



Acorn

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Wales Week Worldwide



Welcome /

A very warm welcome to the Wales Week initiative - wherever you may be in the world, we're delighted that you might be interested in hosting your own Wales Week.

We're hoping that some of you may have heard about the programme of Welsh activities and events has been developed in the last three years in London, as well as in Paris, New York, Melbourne, Newcastle and other places, and that you might consider if / how a Wales Week in London could be replicated in some way elsewhere around the world.

Details of Wales Week in London; what it's about, how to get involved and what it entails can be found at www.walesweek.london





Want to know more? /

Essentially, Wales Week London is the umbrella brand that coordinates the promotion of activities and events delivered by a range of people and organisations, in London around the time of St David's Day each year.

Those organising the events do so for varying purposes – be it simply for celebration around the time of St David's Day (e.g. typically as a way of bringing together the Welsh diaspora locally for annual celebrations), or to use the time of 'heightened Welshness' to promote / support Welsh products, services, and international profile.

Some activities / events are developed, run and hosted by volunteers drawn from the Welsh exile community, and others may be a promotion coordinated by a Welsh business or organisation, to showcase some of the amazing things that Wales is known for (or not known for well enough) around the world, such as our food and drink produce, for professional expertise across a range of sectors and professions, for our tourism, sport, heritage, language, music and culture, and so on.

So it's about noise – creating as much Welsh noise as possible.



We had approached a number of Welsh diaspora communities, clubs and societies in London and using events that some of them were already hosting around the time of St David's Day each year as a foundation, we discussed new ideas with them, and with people / organisations in Wales that were interested in engaging with the London audiences, to develop more activities and events. And soon enough we had a programme of activities ready for our promotional support.

Spring 2017 was our first programme of events - when the website was launched three months earlier we had some 15 events listed, which we were delighted about. When we got to the last week of February 2017 there were over 50 different activities and events listed. In Wales Week in London 2018, there were circa 80.

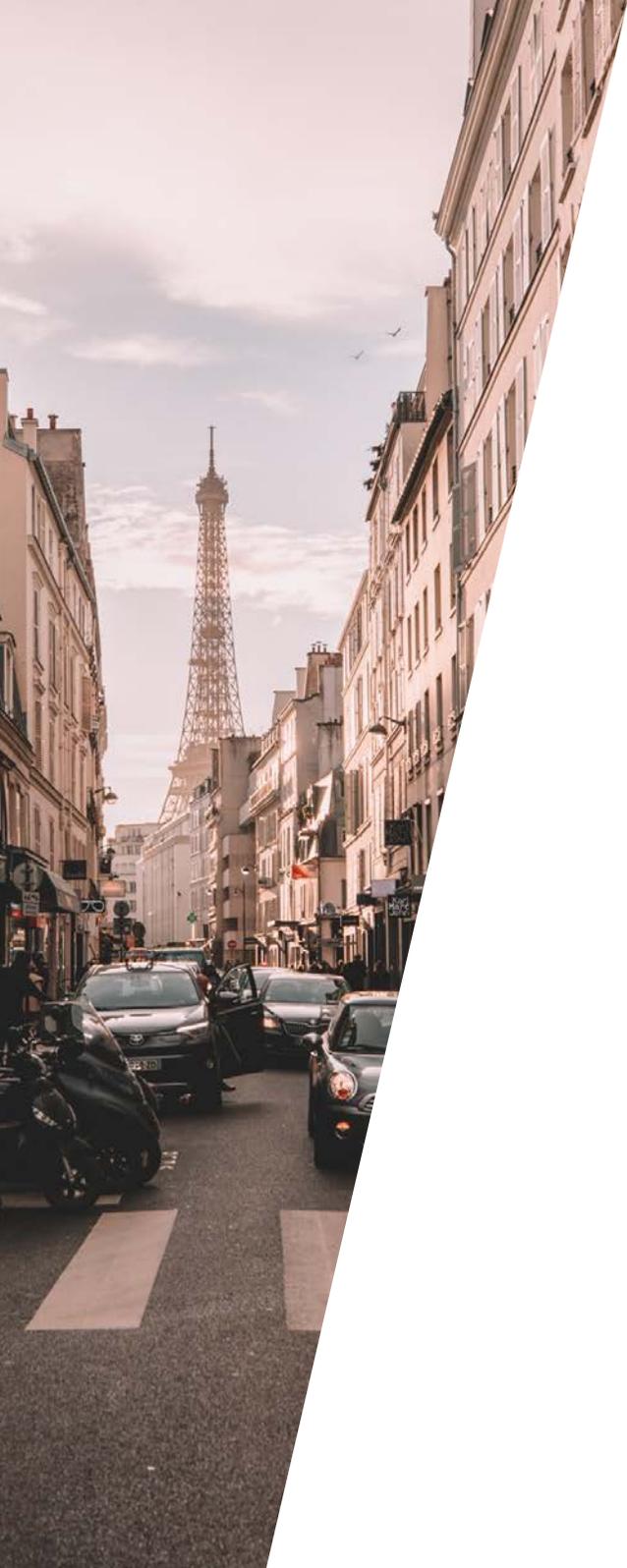
In 2019 there were 107 activities and events held during Wales Week in London - with nearly 10,000 visitors and attendees(!), as well as activities / Wales Weeks being held in Paris, New York, Essex, Newcastle, New England, Ohio, Melbourne and Germany.

So you can see how the initiative has captured the imagination of so many interested in celebrating St David's Day, celebrating Wales and Welshness, and promoting Wales in different ways - and we're hopeful that there is scope to develop Wales Weeks elsewhere around the world from 2020 and beyond.

What can I do in the town, city or country where I am based? /

Clearly developing something like this in London has its advantages – it is home to the largest community of Welsh exiles and it's only a couple of hours from Wales itself – so mobilising people and organisations in this way is very much helped by critical mass, familiarity and location.

And clearly therefore, there isn't likely to be the potential to develop something at the same scale as in London – but the Wales Weeks held in Paris, New York, New England, Melbourne and others are great examples of how a Wales Week might be developed where you are.



Wales Week à Paris held 4 events, ranging from social, cultural and business orientated activities. That's it, no more. And so that week was promoted as Welsh Week à Paris – and why not!

In New York there were some 7 events held, in New England 10, Essex 4, Melbourne 7 . . . and so on.

Examples can be found here:

- www.walesweek.paris
- www.welshwne.org/wales-week-in-new-england
- www.walesweek.nyc
- www.walesweek.london

Of course, it may well be that you're already involved in hosting St David's Day celebrations where you are – we are simply suggesting it might be beneficial, helpful and welcomed to develop these celebrations, under the theme of 'Wales Week in . . .' which we hope might bring a broader 'festival' feel to the celebrations / promotions, and indeed may also attract more non-Welsh people to take a look and to join in.

If that's the case, then we are here to help you.

Creating your own Wales Week /

The Wales Week brand has been developed so that its easy to reflect your town, city, region or country – and we're on hand, at **no cost**, to create your very own Wales Week logo set.

We can produce the following assets to help you get started.

A full logo suite for

- Print
- Websites
- Social media profiles
- Email

Graphic applications

- Roller banners
- Posters
- Social media promotion
- Email communications

Visit our [online resource site](#) to submit your town, city, region or country and we will get back to you with your brand assets.

our-brand.co/wales-week

Wales Week Worldwide





We would also encourage you to spend a moment or two to look through the Wales Week in London website www.walesweek.london – again to give you ideas of the sort of activities and events that may work where you are.

And please take a look at our social media (twitter is currently the most advanced for Wales Week in London), but also LinkedIn and Facebook, to see how we use these channels to help develop our following / audiences, and to promote the great efforts of all the event organisers, sponsors and partners.

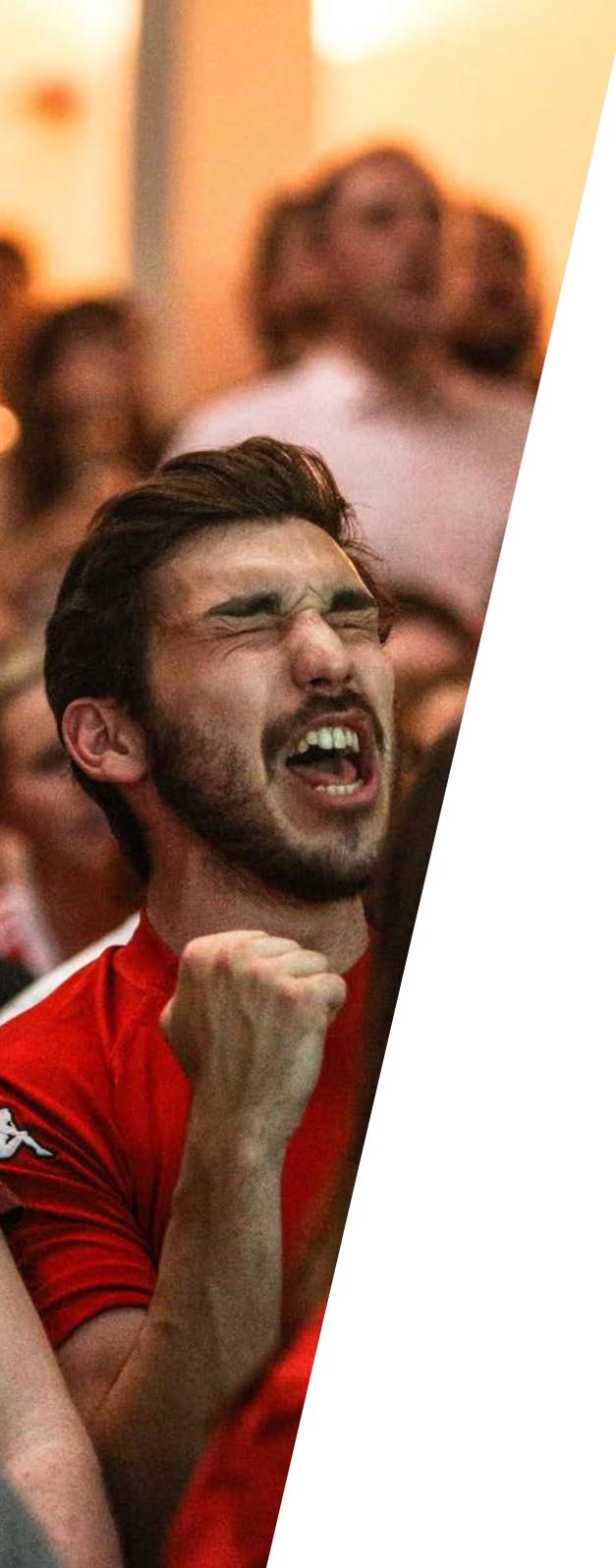
And again, we're on hand to help you – we'd be more than delighted to take calls or respond to emails if you wish to discuss any of these events further. You can contact us initially by using the email address on the website info@walesweek.london.

People + energy = momentum /

You can see that nothing here is rocket science – we’ve simply managed to attract the contribution of a number of people who have given their time and energy to build a tremendous momentum in London around the time of St David’s Day.

And we think if we can support the development of this momentum in other places around the world; quite organically and at its own pace, then between us we will have created a movement – a noisy, welcoming and energising Welsh, St David’s Day movement – developed by and owned by Welsh people across the globe.

Please don’t be put off – all the Wales Week already taking place around the world have been developed more-or less in ours and others’ ‘spare time’ – so whilst we can’t pretend it hasn’t been hard work, it is just tremendous to be seeing so much going on and engaging so many brilliant people, organisations and partners, and together being part of such a great buzz.



What's next? /

So, over to you – we'd love to hear from you if you're interested in developing a similar programme and please don't hesitate to get in touch, even if it's just to say you're looking at it.

It would be amazing even if even more locations decided to do run their St David's Day activities in this way and under the Wales Week banner (already for 2020 we're anticipating some 20-25 different locations to be doing so) – together the noise this could create on social media will be awesome – and we would be sure to amplify everything you're doing from here in the UK as well as from our partners around the world.

This initial approach to you is hopefully to get you thinking – before Christmas we will send out a second note with thoughts on how you and your friends, compatriots, colleagues might look to develop events and what sort of 'partners' you might try to engage with.

But of course, if you wish to discuss things before then we'd be delighted to hear from you.

Best wishes, diolch.

Dan & Mike

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