

BIM EMFAF Work Programme Project Report 2023

BENEFICIARY:	Bord Iascaigh Mhara
PROJECT REFERENCE NUMBER:	23/SCBS/COM-BG007-BR017
NAME OF PROJECT:	BIM Sponsorship of Irish Skipper Expo
IMPLEMENTATION PERIOD:	1 st January to 31 st December 2023

Project Scope

BIM was headline sponsor of the Irish Skipper Expo, the only dedicated trade show for the fishing sector in Ireland. Apart from 2020 - 2021, it has been held annually for more than a decade and attracts members of the fishing sector throughout Ireland (event organisers estimate attendance of 3,000+ on average each year).

The location for the BIM stand was in a prominent position in the centre of the venue, easily viewed and accessible to visitors from all sides. BIM's Coastal Training Unit (CTU) was on site and open to visitors throughout the two-day event, delivering safety training demonstrations and promoting the work of its training and two National Fisheries Colleges. Brexit Adjustment Reserve funding opportunities and how to access them were among the key messages about business support that BIM staff shared with visitors. The BIM Aquaculture Remote Classroom (aka the ARC) was also at the event and BIM organised a group of second level students to learn about the career opportunities in the seafood industry on the first morning of the event.

Objectives

The trade show event gives prominence to BIM's supports and services and allows BIM to engage with members of the fishing sector from across Ireland.

Outcomes

Approximately 3,000 visitors attended the 2023 Irish Skipper Expo according to event organisers.

BIM organised an open broadcast with national radio station, Newstalk 106FM, on the first morning of the event, reaching an audience of more than 170,000+ listeners. Minister for Agriculture, Food and the Marine, Charlie McConalogue, Caroline Bocquel, CEO BIM, BIM Director of Economic and Strategic Services, Dominic Rihan and fishermen and Chair of South and East Fish Producer's Organisation, John Lynch took part in a 25-minute panel discussion on the show.

A print advertising campaign in the English and Irish language promoting BIM's sponsorship of the event appeared in key relevant media in the lead up to the event, in addition to a targeted video campaign on social media.

The aim of the social media campaign was to reach fishers and those with interests relating to the fishing sector, and wider marine and blue economy, who were based in coastal areas around Ireland. The campaign sought to increase their awareness of the event and highlight BIM's links to the event.



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The campaign reached an audience more than 70,000 and resulted in over 175,000 impressions and drove over 3,400 clicks-throughs to BIM.ie at a rate of 2.51% (performance indicator for click-through rates ranks anything above 2% as good). The cost per click worked out at €0.29 representing good value for money.

BIM commissioned independent research to be carried out at the event. Its primary aim was to measure awareness of BIM's sponsorship of the event. The respondent base comprised members of the fishing sector for the most part.

The results of the survey revealed a strong association between BIM and the Irish Skipper Expo. Three in five visitors were spontaneously aware of BIM as main sponsor, 71% visited the BIM stand or its coastal training unit, the majority of whom found it useful. The research asked visitors about their communication preferences, and most respondents said face to face interaction with BIM staff ranked in first place.

BIM organised professional photography at the event, including key photos with Minister McConalogue, BIM CEO Caroline Bocquel and many of the visitors attending the event. Some of these photos were published on BIM.ie and posted across BIM's social media channels during the event.

BIM issued a media release to national, regional and seafood trade media on the first morning of the event to announce the publication of its carbon footprint of the Irish seafood sector study. The media release also outlined the status and update of BIM administered Brexit Adjustment Reserve schemes.

BIM carried out a pre-event briefing and debrief with staff who worked at the event, and learnings from the insights shared have been logged and have also helped inform 2024 plans for BIM's sponsorship and activities at the event.

Summary of Project Spend

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Total Approved Costs	€100,849
Total Eligible Expenditure	€100,846
EMFAF Eligible Expenditure	€50,423
Exchequer	€50,423

Report by: Pauline Ni Luanaigh

Date: February 2024



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