



Saint Patrick's Day Parade

PARIS - 2020

*“Aujourd’hui le cœur de Paris bat
pour l’Irlande”, Florence Berthout, Maire 75005, SPD2019*



AGENDA



- 1. Objective of the IIF Saint Patrick's Day Parade**
- 2. History of the IIF Parade**
- 3. Timeline**
- 4. Project Team**
- 5. Roles & Responsibilities**
- 6. Parade Outreach**
- 7. What's new for #StPatricksDayParis 2020!**
- 8. What can YOU do for US!**
- 9. 3 Axes for thought...**

IIF Saint Patrick's Day Parade - Objectives



- Occasion to bring **members of the Irish in France Association**, the Irish Community and those with a link to Ireland together to have a great time.
- A **festive and colourful celebration of our Irish and celtic heritage and culture** (music, theatre, dance, Alumni groups, Gaeltacht s/Seine, Sports groups, schools, branding 'Ireland' ...).
- **Collaboration with the Centre Culturel Irlandais** during their Saint Patrick's Day festivities.
- **Sharing the above** with French and international communities.
- **Communicating** a strong and clearly defined message regarding **Irish in France's active role within the Global Irish** community, as the organiser of the St Patrick's Day Parade in Paris.



IIF Saint Patrick's Day Parade - History

2018 SPD Parade

- 600 participants, despite hail, rain & snow
- Ca. 8 groups
- Ambassador

2019 SPD Parade

- ca. 2500 participants
- Ca. 11 groups
- Ambassador, Minister Halligan, Maire V

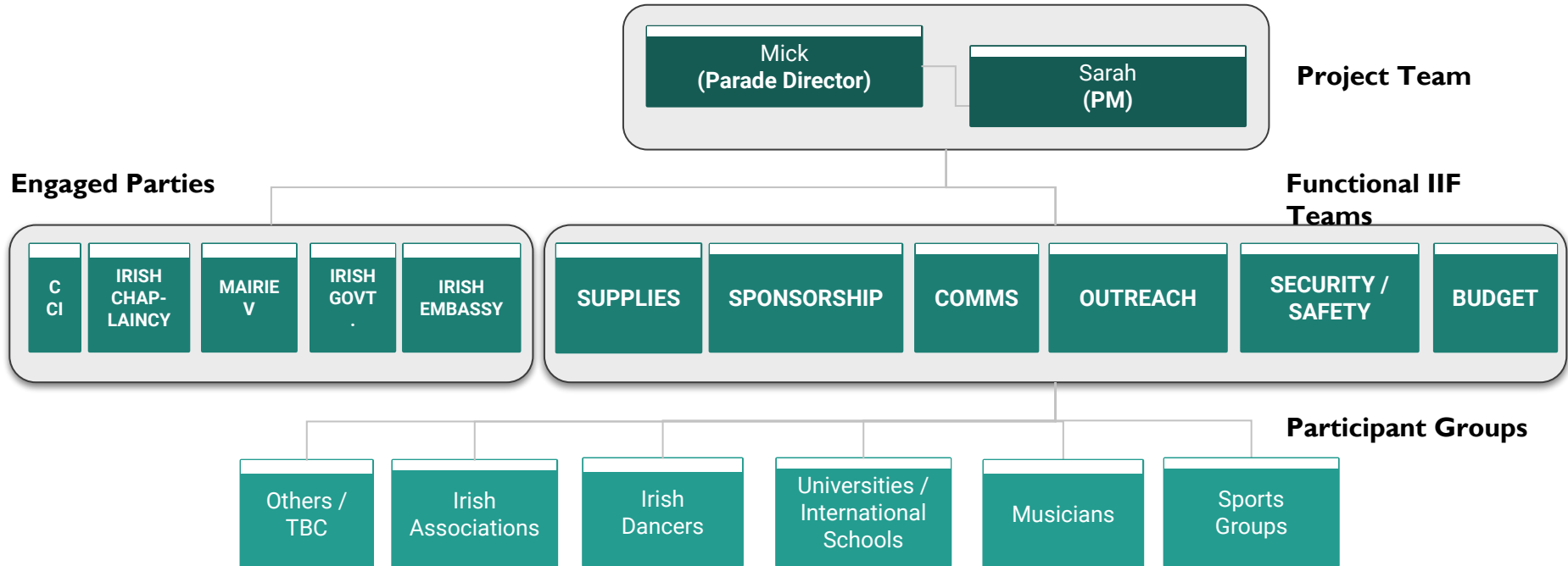
2020 SPD Parade

- VI Nations Rugby weekend
- Participants & participating groups, time to think of your participation & role!
- Ideas, suggestions & volunteers most welcome
- Ambassador & most likely visiting Minister, Maire V TBC

Timeline



Project Team





Roles & Responsibilities

ROLE	RESPONSABILITY	NAME
PARADE DIRECTOR	<ul style="list-style-type: none">Define and Lead SPD 2020 Project	Mick MORAN
PROJECT MANAGER	<ul style="list-style-type: none">Project coordination, project reporting	Sarah COFFEY DEGRANGE
OUTREACH	<ul style="list-style-type: none">Interaction with Parade participants (logistics...)Coordination with Comms team	Emma MOONEY
COMMUNICATIONS	<ul style="list-style-type: none">Parade communication (Social Media, mailings, press releases ...), working with Outreach	Niamh VAUGHAN Ann GARVEY
SPONSORSHIP	<ul style="list-style-type: none">Secure Parade funding	Sharon MASTERSON
SUPPLIES	<ul style="list-style-type: none">Flags, hats, Make-up, Province flags & holders ...	Paul LYNCH
SECURITY / SAFETY	<ul style="list-style-type: none">Ensure Parade route cordoned-off, protection (Mairie/Prefecture/CCI)	Mick MORAN
BUDGET	<ul style="list-style-type: none">Budget validation & control	Mike PRENDERGAST

PARADE OUTREACH



PARADE INVOLVEMENT

- Last years participants!
- Franco-Irish Twinings, Breton Groups, IRFU/FFR, Musical/theatrical/Fashion/other groups, Irish Erasmus Students, American groups in Paris, visiting Irish groups ...

GETTING WORD OUT, PROMOTING

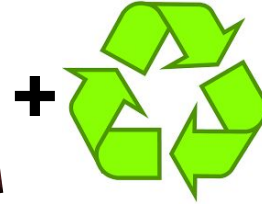
In Ireland - City & County Councils, Twinings, St. Patrick's Day Groups, French/Irish Honorary Consuls, Galway2020, DFAT Cultural Director, Department Culture & Heritage ...
In France - Mairie, Irish Honorary Consul, **PARTICIPANTS!**, Irish Community, Social Media/Press ...

What's  **NEW**  for #StPatricksDayParis 2020!



1

More **#COLOUR**



2

More **#CULTURE**



3

More **#C-R-A-Z-I-N-E-S-S !!!**





What can **YOU** do for US!

- ✔ **DRESS - UP !** : It's a party! Plenty of **GREEN** and plenty of **COLOUR!**
- ✔ **ACCESSORIES & DECORATION** : Above eye-level, make noise ie. large shamrocks etc.!
- ✔ **BANNERS** : Prepare your group banner - simple, no promotional material please!
- ✔ **PHOTO / VIDEO AUTHORISATIONS (18 and under)** : please forward to our general email address
(stpatricksparade@irishinfrance.org).
- ✔ **1 CONTACT NAME & TELEPHONE NUMBER FOR EACH GROUP** : will be responsible for organising own group, aim to be autonomous, and liaising with IIF.
- ✔ **COMMUNICATIONS :**
 - a. Spread the word / promote the IIF SPD2020 Parade via Newsletters / Social Media / Other.
 - b. Follow IIF on Social Media - Facebook (Group & Page), Twitter, Instagram.
 - c. Social Media: Like and share / RT with or without comments following IIF SPD2020 posts from the **IIF account** and use #. Official SPD # **#StPatricksDayParis** (other usable : **#greenaroundtheglobe**, Instagram : **#instairishinfrance**)
- ✔ **IIF RESOURCE PACK.**
- ✔ **OVER TO YOU!**



3 axes for thought

1. **How to jazz up the 2020 parade!**
2. **Sponsorship ideas**
3. **Volunteering** (before the day / on the day / both, name, email, mobile numbers)
 - *any volunteer details should be sent to stpatricksparade@irishinfrance.org, subject 'Volunteering SPD2020'.*

MAKE - IT - COLOURFUL !

VISUALS- street party, above eye-level, green,
loud!

&

Que la Fête commence!

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