



# IN A NUTSHELL

An opportunity to celebrate and showcase the amazing young personalities, talents, and achievers that make up Scotland

Inspiring our nation through our young people's ideas, attitudes and ambitions

Everyone can support (young or young-at-heart)

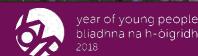
Led by the Scottish Government, working in collaboration with a core group of delivery partners including VisitScotland and EventScotland

Target age range for the year is 8 – 26 years

## **OVERARCHING OBJECTIVES**

- Provide a platform for young people to have their views heard and acted upon
- Showcase the amazing talents of young people through events and media
- Develop better understanding, cooperation and respect between generations
- Recognise the impact of teachers, youth workers and other supporting adults
- Provide opportunities for young people to express themselves through culture, sport and other activities.





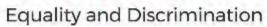


# **Key Themes**











Health and Wellbeing



Enterprise and Regeneration







# VISITSCOTLAND'S ROLE

1. Develop public-facing celebratory events programmes (Signature, Open, Create18 and tourism focused event partner programme).

2. Develop a tourism marketing strategy and opportunities for collaboration



# Diverse Cilay Edition

23 June 2018 • 12 noon to late

Perth City Centre



# TARGET AUDIENCES



FAMILIES WITH CHILDREN



YOUNG SCOTS AND UK MILLENNIALS



YOUNG INTERNATIONAL TRAVELLERS



#### 1. CELEBRATION

Celebrate the contribution of young Scots to the cultural and creative life of Scotland.



#### 2. PARTICIPATION

Inspire young people and families with children to engage with the activities and experiences Scotland has to offer.



#### 3. SOCIAL INCLUSION

Work with partners to ensure that Scotland is an inclusive, welcoming destination where holidays can be enjoyed by all.



#### 4. FUTURE FOCUS

Engage young people directly in the development of the Themed Year programme and, more widely, work to highlight tourism as a career path.



#### 5. COLLABORATION

Encourage the tourism and events industry, and key sector partners to work collaboratively in support of YOYP 2018



# **CORE CHANNEL ACTIVITY**

- VISITSCOTLAND.COM
   DEDICATED LANDING PAGE
   ON YOYP2018
- SOCIAL CHANNELS
- · CONTENT/BLOGS
- ENEWSLETTERS
- IKNOW COMMUNITY FORUM
- OUTREACH EVENTS
- STAFF INTRANET
- INDUSTRY EVENTS
- IKNOW LOCATIONS





Subscribe now for inspiration, travel tips, news and visitor offers!

#### **TOURISM MARKETING NEW ACTIVITY**



INCLUSIVE TOURISM CAMPAIGN



NEW GENERATION CAMPAIGN



CELEBRATING SCOTLAND'S
VIBRANT CONTEMPORARY TRAD
MUSIC SCENE



**PARTNERSHIP WITH CONTIKI** 



FUTURE FOCUS - CONTENT GENERATION

# Little things matter



#### Perth City Centre O @PerthCityCentre · Mar 9

It's the Year of Young People this year and there is plenty going on in Perth to celebrate the talented young people of Perthshire!

Take a look here: perthcity.co.uk/yearofyoungpeo...

#YOYP2018 #Perthshire



#### Crieff High School @CrieffHigh · Mar 21

Pupils now explain about the Year of Young People to our Danish visitors. **#YOYP2018** 





#### Blair Castle @Blair Castle · Mar 14

Countdown to doors opening for the season! 30th March 9.30am the season begins.... #countdown #VisitScotland #blaircastle #Scotland #bestdayout #dayout #perthshire #OpeningDay #March #YOYP2018 #ScotSpirit



#### Black Watch Museum @museumbw · Feb 17

To celebrate the Year of the Young Person we are offering free entry to The Black Watch Museum to holders of a Young Scot Card throughout 2018 #YOYP2018 #visitbwmuseum



#### DYW Perth & Kinross @DYW PandK · Jan 31

@perthshirehour quick plug for the Jobs and Careers Fair for senior pupils in #Perthshire schools and their parents to meet employer who are recruiting now and in the future! #YOYP2018



#### Pitlochry Theatre @PITLOCHRVft / Mar 14

CHILDREN'S EVENT! Join us on Saturday for circus, puppetry and song in a fantastical true story of a family of acrobats and their adopted tiger cub! A Tiger's Tale begins at 11.30am.

Tickets: bit.ly/TigersTale\_PFT #perthshirehour #YOYP2018

# JOBS AND CAREERS FAIR

Academy of Sport and Wellbeing, Perth College UHI Thursday 1st March 2018 - 3.00pm to 7.30pm





# PRACTICAL TIPS

- Promote the year across your own website and marketing material
- Check out our tourism industry guide to YOYP2018 on dedicated toolkit at visitscotland.org/yoyp2018.aspx
- Join the conversation #YOYP2018
   @YOYP2018
- Follow @VisitScotNews and @EventScotNews



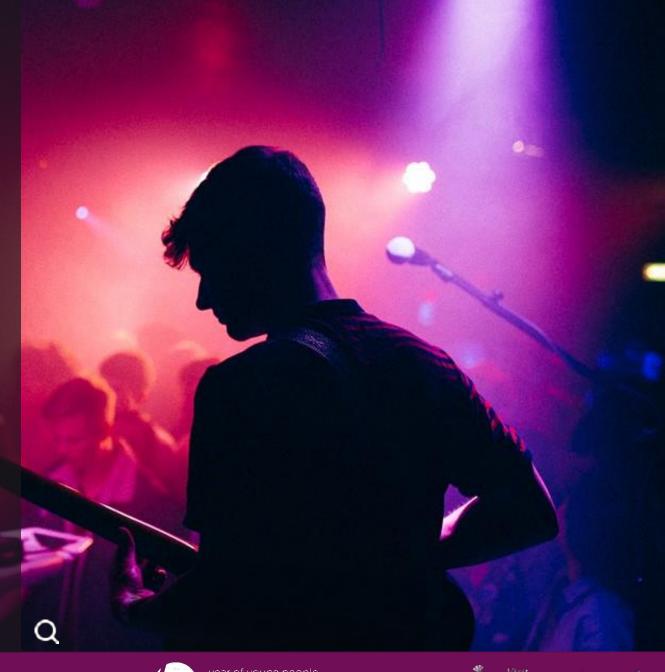
# **PRACTICAL TIPS**

- Are there opportunities to celebrate young people within your own business?
- Are there opportunities to place young people at the heart of your own activity, delivery and decision making?
- Any opportunities to target new markets? VisitScotland Growth Fund supports collaborative tourism projects.
- Signpost to visitscotland.com/yoyp2018



# JOIN THE PARTNER PROGRAMME

- Inclusive approach
- Promotional opportunity
- Public facing events
- Online application
- Potential inclusion in VS PR and Marketing Activity
- Sign up at eventscotland.org



# LIVE FUNDING OPPORTUNITIES

## **100 Disrupters**

30 April deadline (awards for 26 and under with big idea) £1000 www.thehunterfoundation.co.uk/

## **National Lottery Fund**

Funding of between £3 - £10k to heritage, community and sports projects run for and by young people aged eight to 26 years old focusing on health and wellbeing.

www.national-lottery-yoyp.org.uk/



