

Tourism Northern Ireland Event Contributor Agreement

This agreement sets out the terms and conditions for how we use your information on www.discovernorthernireland.com and distribution to third parties.

Holiday makers at home and abroad trust Tourism NI and Discovernorthernireland.com to provide them with exciting, relevant and accurate information to help them plan their holiday in Northern Ireland.

This contributor agreement will allow us to improve the quality of this information by setting out basic terms and conditions for how it should be managed and what we need from you.

What is an event for the purposes of the Discover Northern Ireland website?

A one-off, semi-regular or annual event or festival. Events which are particularly suitable are major annual events with significant reputation, or events with potential to appeal to tourists or to grow (e.g. those identified as being suitable for Tourism NI funding). Recurring events may be highlighted elsewhere on the site, for instance within a static product entry e.g. farmers' markets, regular workshops and classes (e.g. weekly cookery courses), regular activity sessions.

What is the purpose of the Events section?

The purpose is to:

- Meet our audience's needs. Discovernorthernireland.com has many audiences including tourists who are unfamiliar with Northern Ireland, tourists who are familiar with Northern Ireland and local residents.
- Research into Discovernorthernireland.com shows that visitors use the site during planning their visit, as well as when here seeking to be inspired.
- Encourage travel around Northern Ireland by both out of state visitors and local residents.
- Assist to generate direct and indirect revenue from the event and extended stays.
- Inspire out of state and domestic visitors to experience new products and places.

Essential Terms

In order to provide the potential visitor with the necessary information, Tourism NI require ALL event entries on www.discovernorthernireland.com to comply with the following terms:

- Be based in Northern Ireland or have a significant Northern Ireland coverage.
- Have public access.
- Events must comply with all applicable planning, tax, insurance (including public liability insurance), transportation (including licensing), safety, consumer protection and other legal and regulatory requirements.
- Have good quality content including:
 - Marketing description outlining the experience offered to visitors
 - Full contact details, including email and telephone

- At least one high resolution landscape orientation image, over 1000 pixels wide
- Price and booking details
- Access details
- Public transport and car parking details if applicable
- Content must be suitable for all ages of visitor to the website.
- Any age restriction for the event must be outlined.
- No content will be accepted if it may be held to discriminate against any group of persons or cause offence.

Which events require special consideration?

All events meeting the above criteria will be reviewed by Tourism NI's editorial team who will further assess the event's suitability for publication on www.discovernorthernireland.com. Typically events that are rejected may include (but are not exclusively):

- Charity events which do not have a distinct tie to Northern Ireland's product or place (e.g. walking, cycling, golf, adventure activities)
- Events of a political or otherwise sensitive nature
- Trade fairs (e.g. holiday or wedding shows)
- Standard leisure and community events (e.g. fitness events, car boot sales, health/wellbeing talks) or those aimed at businesses. Such events might be best promoted via other avenues such as council websites and other community event websites/forums.

Style Guidelines and tips for quality listings

To best sell an event, an entry should:

- Contain engaging marketing copy giving a good feel for the nature of the event and what's involved. One-line descriptions will not help sell an event; 300 – 400 words is considered a good length for web listings.
- Demonstrate that the event reflects quality products and experiences, especially those that are unique to the destination.
- Demonstrate that the event offers a safe and welcoming environment for visitors, and caters for both domestic and international visitors.
- Demonstrate that the event reflects experiences which appeal to a range of visitor types. Information on Tourism NI's visitor profiles is available at www.tourismni.com/BusinessSupport/GrowYourBusiness/NITourismToolkit.aspx.
- All relevant fields should be completed and information should be included in the correct field (e.g. times and price info should appear in the dedicated fields).
- Summary fields (which appear in search results) may need to be structured differently to the main narrative, in order to give a quick overview to the event. Any important information included in summary text should also be included in the main narrative.
- Event titles should be clear and informative at a glance. For instance, they can mention the venue (e.g. 'Christmas Fair at The Argory') or highlight the nature of the event (e.g. 'Changing Seasons: A Solo Art Exhibition by Joe Bloggs'). Titles should be in Title Case rather than in CAPS.

- All relevant contact details (including full address and postcode for the venue) should be included in the dedicated field.
- Avoid using colloquialisms, Americanisms, abbreviations or acronyms which could confuse some visitors.
- One good quality image depicting the event experience is sufficient for a listing; in the absence of this, a logo or venue image can be used.
- If an event runs over multiple dates within a certain timeframe (e.g. on Saturdays and Sundays during July), it will be added as one listing rather than multiple. The exact dates and times can be highlighted in the narrative and relevant fields to avoid any confusion.

Timings

Events should be submitted at least one week before they take place, to allow time for upload/approval and to give them adequate visibility on the site. Bear in mind that out of state visitors may be researching things to do well before they plan to visit Northern Ireland.

Process

Events can be uploaded via your Regional Tourism Partnership / Visitor Information Centre, by emailing events@tourismni.com or by filling out the online form.

Please note: Tourism NI reserves editorial control for content included on the Discover Northern Ireland website.

Copyright of your listing (intellectual property rights)

When you accept the conditions in this Contributor Agreement, you give us licence to use your listing to promote your event on our promotional websites and in printed material. Please make sure you own the copyright or that you have the permission of the copyright owner to use any content you send us, including text, photographs and videos.

Sharing your listing (syndication)

By accepting the Agreement, you also give us permission to share your listing, and associated images, with other organisations so that your event can gain a bigger audience.

User generated content

Tourism NI and any syndication partners may allow users to post comments and opinions about the content on their websites, which may include your listing. This 'user generated content' is extremely popular with holiday makers and its word-of-mouth nature can be hugely beneficial to your event.

Editorial Rights on Content

Tourism NI reserves the right to edit the content you send us to fit our editorial guidelines, which we have developed, to get the most from online listings.

Complaints

We are committed to providing high-quality listings to www.discovernorthernireland.com users, so if we receive a complaint about your listing that we think could be valid, we must take it seriously. First, we will contact you and give you an opportunity to respond. In the interim, we may take your listing down while we investigate the issue. When we reach a final decision, we will either re-publish your listing or remove it from our systems and contact you to explain why.

Removal from Website

Tourism NI reserves the right at any time to remove your listing if it is deemed to not meet the terms or a complaint has been received. Tourism NI will contact you to explain why a listing has been removed.

Tourism Northern Ireland (Tourism NI) is the trading name of Northern Ireland Tourist Board