



L'Entente Vallée du Lot



This marketing organisation extends across four administrative regions of southern France, five counties (or départements) and the 500km-long River Lot. They commissioned us to organise a Tourism Festival in September 2004.

Our seven initiatives were:

1. to recommend a major prestigious site - London's Covent Garden Piazza; we liaised with the owners and Trustees and local elected Councillors to get plans approved
2. to include craft, food and wine stalls (important features of any visit to France), cookery demonstrations and live entertainment
3. to involve the local Council and local businesses as partners; we succeeded too in getting Eurotunnel and The Royal Opera House to sponsor the event
4. to underpin the 4-day Festival with a website in order to communicate with people unable to attend the Festival and/or those requiring further information: we planned, designed, wrote and set up the Lot Valley website within eight weeks www.lotvalley.org.uk

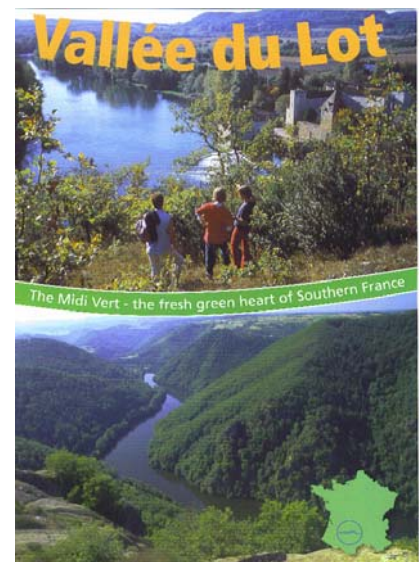


5. to organise a tutored wine tasting at the Festival
6. to hold, prior to the Festival, an initial wine and food tasting at the Royal Opera House for specialist journalists and trade buyers
7. to organise an inaugural function (presided by the Lord Mayor), to which the travel press and relevant tour operators were invited.

We recommended the strategic positioning of the Lot Valley as the "**Midi vert**" - Midi because it is in southern France, and 'vert' because it is green in all senses - lush and ecological.



We produced all the designs for the 70+ stands and tents, the banners, fliers and leaflets, and a new introductory brochure in English for the Lot Valley. We also acted as the project managers for the event. We obtained wide coverage by national and local broadcast and print media in Britain. The 'bonus' was getting live broadcasts on French Television on the evening of the first day of the Festival – which was unexpected and hugely appreciated by the many French Local Councillors and Tourist Boards attending the event.



The Lot Valley Festival was again organised in September 2005 along similar lines. The web took on a much more important role during 2005 - expanding significantly the amount of data included on the site. The website

evokes many of the interests of the British tourist in visiting that part of France. Much of the text has been written to maximise chances of being picked up by the UK Search Engines.

