

Session	Delivery method	Date	Programme Outline	Guest Speaker
1	Online	5 June	Session 1 a - Programme introduction & overview of literary and cultural tourism	-
		19 June	Session 1 b - Review of literary and cultural tourism case studies and discussion	-
2	Online	4 Sept	Session 2 a - Understanding the domestic & international tourism market	-
		18 Sept	Session 2 b - How to reach overseas tourists & targeting your offering to appeal to your target markets	-
3	Online	2 Oct	Session 3a - Developing a micro enterprise or small business in the tourism sector + Guest Speaker	Marcella Rudden, Head of Enterprise, Cavan LEO
		16 Oct	Session 3b - Developing a micro enterprise or small business in the tourism sector + Guest Speaker	Anke Morgenroth – Bear Essentials
4	Online	6 Nov	Session 4a - Creating a destination focus + Guest Speaker	Niall Henry, Tread Softly – the experience of Yeats
		20 Nov	Session 4b - Creating a destination focus	-
5	Online	4 Dec	Session 5a - Developing a customer experience + Guest Speaker	Julie McLaughlin, Experience Development Manager, Tourism NI
		18 Dec	Session 5b - Developing a customer experience	Liam Browne & Sean Doran, Arts Over Borders – Wilde Things Literary Model
6	Online	8 Jan	Session 6 - Developing a Business Plan / Marketing Plan	-
		22 Jan		-
7	Online	5 Feb	Session 7a - Embracing partnership and collaborative working + Guest Speaker	Pol O Conghaile, Travel Writer, Irish Independent
		19 Feb	Session 7b - Embracing partnership and collaborative working	-
8	Online	5 Mar	Session 8A – Measuring Success	
	Online	19 Mar	Networking session	
8	Online	Weds 31 Mar	Session 8B – Measuring Success – continued	-
	Online	16 Apr	Networking session	
9	Online	30 Apr	Session 9 – Funding for projects/businesses	

FIELD TRIP *	In person	TBC	Visit to the Heaney Homeplace & Insight talks w guest speakers	
	Online		Online visit to the Heaney Homeplace experience & insight talks w guest speakers	

- Field Trip date will be determined by public health guidelines. Our goal is to bring the group together in person for this event if possible.