

EVENT DESCRIPTION SHEET

(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.

 *Please provide one sheet per event (one event = one workpackage = one lump sum).)*

PROJECT	
Participant:	[5] - [Ardmore Education And Development Company Limited By Guarantee] [ARDMORE]
PIC number:	[885166517]
Project name and acronym:	[Directed By Youth] — [D.B.Y.]

EVENT DESCRIPTION	
Event number:	[12]
Event name:	[Local Film Event - Ireland]
Type:	[Conference / Festival]
In situ/online:	in-situ
Location:	Ireland, Dublin
Date(s):	09.03.24
Website(s) (if any):	<p>Tickets: https://www.eventbrite.ie/e/directed-by-youth-an-eu-youth-short-film-festival-tickets-802938890837?aff=oddtcreator</p> <p>Irish Instagram: https://www.instagram.com/dby_ireland/</p> <p>Printed Designs: https://drive.google.com/drive/folders/1w17VEaKVkCNlan1KbwZzX_1gPuBkZFIF</p> <p>Laurels: https://drive.google.com/drive/folders/1GKP1PnVPM7icqS8K6HkZRHsEBY3XeLKA</p> <p>Slide Presentation on the day: https://drive.google.com/file/d/1JmjuqsVbEjSJZTLL8623CzVfE4S2Ee7/viiew?usp=drivesdk</p>
Participants	
Female:	50
Male:	32
Non-binary:	4
From country 1 [Ireland]:	83
From country 2 [Germany]:	3

From country 3 [name]:	NA		
...			
Total number of participants:	86	From total number of countries:	2
Description			
<i>Provide a short description of the event and its activities.</i>			
<p>Directed By Youth (DBY) Ireland Local Festival was a 2.5 hour event that took place on Saturday 9th March 2024 at 4-6:30pm at UCD Cinema. This is the official Cinema for University College Dublin which has nearly 40,000 students, making it one of the biggest and most well known universities in Ireland. They hold commercial and private screenings and were very eager to work with Ardmore to engage with DBY, especially since youth worker Clarice is a student at UCD. The cinema was approached in December to discuss dates and options to run the event as successfully as possible and they generously offered to sponsor the event. They provided advice and guidance in meetings leading up to the festival to ensure the visuals and audio worked seamlessly on the day. They also aided us in providing us 2 of their screens outside the cinema to advertise the event. This sparked further interest from passerby's on the day, who popped their head in and wanted to know more.</p> <p>We engaged online but also in person with participants as well as members of the UCD Community, reaching out to film lecturers, the film society and students to engage them in the event. Our judging panel was made up of film industry professionals Grainne Humphreys (Dublin International Film Festival Festival Director), Natasha Waugh (Award-Winning Filmmaker and Writer) and Aisha Bolji (Filmmaker and Co-Founder of the GALPALCOLLECTIVE). Grainne and Natasha are also currently working in the college of Film at UCD, so Clarice got in contact with them through her studies. They were delighted to be involved as this is a practical and engaging manifestation of the information they are teaching. Aisha was happy to be involved as she is a young creative and film graduate herself. They acted as a great support to us and it was a fantastic opportunity for the filmmakers to engage, interact with and learn from professionals in the industry. We contacted the judges in December to invite them to the event, which they were very eager to be involved with.</p> <p>We also had a group of 4 programmers who chose the order of the films on the day. They met on zoom twice. Firstly to discuss the aims of the festival and the mood we wanted to provide the audience: positive and uplifting. The second meeting was to discuss the different possibilities and to come up with the order that best represented DBY and the atmosphere we wanted to create.</p> <p>Tickets were made available for free on Eventbrite one month before the event, where information about the festival was available to view and explore. All tickets booked out in just over a week, and we accumulated a waitlist, which due to cancellations, we were able to accommodate some of them. We had over 100 bookings and in the end 86 participants on the day. Emails were sent to attendees to confirm their booking, and a reminder email was sent 2 weeks, 5 days, 2 days in advance as well as on the morning of the event. https://www.eventbrite.ie/e/directed-by-youth-an-eu-youth-short-film-festival-tickets-802938890837?aff=oddtcreator</p> <p>We made an Instagram page specially for the Irish Festival to engage more regularly and closely with attendees and interested parties. Here we posted all the filmmakers' information on their film posters, details on how to book tickets, information on the event such as dress code, parking and duration, links to watch the films as well as the winning films per category and photos from the day. We also plan to post about our experience at the International Film Festival to develop the instagram further and excite and engage young filmmakers about the opportunities that are available to them. https://www.instagram.com/dby_ireland/</p> <p>We worked closely with a student interested in graphic design who over the course of several meetings and weeks designed lanyards, posters, programmes, certificates and more for the event. We got these printed in mid-February from Reads, a print shop in the city centre. We ordered 100 eight-page full colour programmes on high quality paper. Each attendee could take this home. Filmmakers and key people involved received a lanyard with their name and role on it to wear and keep as a memory. All digital designs which were printed can be found here: https://drive.google.com/drive/folders/1w17VEaKvKCNlan1KbwZzX_1gPuBkZFIF</p> <p>All filmmakers received an 'Official Selection' Laurel leading up to the festival. Winners of the different categories received laurels for their category for their own use to advertise their film and its success. This formalised the process and made the festival feel even more official and professional for all involved and engaged. Here is a link to view them: https://drive.google.com/drive/folders/1GKP1PnVPM7icqS8KGHkZRHsEBY3XeLKA</p> <p>On the day, we had the DBY Logo and Films advertised alongside the commercial posters on the screens outside the cinema, which gained a lot of positive interest and attention. Many people thought this was a UCD led initiative, which was a great opportunity for us to explain that it is an Erasmus Project and all that it hopes to</p>			

achieve. We had a DBY Rollup which we used to clearly mark our presence and take photos with before and after the event. Inside the cinema, we had colourful presentations of the DBY logo and film posters on the screen prior and following the screening:

<https://drive.google.com/file/d/1JmjyugsVbEJSJZTLL8623CzVfE4S2Ee7/view?usp=drivesdk>

The audience ranged from the filmmakers themselves, their family and friends to students and faculty from UCD, Trinity and other colleges as well as industry professionals such as members of StudiosNMP and founder of BIIF (Brazilian International Irish Film Festival). We hired a professional photographer to capture the magic of the event.

We welcomed the filmmakers beforehand so we could run through the order of the event and also have them chat with each other beforehand.

The launch of the festival began with a brief introduction of the festival and its aims. The manager of the cinema spoke at the festival about the cinema itself and gave the safety announcement. This was followed by introductions to the filmmakers and their films. There was a warm, welcoming and supportive atmosphere in the space.

Once the films had been shown, our project supervisor and 2 students brought the judges to a separate space provided by the cinema to discuss their opinions on the films and the prizes.

During this time, we held an audience favourite vote through a QR code shown on the screen to further engage the attendees. Two of the filmmakers then led a 20 minute Q&A which allowed the audience and filmmakers to interact and understand their creations to a greater extent. There were some fantastic conversations struck and insights shared.

After a short break, we gave our thanks to everyone involved and finished with the industry professional judges presenting the prizes with feedback on the films. The judges and key people involved were given a personal thank you card and box of chocolates. Judges were also given flowers.

Afterwards, we took photos and chatted outside the cinema for some time. Overall feedback was super positive and people were wondering if it will be an ongoing or annual event. We had requests to attend and take part again. If there is a next time, we will look at holding it in a larger space to allow for more attendees and for more films to be shown.

Link to view photos from the day: https://drive.google.com/drive/folders/1cfuJ8aLnLPA-9qK1gq9D69r0XYXr8aMi?usp=drive_link

Link to Attendee's Festival Feedback: https://docs.google.com/spreadsheets/d/16btiEDYwDMKXvgM0_rH2LjnBZdQb-60zlOpXTn5OjCY/edit?usp=drive_link

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).