



IRLAND AUF DEM KIRCHENTAG

-just finished- München 12.-16.Mai 2010



Logistics:

- one lorry and one minibus
- over 4 tons of stuff
- 28 helpers (staff)

We distributed 28.500 "House of Ireland"-brochures (with a lot of info about about Ireland, specifically on Northern Ireland, incl. info on partners such as Féile Belfast, Corrymeela Community, Eirene, Glenree Reconciliation Centre, St. Patricks Centre, Nerve Centre, Tourism Ireland, others (each 1-2 pages) .

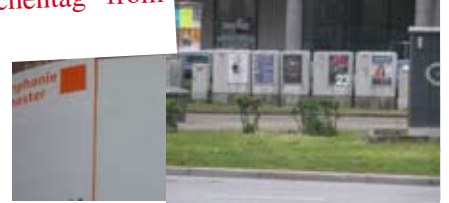


Making our project/events known to the people in Munich including the „Kirchentag“ from all over Germany

12.05.2010: Evening of Encounters



The two tents at the opening „Event of Encounters“ - official numbers of visitors: **300.000**



On our stand: we talked to hundreds of people individually, gave out general info-brochures, which will have long lasting effect. 600 portions of Irish stew were sold, the musical part was by Paul O'Brien.)



Our „House of Ireland“ - All day from 10 am - 6 pm

(which we designed as such) in the theatre hall of the MÜNCHENSTIFT- Haus was super, welcomed – however attendance over the day 10-18 was weak, evening events reasonable (up to 250) each:



plus three evening events:

Further brochures distributed incl. hardcore infos of the listed partners.

13.05.2010 Long Irish Music Night

with Paul O'Brien, Kieran Halpin & Jimmy Smith, Wasteland Green and others



14.05.2010 Panel Discussion: „Northern Ireland: The Long Road to Peace



including:

- Dan Mulhall (Irish Ambassador to Germany)
 - Danny Morrison (Belfast)
 - Sonja Tammen (Corrymeela Centre)
 - Eberhard Bort (Endinburgh University)
 - Christoph Bals (Germanwatch)
- Chaired by M. Harles (well known figure from Bavarian Television)



15.05.2010 Ecumenical Celebration



Kirchentage to come:

- 2011 (1.6.-5.6. Dresden)
 - 2012 (16.5.-20.5. Mannheim)
 - 2013 (1.5.-5.5. Hamburg)
- (Both main Churches held their „Kirchentage“ every second year)





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München / Moers, May, 17th, 2010

Ecumenical Kirchentag in Munich, 12-16.5.2010

**Why did we run this project „Irland auf dem Kirchentag“?
And why do we intend to join the next „Kirchentag“ to come?**

- 1. Huge number of visitors: Expected to come to Munich: 400.000. 300.000 were there.**
The vast majority of participants have above average education, above average income, above average interest in other cultures and (Christian) history – in other words: a perfect concentration of targetable potential consumers for (Tourism) Ireland.
- 2. The people travelling to the „Kirchentag“ in Germany have an affinity with Ireland, more than others.**
They are more „open minded“. They all probably know very broadly about the former Troubles. But only a minority of them knows that and how „peace“ has been achieved. The Good Friday Agreement – with all its positive consequences for normal life in Northern Ireland – is not widely known. Absolute unknown to a broader public are the efforts in support of the peace process of the church(es) and other (reconciliation) groups and individuals.
- 3. It has obviously to do with a German attitude (of curiosity tourism): knowing and understanding more (of a country) means you can develop an interest in, and a relationship with it.** Enabling people to develop a personal interest in Ireland has always been part of our general „marketing and informational approach“. It has always been more than just selling a beautiful countryside with nice people.
And this approach has been successful: we still motivate people and bring app. 25.000 pax to Ireland – per year. In 2006, only 8% of all German visitors to Ireland paid a visit to Northern Ireland, but among our Gaeltacht / EBZ clients the figure was 21%. (This is an official figure from a TI-survey) .
- 4. With so many Irish and Ireland-related partners, combined with informational and cultural activities and contacts, people have the rare chance of becoming personally involved in (Northern) Ireland. It is also a rare chance for Northern Ireland to present itself and raise its image – or indeed create an image of itself in Germany at all.**
- 5. Partners who have joined our efforts in Munich and will do so in future are to represent particular – reconciliation and cultural or historical or tourism – efforts and perceptions.**

This is why we see this „Kirchentag“ (audience) as a wonderful „marketing“ opportunity for the whole island of Ireland - and its arts and culture.

This is why Gaeltacht Irland Reisen, EBZ Irland and the ireland journal Magazine stepped into this project early and supported this private project group with staff and financial resources.

However, next „Kirchentag“ must find more supporters and sponsors. These will then be promoted through Gaeltacht, EBZ and ireland journal also – in a concerted nationwide campaign.

Will you be one of these (new) partners?