Organisations Concerned	Wales Tourist Board, National Eisteddfod in Wales
Case study/Project detailed description	<p>What is The National Eisteddfod in Wales? Its strength and its weakness</p> <p>This is one of Europe's most respected cultural events. It is regards as a multi-faceted festival and as a unique celebration of Welsh language, culture and heritage.</p> <p>Facts about the festival :</p> <ul style="list-style-type: none"> 4,000 volunteers 8,000 competitors 170,000 visitors

	<p>Gross economic impact of £6.4 million within the host area 90 hours of television coverage, 80 hours of radio broadcasting and 24 hours a day of live web casting</p> <p>This event is an chance to promote Wales' cultural identity and it provides new opportunities :</p> <ul style="list-style-type: none"> .. Develop additional skills .. Create partnerships .. Nurture community spirit .. Provide art form activities within new areas .. Economic benefit .. Legacy <p>But the Festival also have weaknesses that need to be improve as for example the brief for the Study highlighted the need for a thorough review of the organisational and financial aspects of the Eisteddfod, together with an analysis of the Eisteddfod as an event.</p> <p>And also the Eisteddfod must take every effort to minimise the negative impact of the weather by:</p> <ul style="list-style-type: none"> -having more 'indoor events' with pre-booked or advance sale of tickets to ensure audience commitment; -greater targeted marketing; -creating more weather-proof space over core areas of the site; -having a tighter, smaller, core activity area where better provision can be made for different weather conditions. <p>It must develop a certain type of atmosphere, be market focused, more appealing to a broader market and, certainly, more lively, vibrant and reflective of a cultural festival.</p> <p>And it needs to have a clear strategic fit to meet the Welsh Assembly Government's strategic priorities and aspirations for Wales.</p> <p>A successful cultural festivals continually go through a process of refreshing their product, innovating in their content and aggressively marketing their festival</p>
Outputs	